

“A Look into Alexander Wang and Calvin Klein’s Spring/Summer 2015 Campaign
Advertisements”

by: Tatyiana Flood

prepared for: Doctor Adomaitis

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Advertising is more than just pictures, words and symbols. It is the structured and composed nonpersonal communication of information, usually paid for and usually persuasive in nature about good, services and ideas by identified sponsors through various media (Adomaitis,2015). There are many characteristics when viewing an advertisement; it can be function, symbolic or experimental, meet cognitive or hedonic needs, may or may not have equity and so on. In this essay reader's will take a look into the similarities and differences between the international advertising of Alexander Wang's Collection and the American advertising of Calvin Klein's Collection when considering these many characteristics.

How did you obtain the ads? What is the name of the magazine? Date published?

Alexander Wang Spring/Summer 2015 campaign was obtained from *Vogue.international* which presented a collection of his creative and adventurous advertisements. This campaign was published on the 22nd of January 2015.

Calvin Klein's Spring/Summer 2015 campaign was retrieved from *Instyle.com*. This website is the online version of its magazine. This article along with the photographs were published January 7th, 2015.

Who/What is the brand of the product or service? What is the logo?

The product that is being advertised is Alexander Wang's Spring/ Summer 2015 Collection. Wang who is primarily known for his creativity and ability to take a glance into the future has topped the scale with his "Social Butterfly" ideas for this years campaign ("Vogue.international",2015). In figure 3, you can see how the advertisement giving off

electrifying vibes as models pose on a party bus surrounded by colored lights. Throughout the campaign you can see Alexander Wang's famous Bold Sans fonted branded logo, as seen in figure 1, in the lower corners of each and every photograph ("Typophile",2015). Calvin Klein, on the other hand, is said to have sparked the revolution in advertising original designer jeans.

Klein was considered a trendsetter during the 1970's ("lifetimetv",n.d). In 2002, the brand was sold to Philips Van Heusen Corp. but Klein continues to be the creative chief ("lifetimetv",n.d). Not only is he known for his desirable men's underwear, but a Calvin Klein creation can be recognized anywhere through his significant logo, which is shown in figure 2. The company's logo consists of "cK" symbol which you usually see on bags, luggages and/or the Calvin Klein name printed in black ink using the futura font ("famouslogos",2013). This logo was designed by Jeffrey Banks in the early 1970's and was considered to be one of the most "famous and memorable clothing logos created" ("famouslogos",2013).

Does this brand have equity to you? Explain in detail using promotional jargon why or why not?

This brand has an efficient amount of equity to the author because not only do you know who this creative designer is, but he captures his viewers into a rebellion, excited, careless world as displayed in figure 3. The uniqueness Alexander Wang put into this advertisement is unbelievable. He has taken his viewers to a party that they might not want to leave. This brand is strongly associated with Balenciaga being that Alexander Wang has been the Creative Director since 2012 (Furstenberg,2015). Ever since Wang partnered with H&M his brand has become

favorable and increasingly recognized by the youth of today. Similar to Alexander Wang's, Calvin Klein's advertising has equity as well.

Calvin Klein's products has been favored by both male and female sex throughout the years and it continues to thrive and expand with every renovation. Calvin Klein as a whole manages to step out of it's boundaries to bring to their consumers and fans a new taste of style. They are unique as to their campaign strategies as well. In figure 4 you can see that for this campaign they have endorsed Justin Bieber who is a hot topic at this point. He is famously known for his music and using that as an advantage they have gained the attention of the singer's fans not only to the advertisements but to their brand and constructions.

What are basic consumer needs that the ad is designed to appeal to? Is the advertisement functional, symbolic, experimental, or a combination of the aforementioned appeals?

In the advertising business there are 3 types of advertising styes: functional, symbolic and experimental. A product is Functional if it attempts to solve a consumer's problem, symbolic is potentially fulfilling a consumer's desire for self-enhancement , group membership, affiliation and belongingness and last but not least experimental provides sensory pleasure, variety and cognitive stimulation (Adomaitis,2015). This advertisement is Symbolic because this product is capable of fulfilling the consumer's wants of beautifying themselves or elevating their status. The basic consumer needs Alexander Wang's collection is appealing to is the display of status by wearing expensive trendy clothing. It gets the consumer to take a "walk on the wild side". Another example of a symbolic advertising is Klein's campaign.

Calvin Klein's campaign advertisement is designed to appeal to the needs of feeling wanted and included. Therefore it is of symbolic nature. In figure 4, Lara Stone is holding Justin Bieber's chest which symbolizes her wanting him in a desirable manner. This gives the consumer's the idea that in these jeans anything is possible, feelings can be enhanced and affectionate attention will be drawn. In these jeans, they too can grope Justin Bieber's firm chest.

Where would you rank it on Maslow's Hierarchy of needs? Please compare and describe as it relates to consumer appeals.

