

While the bottom line remains that Cartier is trying to sell a necklace, they have employed numerous tactics in their advertisement in order to make that possible. It's not just a product on display, it's a printout of an ideology. The whole premise is to connect their necklace to a desire. Either you have this desire, or you know someone who does, and we have the means to fulfill that. It just costs \$58,500.

This ad is found on the second page of *Los Angeles Magazine* which shares a variety of aspects of this boasting city for locals and tourists alike. Information can be found on entertainment, fashion, places to eat, the arts, etc. It offers an array of options for an array of budgets, ranging from student-affordable to affluent-exclusive, as we see with this particular feature item.

Cartier is a high-end retailer on Rodeo Drive in Beverly Hills, and the price of their product would tell you that as quickly as the small print at the bottom of the ad does. They are known for specializing in fine jewellery, luxury timepieces and gifts in classic designs. When viewing this ad along with perusing their website, also provided at the bottom of the ad, it is easy to determine their demographic. Their products are classy and sophisticated and are targeted for people in relationships but of course of the affluent crowd.

This ad is relatively simple, considering there are only four main components; the necklace, the message, the fingerprints and the logo. However, it's the use of colour that makes this ad stand out. Maroon is used as the backdrop, which is associated with "rich and indulgent feelings" according to designer Jason Beaird (1). He also said it "can be quite hoity-toity" which definitely is in line with this expensive product. Maroon is the color typically used for wine enthusiasts and connoisseurs of fine living. Its psychological background represents strength, courage and being in control (2). Cartier chose to print their name in white and this is likely because it represents purity and innocence, which for a brand name would enhance trustworthiness and therefore, displays ethos.

The predominant color use in this ad is that of the fingerprints because they are so glittery and make up almost the entirety of the page. What caught my attention while flipping through this magazine, was that shimmeriness of this page. I always get distracted by shiny objects, and will want a closer look at anything that has some 'bling,' but it turns out, it's not just me. Anthropologists have noted that this derives right from our caveman days. Prehistoric man had a habit of polishing bone tools and even equated shiny things with spiritual powers. But, what is even more interesting is that researchers say our impulse for shiny things comes from our need to stay hydrated. We have been on the lookout for shimmering river and

streams to seek out water, and with the evolution of natural selection, we are left with an innate attraction to things that shine (3). This is pathos, appealing to our imaginations and feelings.

Logos in this ad is through a message containing five simple words. "Trinity. All about you forever." Trinity is the name of the design of this necklace, because of its three rings in three different colors. Although, there is symbolism in the word trinity, commonly associated with the Christian faith, representing the nature of God; the father, the son and the holy-spirit. Regardless of your belief system, there is no negative connotation with this word, the pathos appeal here is the fact that his word brings up feelings of sanctity, suggesting this brand is above all else. Also feelings of safety, all-encompassing and perfection ring true with this word and therefore, with this product.

The message behind the emotive language "all about you forever" is speaking to the audience, placing the buyer in a position of pride, whether for themselves or for a gift, that person is putting themselves as a priority and there isn't anyone who would shy away from that. It's to make the receiver of this necklace feel special, buying this means you are giving yourself/someone else a treat. Either way, if it's being bought as a gift or not, it seems like a wise choice with a suggestive message such as this one. The words overlap onto the fingerprint, to highlight that *you* are an individual, just like your own fingerprint, this piece of jewellery is unique. Each one is designed with an individual in mind (even if all the inventory of this design is going to look the same) and the wise Cartier brand is looking out for *you*, furthering their credibility. The word *forever* is indicative of everlasting; the necklace itself, as well as intertwined with the meaning of the word trinity. This product will last forever, for as long as your fingerprints, meaning until the rest of your life. That's quite a promise, perhaps to justify the price tag.

Personally I did find this ad attractive, it's visually appealing and glitter with jewellery is an apt combination. Some may say this is geared towards women, I think it's pretty eye-catching regardless of your gender. Even if women respond better to this ad, men would stop and look at it because of its uniqueness; the fingerprint pattern is uncommon, as is sparkles and glitter on an advertisement. I like the placement of the necklace, the way it droops onto the page and creates a V-shape like it would if it was actually hanging off a neck. I'm a fan of the tri-gold colors and enjoy that they incorporated that into their main choice of imagery, the fingerprints. Although this ad caught my attention and I enjoy looking at it, it doesn't persuade me to purchase this product, even if I could afford it. I feel this ad is only effective for those that are already looking for gift ideas or who may have a weakness/obsession for jewellery. The message itself is not strong enough; although there is symbolism in the word

choices, I don't think it's effective in selling a product. It has the sentimental, whispery approach that jewellery sellers have, to pull at the heart strings of those who are experiencing love. It may land with some; it was a miss for me.

Works Cited

- 1) Beard, Jason. "The Psychology of Color." *RSS*. 21 Mar. 2011. Web. 2 Apr. 2016.
  
- 2) Kawamoto, Richie. "The Psychology of Red Branding [infographic] - ImagiBrand." *ImagiBrand*. 17 Apr. 2014. Web. 2 Apr. 2016.
  
- 3) McRobbie, Linda Rodriguez. "15 Shimmering Questions About Glitter, Answered." *Mental Floss*. [www.mentalfloss.com](http://www.mentalfloss.com), 2 Dec. 2015. Web. 2 Apr. 2016.
  
- 4) "Official Cartier Websites & Online Stores - The Renowned French Jeweler and Fine Watchmaker. Bridal, Luxury Accessories, Fragrances & Exceptional Gifts." *Official Cartier Websites & Online Stores - The Renowned French Jeweler and Fine Watchmaker. Bridal, Luxury Accessories, Fragrances & Exceptional Gifts*. [www.cartier.us](http://www.cartier.us) Web. 7 Apr. 2016.