

# The Appeals Of Luxury Advertising: An Application Of Taylor's Six-Segment Message Strategy Wheel

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## Abstract

*The primary purpose of this study was to further expand upon Taylor's Six-Segment Message Strategy Wheel and provide the communication research community with insights into luxury brand advertising. Using content analysis and Taylor's message strategy wheel, this research analyzed 317 ads across multiple print publications between January of 2009 and October of 2010. The results concluded that ego was the most frequent appeal used in both a recession and economic growth for all luxury business sectors. Overall, transformational appeals were used most frequently in both timeframes by all business sectors except for Fast Moving Consumer Goods. This study provided details on the application of Taylor's message wheel and brought forth the groundwork for future studies in luxury advertising.*

## I. Introduction

Global luxury brands have a double role. First, luxury brands must be able to inform, persuade and sell a product of worth across a multitude of cultural boundaries. Second, global luxury brands must create, attract and maintain brand loyalty and value (Interbrand, 2010). The economic crisis of 2008-2009 posed an interesting test of marketing ability, advertising strategy and analyzing techniques of consumer buying trends. The brands that thrived through these trying times also are some of the least understood in terms of advertising strategy.

Many brands in the luxury industry strive for the elusive "recession-proof" status in which the product and brand can maintain or even increase value within fluctuating economies and markets (Sullivan, 2008). As such, Scilla Huan Sun of Julius Baer Luxury Brands Fund suggests that luxury brands are hierarchical in nature and that "affordable luxury still has a lot of long-term growth potential but [it] is more cyclical than true luxury, which remains very stable," as reported by Sullivan (2008, para. 8). But not all in the luxury business believe such hype. Founder Alexander Duckworth of Point One Percent, a marketing advising company for luxury companies, disagrees with Huan's point of view in a 2008 New York Times article reported by Stephanie Clifford stating, "the stereotype in our sector is [that] high-end luxury brands are Teflon to a recession, which is nonsense" (2008, para. 11). Evidence from the last three years of buying behavior generally seem to support both claims; for some luxury companies thrived and made large profits (e.g. Louis Vuitton, Cartier) while others faltered and cut advertising funding (e.g. Vogue) across a multitude of marketing platforms, most specifically, print (Clifford, 2008).

This current document aims to provide the research community with the first in-depth views into the

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interplay between luxury brands, the advertising strategies used and consumer behaviors in both a recession and economic growth timeframe. Using content analysis and Taylor's (1999) Six-Segment Message Strategy Wheel as the framework, this study also aims to expand upon Taylor's model and provide insight to advertising strategies employed by luxury brands in print.

This current study also expands upon previous research using Taylor's message wheel, further adding to the credibility and validity of its use. By examining global luxury brands using Taylor's message wheel, the current study also provides a sound framework, a starting point for future research in advertising and marketing on luxury brands, and the methodology and procedure for future analysis in this particular business sector.

## **II. Literature Review**

### ***Defining Luxury***

Today, the term "luxury" is used somewhat subjectively. To some, "luxury" is defined as "indulging in and the enjoyment of rich, comfortable, and sumptuous living;" however, to others it is the obtainment of something that is expensive or rare (Free Online Dictionary, Thesaurus and Encyclopedia, 2010). Therefore, to increase objectivity and clarity, this research defines the term "luxury" as "something that is considered an indulgence rather than a necessity (Free Online Dictionary, Thesaurus and Encyclopedia, 2010). Using this definition constructs a more objective method for analysis of what is considered a luxury item and a luxury brand.

### ***Role of Advertising***

Similar to studies done by Sandage (1972) and Chong, Lee, and Taylor (n.d.), this research defines advertising as an institution where problems are managed through humanly designed methods. Likewise, Carey (1960) asserts that the purpose of advertising is to inform the public and consumers alike about goods and services, but when applied to economic conditions today, advertising can also be applied to noneconomic situations as well. Carey (1960) also maintains that advertising plays a role in shaping socio-economic norms, values and beliefs; seeing as inevitably, advertising brings both buyers and sellers of goods together, thus giving advertising a certain aspect of power of control in defining what behavioral and societal norms are acceptable and appropriate.

