

Selling a Luxury Product: Advertising & Behaviour Change

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Cleaner Cooking Camp 2016

Secrets Of 7 Of The Most Effective Ad Campaigns

Combine powerful, meaningful, inspirational messages:

- Memorable
- Resonate with consumers: ring true & deliver a personally meaningful message
- Communicate how the product or service fits into consumers' lives or work to make them better, more productive, happier, more fulfilled
 - Deliver in ways that touch audiences
- Stand for values above and beyond the product or service itself
 - Base on deep psychological insights
- Be inextricably linked to the brand/product, so the ad won't be attributed to a competitor

Why luxury product? Why diamonds?

- PRODUCT WITH LIMITED INTRINSIC/RESALE VALUE
 - De Beers built the industry: presented the idea that a diamond ring was a necessary luxury
- LIMITED SPENDING/PURCHASING POWER:
 - 1930s: Low demand for diamonds due to poor global economy and threat of war in Europe
- ADVERTISING OBJECTIVE:
 - To "create a situation where almost every person pledging marriage feels compelled to acquire a diamond engagement ring"
 - Turn failing market into a psychological necessity, all during a period of war and economic turmoil

Creating the Narrative

- Ad agency made it look like diamonds were everywhere:
 - Used celebrities in the media, "The big ones sell the little ones"
 - Publicists wrote newspaper columns and magazine stories about celebrity proposals with diamond rings and the type, size, and worth of their diamonds
 - Fashion designers talked about the new diamond trend on radio shows
- Used traditional marketing tools like newspapers and radio in the first half of the 20th century
 - Created entertaining and educational content – ideas, stories, fashion, and trends that supported their brand and product, but wasn't explicitly *about* it

Keepsake
DIAMOND RINGS

Never a Love so True... Never a Ring so Cherished

Made for the happy girl in the world with the most treasured of all diamond rings, a genuine registered Keepsake. Only one diamond is handmade, the cutting standards of quality and value which Keepsake has maintained with distinction through its decades. For your protection, always Keepsake by the name in the ring, and the nationally established price on the tag. Let comparison prove that a genuine registered Keepsake Diamond Ring gives you far greater value than an ordinary ring of the same price. A value which is insured by the Keepsake Certificate of Authentic Registration and Guarantee. Better purchases! Keepsake handles Diamonds \$100 to \$10,000.

1. 18K Yellow Gold Ring	2. 18K White Gold Ring	3. 18K Rose Gold Ring	4. 18K Yellow Gold Ring
5. 18K White Gold Ring	6. 18K Rose Gold Ring	7. 18K Yellow Gold Ring	8. 18K White Gold Ring
9. 18K Rose Gold Ring	10. 18K Yellow Gold Ring	11. 18K White Gold Ring	12. 18K Rose Gold Ring
13. 18K Yellow Gold Ring	14. 18K White Gold Ring	15. 18K Rose Gold Ring	16. 18K Yellow Gold Ring
17. 18K White Gold Ring	18. 18K Rose Gold Ring	19. 18K Yellow Gold Ring	20. 18K White Gold Ring
21. 18K Rose Gold Ring	22. 18K Yellow Gold Ring	23. 18K White Gold Ring	24. 18K Rose Gold Ring
25. 18K Yellow Gold Ring	26. 18K White Gold Ring	27. 18K Rose Gold Ring	28. 18K Yellow Gold Ring
29. 18K White Gold Ring	30. 18K Rose Gold Ring	31. 18K Yellow Gold Ring	32. 18K White Gold Ring
33. 18K Rose Gold Ring	34. 18K Yellow Gold Ring	35. 18K White Gold Ring	36. 18K Rose Gold Ring
37. 18K Yellow Gold Ring	38. 18K White Gold Ring	39. 18K Rose Gold Ring	40. 18K Yellow Gold Ring
41. 18K White Gold Ring	42. 18K Rose Gold Ring	43. 18K Yellow Gold Ring	44. 18K White Gold Ring
45. 18K Rose Gold Ring	46. 18K Yellow Gold Ring	47. 18K White Gold Ring	48. 18K Rose Gold Ring
49. 18K Yellow Gold Ring	50. 18K White Gold Ring	51. 18K Rose Gold Ring	52. 18K Yellow Gold Ring
53. 18K White Gold Ring	54. 18K Rose Gold Ring	55. 18K Yellow Gold Ring	56. 18K White Gold Ring
57. 18K Rose Gold Ring	58. 18K Yellow Gold Ring	59. 18K White Gold Ring	60. 18K Rose Gold Ring
61. 18K Yellow Gold Ring	62. 18K White Gold Ring	63. 18K Rose Gold Ring	64. 18K Yellow Gold Ring
65. 18K White Gold Ring	66. 18K Rose Gold Ring	67. 18K Yellow Gold Ring	68. 18K White Gold Ring
69. 18K Rose Gold Ring	70. 18K Yellow Gold Ring	71. 18K White Gold Ring	72. 18K Rose Gold Ring
73. 18K Yellow Gold Ring	74. 18K White Gold Ring	75. 18K Rose Gold Ring	76. 18K Yellow Gold Ring
77. 18K White Gold Ring	78. 18K Rose Gold Ring	79. 18K Yellow Gold Ring	80. 18K White Gold Ring
81. 18K Rose Gold Ring	82. 18K Yellow Gold Ring	83. 18K White Gold Ring	84. 18K Rose Gold Ring
85. 18K Yellow Gold Ring	86. 18K White Gold Ring	87. 18K Rose Gold Ring	88. 18K Yellow Gold Ring
89. 18K White Gold Ring	90. 18K Rose Gold Ring	91. 18K Yellow Gold Ring	92. 18K White Gold Ring
93. 18K Rose Gold Ring	94. 18K Yellow Gold Ring	95. 18K White Gold Ring	96. 18K Rose Gold Ring
97. 18K Yellow Gold Ring	98. 18K White Gold Ring	99. 18K Rose Gold Ring	100. 18K Yellow Gold Ring

