

Advertising Research Paper #3 – IMC Design, Message, and Execution Campaign

I will be developing a campaign for Swarovski. Swarovski is an Austrian company renowned for its precision-cut crystal products, including jewelry, accessories, home decor, and figurines. The brand is synonymous with luxury, offering both affordable and high-end crystal items. Swarovski also produces optical instruments and components for the fashion and design industries. I will be developing a campaign for a jewelry collection

1.

a.

<u>Attribute</u>	<u>Benefit</u>	<u>Personal Value</u>
Premium	Durability	Pride in owning luxurious, timeless products
Elegant and diverse product design lines	Complements personal style	Self-expression
Collaboration (with fashion designers and limited editions)	Trendy items	Social recognition
Globally recognized	Sophistication	Boosted confidence

- b. The two personal values I will be developing are self-expression and boosted confidence. It is important for consumers to experience that because it encourages individuality and promotes self-esteem for consumers, making them feel powerful and beautiful. I want consumers to feel that wearing Swarovski will empower their lives for the better.
- c. Consumers will reach the desired values of excitement, social acceptance, and pleasure when seeing the ads. Seeing a Swarovski should give consumers a sense of joy, confidence, and connections with a lifestyle that consumers dream of. A lifestyle that reflects sophistication and elegance, making consumers part of a social group. Wearing jewelry also allows consumers to express creativity and self-esteem by being seen.

2. Who is your target market? *(you are welcome to define a new target for the product/service)*

- a. My target market for a printed ad is Isabelle Moreau from Paris.

ISABEELLE MOREAU

LUXURY BRAND MANAGER

PSYCHOGRAPHICS

Isabelle values elegance and social recognition. She is interested in haut couture, luxury travel, and theater. Her lifestyle is busy as she attends social events and work obligations but likes resting at the spa and eating out. She enjoys reading French fashion magazines

GOALS AND MOTIVATIONS

Her goals are to build her personal brand through lifestyle choices, show her personality, especially her taste for fashion accessories, and be part of a select circle in Paris. Her motivations are boosting her self-esteem, creating iconic looks, and keeping up with trends to maintain her reputation as a fashionista.



BEHAVIORS

Isabelle sees luxury brands while she travels on the metro (underground). She likes brands with a strong legacy and buys jewelry based on originality and creativity. She is willing to spend a lot on a few different pieces of jewelry, rather than one expensive piece. She enjoys walking and shopping on her way home.

● ABOUT ISABELLE

Isabelle Moreau is a 45 years old female who lives in Paris. She has a Master's degree in luxury brand management and making around \$65,000 per years. She is Married with a doctor but no children.

DEMOGRAPHICS

Isabelle lives in the 16 arrondissements of Paris; she regularly visits high-end boutiques. She works as a consultant for luxury brands; she often travels for work, and her household income is about \$180,000.

CHALLENGES AND PAIN POINTS

She is overwhelmed by the changing trends in fashion and needs affordable luxury items that match her taste. Swarovski provided offers on jewelry with excessive collaboration and limited editions. The jewelry is affordable and trendy

- b. My demographic variable for a printed ad is females from 30 to 45 years old living in central urban ad fashion cities such as NYC, Paris, or Milan). Her demographic target will have a college degree or higher and earn an income from \$60,000 to \$100,0000 annually. Typically without children, but either married or single. They could have creative jobs, business jobs, or entrepreneurs.
My psychographic values elegance, self-expression, quality, and individuality. They are interested in fashion, travel, dinner, and art exhibitions. Their lifestyle is balanced between professional and personal life. They like getting a drink with friends right after work, shopping, and attending openings. They like shopping but don't want to spend a lot on only one piece of jewelry; they would rather buy multiple pieces to complete their looks. They are on social media but also value fashion magazines.
- c. Geodemographic: My target market lives in upscale urban neighborhoods with easy store access. They regularly visit Paris, NYC, or Milan and buy multiple pieces at Swarovski three to four times a year. My target market also values brand loyalty, especially having several pieces of jewelry from the same collection. They prefer limited editions and collaborative designs with local designers. They also need new jewelry for new events and something casual for after work.

3. Message theme: Prestige.

- a. The message theme is prestige, as it reflects the possession of an item that provides status and a sense of pride to my target market. Swarovski offers jewelry that is unique and high-quality, allowing my target market to express their self-esteem by being elegant and sophisticated. My printed ad will show the target market that the jewelry can also give them social status and value

their beauty, highlighting their taste in terms of jewelry. Also, wearing something prestigious boosts confidence, and the campaign will focus on how women should empower their confidence by wearing Swarovski.

The message could also be an achievement, but I will focus on prestige for this campaign.

- b. The prestige message is important to my target audience as it values social recognition, personal achievement, elegance, and self-expression. Social recognition is the main key point when the target market wants to buy jewelry as the target market wants to be part of an elite circle that values social activities and prestige, especially by wearing fashionable jewelry and clothes. Swarovski's brand fits into a premium jewelry boutique that offers unique and stylish designs to consumers. Personal achievement is the fact that the target market succeeds and is now able to buy jewelry from a premium brand even though Swarovski offers a pretty good price, a lot of people can still not afford jewelry there. Swarovski offers collaborative jewelry with international designers who make customers feel privileged, unique, and elegant. The last point is how Swarovski values self-expression through sophistication and pride for customers who stand out from the crowd and can feel confident while attending events.

Swarovski's prestige empowered the feeling of fulfillment by these brands' reputations, making it possible for a target market to wear their products and keep buying from them.

- c. The prestige message will evoke a feeling of elegance and pride in my target market through a sense of exclusivity and prestige. My campaign will show high-quality and limited editions from designer.

4. Message strategy: Affective Strategies -> Conviction.

- a. The message strategy will focus on effective strategies and, more specifically, conviction. I believe that conviction is the closest to the goal that my printed ad will reflect. Swarovski is a desirable brand that values success, achievement, and social recognition. Conviction reflects better the personal accomplishment that the target market comes from and wants to reflect the prestige and emotional connection with the brand (buying multiple pieces of jewelry driven by target market satisfaction needs).

5. Advertising appeal: Emotional.

- a. The emotional appeal that the ad will focus on is emotional as it allows a connection between the jewelry and the target and evokes deeper feelings that people can identify with, such as pride, confidence, and self-expression, which are the main key points my ad will reflect on. The emotion of these can surely make a purchase decision as Swarovski is a luxury brand offering reasonable pricing for premium products that give joy, pride, and self-empowerment while wearing the products. My ads will focus on creating a deeper connection between the brand and the customer as the goal is to loyalty the customer to the brand for future purchases.
- b. The emotional appeal is meaningful to my target audience because it allows them to express their true personality by being unique and iconic to others. The audience is socially active and always seeks validation and recognition. The products will boost their confidence by giving close emotions to pride and empowerment, making them feel confident.

6. Executional framework: Slice of life.

- a. The execution framework I have chosen is a slice of life as it shows to my audience that Swarovski is reliable as it is a high-quality product for work and social events, which is perfect for everyday use. Also aspirational as the brand encourages self-expression with the lifestyle of the consumers.

7. Ads: Prestige -> Affective Strategies -> Conviction -> Emotional -> Slice of life.

1. One print ad:



2. Instagram ad:



3. Two Tweets (Twitter)