Based on Carey's (1960) study, it can be inferred that an advertiser's choice in advertising strategies is influenced and affected by economic conditions, and knowing when to adjust or change these strategies is placed on the advertisers themselves. Thus, depending on the industry, economy, the advertiser and social norms established, an advertising strategy can largely vary in length of time in use; from being short-term strategies of a couple of months, to lasting several years. In Taylor's (2005), and Chong, Lee, Taylor's study (Magnitude and Direction of Changes in Advertising Strategies of Financial Services Organizations during an Economic Crisis: An Application of Taylor's Six-Segment Message Strategy Wheel, n.d.) it is further explained that overall changes in advertising strategies happen more frequently due to the pressures on advertisers to prove and show positive results in the advertising tactics deployed; otherwise fearing being terminated by either the client or the agency. Noting this trend, though economic conditions should be factored into how message strategies are formed, we should not, however, infer that changing message strategies because of change in economic conditions is either the correct or optimal strategy (Chong, Lee, Taylor, n.d).

### ***Theoretical Framework for Message Strategy***

Though in many cases the terms, such as creative strategy and message strategy, have been used somewhat synonymously. This research, similar to research by Laskey, Day, and Crask (1989); Frazer (1983); and Taylor (1999), defines the term "message strategy" as "what to say" rather than "how to say it" (Taylor, 1999). Further differentiating between the two terms, Taylor clarifies that the term "message strategy" be viewed as the approach in which products, services, companies or institutions may be or are currently being used as its method in promotion or communication. This definition and Taylor's six-segment message strategy wheel is used as the groundwork for this research.

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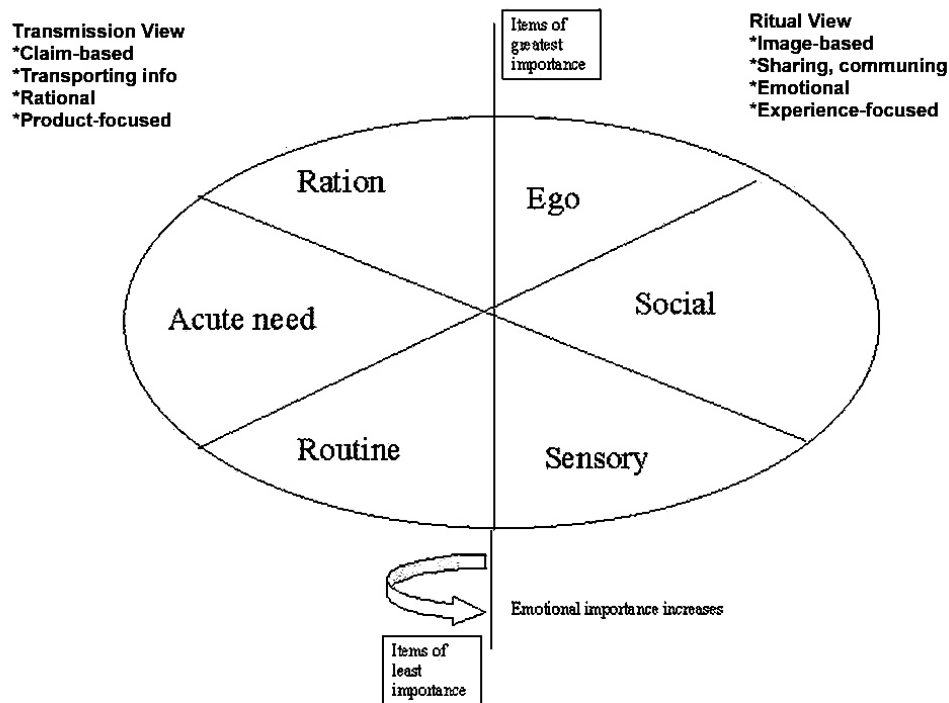