Traditionally through Rex Records the Choice of America's Loveliest Brides

Most valued symbol of your devotion

Of all the world's great gems, a diamond's unshakable quality most confirms the excellence of your personal discernment. Its purity reflects, as no other precious stone, the depth of your devotion.

In a diamond, the soundness of your judgment is affirmed; for regardless of size or price, it has enduring value everywhere.

Most welcome, most cherished of gifts, a diamond is a mark of your achievement.

The year, for a diamond made anniversary that special anniversary, or important birthday, a debut, the birth of a child, or any significant event.

By size 1.00 to 2.00 2.00 to 3.00 3.00 to 4.00 4.00 to 5.00

These diamonds are set in 18K white, yellow or rose gold. 14K white or yellow gold also available. They are set in a variety of designs. The diamond quality is guaranteed by the Gemological Institute of America. Price is for the diamond only. Mounting not included.

And what of Love?

There are girls' hearts and boys' hearts, spending to work other days above the fields and towers of our small universe. In the light of her engagement diamond, a girl's eyes keep a constant vigil... being recorded not only the loveless of love but the hope of a future tender and revealing, when growing trust and abiding grace will give their world rich meaning.

Your engagement diamond need not be costly, or of many carats, but because it will be cherished for generations it should be chosen with care.

Remember that color, setting and clarity, as well as carat weight, contribute to a diamond's beauty and value. A trusted jeweler will help you find a stone of fitting size and quality and style for what you wish to spend. Skilled匠人 can usually be arranged.

18K Yellow Gold Ring 18K White Gold Ring 18K Rose Gold Ring

By size 1.00 to 2.00 2.00 to 3.00 3.00 to 4.00 4.00 to 5.00

These diamonds are set in 18K white, yellow or rose gold. 14K white or yellow gold also available. They are set in a variety of designs. The diamond quality is guaranteed by the Gemological Institute of America. Price is for the diamond only. Mounting not included.