Using Maslow's Hierarchy of needs, one would rank Alexander Wang's Spring/Fall 2015 campaign on the level of Self Actualization Needs. "In self-actualization a person comes to find a meaning to life that is important to them (McLeod,2007)." This advertisement puts consumers in a perspective where they are spontaneous to actually buy this product and to experience the idea of having fun. They just want to have fun and not care what anyone thinks. Life's a party and this product will show that. This is the need of growth (McLeod,2007) whereas Klein's campaign is more on the need of being intimate.

Calvin Klein's Spring/Summer 2015 campaign ranks as Belonging Needs because it sit parallel to the symbolic needs. "Love and belongingness needs is the desire to obtain friendship, intimacy, affection and love from work group, family, friends, romantic relationships (McLeod,2007)." The chemistry between these models symbolizes the intimate and affectionate acceptance of each other and this is what consumers are looking for in a product .

Does the advertisement meet cognitive or hedonic needs? What are the motivations behind the ad-rational or emotional? What is the need?

Alexander Wang's advertisement meets the hedonic needs. Hedonic needs or HEM is consumer's processing of messages and behavior driven by emotions in the pursuit of : Fun, Fantasies and Feeling (Adomaitis,2015). This advertisement is all about fun. The color lights used in this photograph (figure 3) creates a perception of a fantasy world, an electrifying world that one would dream of. The model's legs are spread which gives off a sexual vibe to viewers. The motivation behind this campaign is emotion driven. They are not thinking and reasoning they are trying to pursue the need of pleasure. The need to buy this product. Calvin Klein's collection campaign meets hedonic needs as well.

Calvin Klein's collection advertisement falls within the criteria of consumers being driven to pursue Fun, Fantasy and Feeling. The posing of Justin Bieber and Lara Stone gives off a sexual feeling. They look like they are having fun as they hold one another. Being in Bieber's shoes or in Stone's shoes is a fantasy to the consumers. This is another emotion motivational campaign. Lust, affection and intimacy is written all over this photograph. Calvin Klein lures the consumer in to wanting to experiment wearing these jeans and he's getting them to see themselves in this situation.

Does this brand/name fulfill the objectives of retail promotion? Does it inform? Create a want? Facilitate purchase?

Retail promotions or sales promotions are the set of marketing activities undertaken to boost sales of the product or service ("economictimes.indiatimes.com",n.d.). Alexander Wang

campaign fulfills the objectives of retail promotion because he captures the consumer's attention by setting the venue of his collection on a party bus. The brand's advertisement informs consumers what the product is, the exact trend and what age group they targeting; women in their early or mid twenties. This campaign was filled with so much excitement that it convinced the viewers that this product is what they actually want. This want is strong enough that a purchase is facilitated. Calvin Klein, who was primarily known for designing women's coats in the late 1960's has done an amazing job as well in promoting their products bringing it to a main focus (Jacobs,2015).

Calvin Klein fulfills the objective of retail promotion due to the gained recognition by using celebrity Justin Bieber and model Lara Stone. Using Bieber has brought attention to the brand from those who usually overlook it. This campaign informs the viewers that this is a trendy product. Justin Bieber is now wearing it and so is Lara Stone. Not only does this advertisement create a want for the product but also for the models. The creativity and intimacy put into this brand facilitates a purchase. Consumers would buy this product after seeing this advertisement.

What do you think about each of the advertisements? What do you like or dislike about them?

Would you buy the product?

After viewing and analyzing Alexander Wang's campaign, I began to perceive it in a different light. Once I passed the phase of just looking at the colors and the models, I learned so much more about the advertisement and how symbolic and hedonic it is. What I like most about this campaign is the party bus scenery and how the models are posed and beautified as if they are

really at this party. What I dislike about it is the overly sexual tension that provokes the idea that buying this product will transition your life into a world of curiosity and promiscuity. I would buy this product because this is something I would wear for a fun night out with the girls. In comparison to Alexander Wang's campaign looking at Calvin Klein's campaign thoroughly opened my eyes to the message and equity behind it.

I loved the way Calvin Klein used Justin Bieber to reach out to those consumers who are inspired by him. This action has led to an outreach to viewers that may have looked past the Calvin Klein brand. What I like about this advertisement is how intimate and affectionate it is but not in a way that gives off a pornography feel. What I dislike about this advertisement is the view of the jeans on Lara Stone were cut off, hindering female viewers a look at Calvin Klein Jeans for women. I wouldn't buy these jeans for myself due to my preferences in name brands but I would purchase these for someone for a gift.

Figures

ALEXANDER WANG

“Figure 1” Alexander Wang Logo.(n.d.).



“Figure 2” Calvin Klein Logo.(n.d.).



“Figure 3” Alexander Wang: The Spring Summer 2015 ad campaign.(2015, January 22).



“Figure 4” MyCalvins: Justin Bieber Fronts Calvin Klein’s Steamy SS15 Campaign with Lara Stone.(n.d.). Calvin Klein Spring/Summer 2015 advertisement campaign.

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