Figure 1. Taylor's six-segment message strategy wheel

Message strategies in product and service advertising have been studied extensively by researchers (e.g. Laskey, Day, and Crask 1989; Cutler & Javalgi 1993; Taylor 1999; Venger & Wolburg, 2008), thus providing a sound background for creating a framework for analysis of luxury brand's message strategies presented in this research. As mentioned above, there is extensive literature (e.g. Carey, 1975; Taylor, 1999; Hwang, McMillan, and Lee, 2003) on creative marketing and advertising strategies, and out of such, two basic classifications of advertisements emerged: transmission and ritual. These two classifications are similar to each other and became the basis for two more advertising classification terms often used synonymously with the transmission and ritual terms: informational and transformational (Carey, 1975; Pluto & Wells, 1984; Taylor, 1999; Chong et al. n.d.). Similar to advertising under the transmission view as presented by Carey (1975), the informational classification is suggested as "to impart, send, transmit or give information to consumers" (Hwang, McMillan, and Lee, 2003 p. 3). Advertising that has been categorized as ritual or transformational is typically defined as utilizing emotional, self-gratifying, unconventional or original means and strategies to reach consumers (Pluto & Wells, 1984; Laskey, Day, and Crask, 1989; Taylor, 1999; Golan & Zaider, 2008; Chong et al. n.d.). The terms informational and transformational are used throughout the remainder of this document from this point onward. Expanding past research, Taylor (1999) proposed a six-segment message strategy wheel that divided the two primary categories into subcategories. Under the informational category, Taylor identified three more message segments: ration, acute need, and routine. Under the transformational category, Taylor also proposed that this category be divided into three more message segments as well: ego, social, and sensory. In this model, these subcategories are explained further below.

#### Informational View:

The ration segment under Taylor's model appeals to the consumer's need for data and information. Advertising elements under this segment use a high frequency of informative and persuasion techniques (Taylor, 1999). Examples of products typically using a ration appeal include electronics, such as televisions, computers, and other products, such as cars or household appliances.

The acute need segment under Taylor's model is based on the consumer's limited time for purchase, thus brand recognition and familiarity play a factor in the decision-making as well. Examples of products using the acute need segment are car tires and batteries due to the nature of uncertainty of when the need for these products would arise.

The routine segment attempts to, or does, take advantage of consumer routine buying habits. Taylor (as cited by Golan & Zaidner, 2008) suggests that this segment has dual roles in that it provides consumers an outlet to maintain brand consumption and purchasing habits as well as providing the “why” the product will fulfill their needs. Examples of products under this segment are cosmetics, common household goods (e.g. dryer sheets and cooking oil), and cereal.

**Transformational View:**

The ego segment under Taylor’s (1999) message strategy wheel is defined as advertising strategically appealing to consumer’s sense of self-image and importance. Advertisements in the ego segment appeal to how the individual would like to be perceived by others, and the messages are typically related to vanity or self-actualization (Taylor, 1999; Golan & Zaidner 2008; Venger & Wolburg 2008; Chong, Lee, and Taylor, n.d.). Messages within this segment aim to reflect an individual’s ego or status, rather than citing that the product will change who they are. This segment is most often associated with luxury products and services such as but not limited to: luxury watches and cars; high-fashion clothing; and as suggested by Golan & Zaidner (2008), publications such as *The Economist* and *The Wall Street Journal* as well. In application, this segment holds little need for information and more often than not, is more image-driven than other segments.

The social segment of Taylor’s message strategy wheel is classified as how the individual would like others to perceive about them. Thus, advertisements classified in this segment should “be directed to being noticed, gaining social approval, engaging in the socially correct behavior, or recalling and reliving social experiences through product consumption” (Taylor, 1999 p. 13). Examples of products associated with using the social segment may include jewelry and holiday gifts (Golan & Zaidner, 2008).

Last of the transformational view subcategories is sensory. In this segment, advertisers appeal to the consumer’s five major senses, often using gifts or rewards as added incentives. Advertisements using elements that enact a sense of touch, smell, taste, sight or sound will fall in this category. Examples of advertisements using sensory view with gifts include print ads attaching perfume or cologne sample strips to the advertising message. Other examples of under this segment may also include food and beverage products and household goods (Golan & Zaidner, 2008).

### ***Applications of Taylor’s Six-Segment Message Strategy Wheel***

Since its publication in 1999, several researchers gauging message strategies have effectively utilized Taylor’s Six-Segment Message Strategy Wheel. Though its implications vary, the overall effectiveness of the message strategy wheel is evident.

Hwang, McMillan, and Lee (2003) used Taylor’s message strategy wheel to analyze message strategy, audience and function in corporate website advertising. Using content analysis to study 160 corporate websites, the authors found that Taylor’s routine segment was the most predominant appeal strategy among the websites studied.