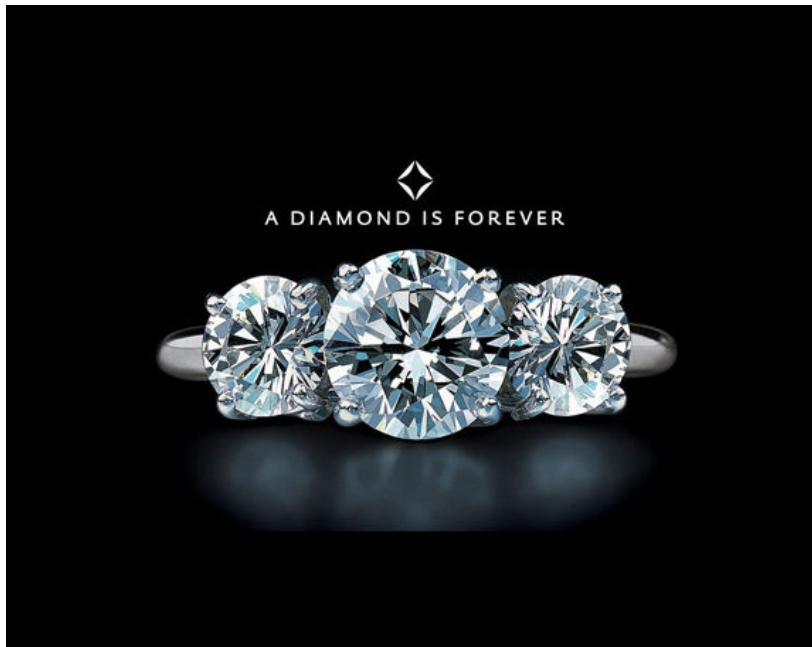
a Diamond is forever

Vintage De Beers Ads: 1930s & 1940s

“A Diamond Is Forever”

– Every De Beers ad since 1948

- Ads to convince Americans that marriages without diamonds were incomplete
- How to get more people to buy big diamonds in a bad economy?
 - Link diamonds with something emotional
 - Keep people from reselling them
- “A Diamond is Forever” implies durability; conveyed the meaning that marriage is forever
- Convinced young men that diamonds are the ultimate gift of love
- Convinced young women that they're an essential part of romantic relationships



WILL YOU KNOW THAT THE REASON I LAUGH WHEN
I'M WITH YOU ISN'T BECAUSE YOU'RE
SO FUNNY, ALTHOUGH YOU ARE? IT'S SIMPLY BECAUSE
SMILING CAN'T CONTAIN MY JOY.
WILL YOU KEEP LAUGHING WITH ME FOREVER?

WILL YOU?



Advertising: make relatively inexpensive product seem luxurious and essential

- Instead of marketing to their *product*, De Beers mastered the art of **marketing to values**
 - In this case, the values and ethics surrounding love, romance, and marriage
- In 4 years between 1938 and 1941, they reported a 55% increase in U.S. diamond sales
- No one was interested in buying diamonds when they conducted their first market research, so they created that value themselves
- By **marketing an idea rather than a product**, De Beers and N.W. Ayer built a strong foundation for the \$72B/year diamond industry

What about other
products?

Nike



- Nike's product used to cater almost exclusively to marathon runners
- Then, a fitness craze emerged
- Late 1980s: Nike created the "Just Do It." campaign
- "Just Do It." was short and sweet, and encapsulated everything people feel when they were exercising
- Don't want to run five miles? Just Do It. Don't want walk up four flights of stairs? Just Do It.
- **It's a slogan we can all relate to: the drive to push ourselves beyond our limits**

Dove's Campaign for Real Beauty

- “Imagine a world where beauty is a source of confidence, not anxiety.” 2004
- Simple but effective:
 - Ads around a topic they knew was sensitive but meaningful to their customers
- **YouTube: Dove Real Beauty Sketches**
- Designed to encourage debate regarding the definition of beauty and how women see themselves
- Goal was to make more women feel beautiful, appreciate themselves more, and feel more confident
- Like Nike's message, it's **empowering, inclusive, and broadly relatable**



DID YOU KNOW?

Oprah's famous car giveaway was really a giant ad for General Motors



The modern Santa Claus started in a Coca-Cola ad campaign



- Before 1930s, St. Nicholas was depicted like a church bishop (left)
- Coca-Cola Company ads started redesigning Santa Claus in 1920s
- Modern Santa (right)



How can we use existing stoves market research to create campaign?



WHAT IS OUR...

- “Diamonds are forever”?
 - Selling a value not a product
 - Create the narrative
- Dove Real Beauty Campaign?
 - Clean kitchen, little firewood? Not smoky hair or kitchen?
- Oprah car giveaway?
 - How do we get MAJOR publicity for stoves?
- Coca Cola Santa Claus?
 - Stove mascot? One suit fits all?
 - What should a CLEANER stove be like?