Golan and Zaidner (2008) used Taylor’s six-segment message strategy wheel to analyze creative strategies in viral advertising. Using content analysis to study 360 viral ads on the World Wide Web, the authors concluded that ego was the most used advertising appeal in viral advertising.

Researchers Olesya Venger and Joyce M. Wolburg (2008) used Taylor’s strategy wheel when comparing Ukrainian and American tobacco advertising strategies in magazines. After analyzing the text within each advertisement and comparing message strategies used from each country, they found a difference in message strategies, particularly towards ego, social needs and sensory.

Chong, Lee, and Taylor (n.d.) used Taylor’s six-segment message strategy wheel to study Financial Services advertising from 2005-2009 in order to gauge the magnitude and change in the direction in advertising strategies within this sector during an economic crisis. Applying Taylor’s (1999) strategy wheel, the author’s found that prior to an economic crisis, transformational strategies were employed; however, during an economic crisis, the Financial Services sector showed statistically higher numbers in frequency of informational appeals employed.

Taylor’s model for evaluating message strategies is the basis for the current study. The message wheel provides a unique and accurate method for analyzing consumer trends in advertising and consumer behavior and is founded on communication theories. Taylor’s model also provides a better method of analysis of these message appeals than previous models like Kotler’s (1965) Buying Model (as cited by Hwang, McMillan, and Lee, 2003) and broke down previous message appeals categories further into more specific

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subcategories. It is Taylor's six-segment message strategy wheel that provides the current document with the most thorough process of analysis of advertising appeals.

### **Research Questions**

Based on Golan and Zaidner's (2008) study as well as stemming from previous research using Taylor's message strategy wheel, the current document formulated the following research questions:

RQ1: What advertising appeals were most frequently used by luxury brands in an economic boom?

RQ2: What advertising appeals were most frequently used by luxury brands in an economic recession?

RQ3: Which of the six-segments presented in Taylor's message strategy wheel was most commonly used by luxury industries in both an economic boom and recession?

RQ4: Are there similar appeals strategies among industries of luxury?

RQ5: Are there major differences present in appeals strategies across industries of luxury?

## **III. Method**

### **Sampling Procedure**

This study examined international luxury brands' message appeal strategies in print advertising using content analysis. The content analysis was conducted using one coder to analyze print advertisements in high fashion and luxury-oriented magazines from January 2009 through October 2010. Due to the fact that international luxury brands have different target audiences and thus, different advertising strategies, magazines were chosen to target three different types of audiences through female-oriented, male-oriented and gender-neutral publications. The magazine publications chosen here for their female audience were *Glamour Magazine* and *Vogue Magazine*. *GQ Magazine* was chosen for this research to capture luxury brands and products tailored towards men. Lastly, *New York Times Magazine* was chosen to bridge between the two publics. For relative ease and simplicity in selecting which luxury brands to dissect, this research used Interbrand's "Best Global Brands of 2010" (BGB) report to narrow the brands that this document focused on (Interbrand, 2010). Using this report, luxury brands were chosen by how they ranked within each respective industry sector. Though 19 different business sectors in this report were present, only alcohol, apparel, automotive, fast moving consumer goods (FMCG), and luxury sectors were chosen. Many of these business sectors varied in the number of brands that were under each section, and thus, the author used several different approaches to how the brands were ultimately selected.

Brands in the alcohol sector were chosen from two different sources. Using Beverage World's April 2010 guide as a guide for selecting which alcohol brand to analyze, only the top one (1) champagne, liquor, vodka and beer brands ranked by Interbrand were chosen. The brands chosen that fit the above criteria were *Moët & Chandon*; *Smirnoff*; *Johnny Walker* and *Heineken*, respectively. Though the vodka brand, *Grey Goose*, was not ranked among Interbrand's BGB report, it was included into this research to provide a better comparative analysis between two of the same types of alcohol beverages.

To choose brands in the apparel sector, the top two global brands, *H&M* and *Zara*, were selected.

Due to inconsistencies found in data defining what qualities make for a "luxury" automobile, only the top two European automakers *Mercedes-Benz* and *BMW*, ranked in Interbrand's BGB's of 2010 report, was selected for the automotive sector.

To represent the FMCG sector, *Lancôme* was chosen from Interbrand's 2010 BGB report due to its global rank as well as its association as a luxury brand in cosmetic products by consumers (Interbrand, 2010).

In the luxury sector, all global brands listed in this category by Interbrand are *Louis Vuitton*, *Gucci*, *HERMES Paris*, *Tiffany & Co.*, *Cartier*, *Armani*, and *Burberry*. The timeframe was defined and provided by the Bureau of Economic Analysis (BEA) at [www.bea.gov](http://www.bea.gov). As stated by the BEA, an economic recession is measured by two or more consecutive quarters of negative gain and likewise, an economic boom is defined by two or more quarters of positive gain in overall GDP. These definitions of an economic boom and recession

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were used to define the timeframe used in the current document.

### Coding Strategy

This study uses the coding procedure (appendices 1-2) as provided by Hwang, McMillan and Lee’s (2003) research using Taylor’s message strategy wheel. This procedure used a two-step process in the coding of each ad. First, each ad was categorized as either Transformational or Informational under the guide that transformational ads should

- “Associate the experience of using a brand with a set of psychological characteristics.”
- “Focus on the users of a brand and their lifestyle, focus[ing] on developing a communication about the brand.”

And informational ads

- “provide factual product information about a brand or a company.”
- “Provide relevant brand data in a clear and logical manner.”
- “Show competing brands, focusing on claims of uniqueness, and provides nature of brands.”

The ads were then categorized using Hwang, McMillan and Lee’s (2003) coding guide that used Taylor’s strategy wheel model found in the appendix.

## IV. Results

A total of 317 ads were coded by the researcher. Duplicated ads were also counted for frequency of placement as well as frequency of appeals used. The researcher was also the coder. Of the ads analyzed, 35% were recoded using Hwang, McMillan and Lee’s (2003) coding guide and cross-checked with results from the original coding. Of the 111 ads recoded, twelve (10%) ads originally coded were revised.

RQ1 asked what was the most frequent advertising appeal used by luxury brands as a whole during an economic boom? Advertisements in an economic boom showed that an overwhelming majority of ads targeted ego (at 43.4%). Sensory (15.6%) and ration (14.2%) appeals followed behind ego in frequency, as shown in Table 1.

**Table 1. Specific Message Strategies of Luxury Brands in an Economic Boom**

Strategy	Frequency	Percent
<b>Transformational Strategies</b>		
Ego	119	43.4%
Social	35	12.7%
Sensory	43	15.6%
<b>Informational Strategies</b>		
Routine	4	1.4%
Acute Need	34	12.4%
Ration	39	14.2%
Total	274	—

Note: Percentages were calculated by taking the frequency divided by the total (e.g.  $119/274 = 43.4\%$ ). Each percentage calculated was rounded to the nearest tenth.

The answer to RQ 1, asking what advertising appeals were most frequent by luxury brands during a recessionary time period, is found in Table 3, which shows that advertising for luxury brands still overwhelm-

ingly used ego (41%) than any other appeal. Second in frequency was ration (16%) followed by acute need (13.3%).

Tables 1 and 2 provide the answer to RQ 3, what advertising appeal was most commonly used by luxury brands in both a economic recession and economic boom, by showing that ego was the most frequent at 41% in a recession and 43% in an economic boom.

**Table 2. Specific Message Strategies of Luxury Brands in an Economic Recession**

Strategy	Frequency	Percent
<b>Transformational Strategies</b>		
Ego	110	41%
Social	35	13%
Sensory	33	12.2%
<b>Informational Strategies</b>		
Routine	11	4%
Acute Need	36	13.3%
Ration	43	16%
Total	269	—

RQ 4 can be answered by tables 3 and 4, which show that there are similarities in appeal strategies between some luxury sectors. Table 3 shows that alcohol and FMCG sectors advertise similarly in ego, sensory and routine appeals in a recession and likewise, these two sectors are similarly matched in an economic boom represented in Table 4. Additionally, FMCG and alcohol sectors hold similar numbers in frequency of ad placements (the alcohol sector placed 25 ads in a recession and 29 in an economic boom; FMCG placed 31 ads in a recession and 36 in an economic boom) as shown in tables 3 and 4. Furthermore, the apparel and automotive business sectors showed similarities in frequency of ego appeal used (apparel: 4, automotive: 3), total frequency of appeals strategies used (apparel: 8, automotive: 10) and frequency of ads placed (apparel: 4, automotive: 4), as represented in Table 3. In an economic boom, apparel and automotive business sectors show similarities in ego (apparel: 4, automotive: 4), acute need (apparel: 4, automotive: 2), ration (apparel: 4, automotive: 4), total frequency of appeals strategies used (apparel: 12, automotive: 14), and total number of ads placed (apparel: 7, automotive: 8).

**Table 3. Message Strategies Across Business Sectors in an Economic Recession**

Sector	Ego	Social	Sensory	Routine	Acute Need	Ration	Total strategies in category	Total number of ads placed
Alcohol	14	19	6	6	2	8	55	25
Apparel	4	0	0	0	4	0	8	4
Automotive	3	0	3	0	0	4	10	4
FMCG	16	2	5	5	0	31	59	36
Luxury	73	14	19	0	30	0	137	90
Total	110	35	33	11	36	43	269	159

Are there major differences present in appeals strategies across industries of luxury?

Data pertaining to RQ 5--if there were any major differences present among the luxury sectors--and the message appeals show that differences were vast, and are found in table 3 and table 4. Most notably, the luxury sector placed the most advertisements in both a recession (90) and an economic boom (83) than any other sector. Luxury also used the ego appeal in both time periods more frequently (73 in a recession; 80 in an economic boom) than any other sector. Apparel and automotive sectors placed the fewest advertisements compared to the other business sectors. Furthermore, FMCG was the only business sector to use the ration appeal most frequently in both time frames (31 times in a recession and 24 times in a economic boom).

**Table 4. Message Strategies Across Business Sectors in an Economic Boom**

Sector	Ego	Social	Sensory	Routine	Acute Need	Ration	Total strategies in category	Total number of ads placed
Alcohol	16	19	11	0	0	7	53	29
Apparel	4	0	0	0	4	4	12	7
Automotive	4	0	4	0	2	4	14	8
FMCG	15	2	5	4	0	24	50	31
Luxury	80	14	23	0	28	0	145	83
<b>Total</b>	119	35	43	4	34	39	274	158

## V. Discussion

The current document expands upon Taylor’s (1999) six-segment message strategy wheel and the luxury industry by providing further evidence to the effectiveness of Taylor’s model, and insight into the strategies in appeals among leading luxury brands.

The analysis of luxury brands produced varied results among luxury industries during an economic recession and boom. Though consistent with previous research (e.g. Chong et al., n.d.) by showing advertising’s ability to facilitate efforts to parlay information between buyers and sellers, the results in this study show that luxury brands are less likely to change advertising strategies (e.g. Hwang, McMillan and, Lee 2003; Chong, et al., n.d.).

In comparison to research done by Hwang, McMillan and Lee (2003), in which routine was the most frequently used appeals strategy by corporate websites advertising, ego was most frequently used appeals strategy employed by luxury brands. The luxury sector used an ego appeal in almost 100% of ads placed (80 out of 83 ads placed) in an economic boom as shown in Table 4, but in a recession, the luxury sector used a larger combination of appeals strategies rather than ego alone (only 73 out of 90). This might confirm findings by Everett’s (1988) research that in an economic downturn, appeals in advertising lean heavier towards informational strategies (as cited by Chong, et al., n.d.).

While none of the luxury business sectors showed any consistent correlations throughout all appeals in either a recession or economic boom alike, one trend of note was found between the alcohol and FMCG sectors. These two sectors show similar trends in the use of ego, sensory, routine and frequency of appeals used in a recession and economic boom as shown in Table 3. Though the correlation was not a direct match, the close relationship between both sectors and the advertising strategies might suggest that though some alcohol brands are considered “luxury,” these “luxuries” are consumed at a similar rate as FMCG, thus showing a need to be advertised in similar fashion. Moreover, the alcohol sector considerably increased the use of the sensory appeal strategy from the recession timeframe to the economic boom. This noted change in appeals strategy might reflect the notion that as the economy recovered, consumer’s needs for more rational and informational ads waned.

The luxury industry as a whole showed an interesting trend as well. Between the recessionary period in 2009 and the economic boom in 2010, luxury brands relatively maintained the same number of ads placed;



however, in the economic boom, more appeals strategies as a whole increased slightly. This might suggest that, as the economy recovered there was a need to increase the broad reach of appeals to a larger audience of consumers now more willing to consume.

Transformational strategies were most frequently used in both the economic recession and boom compared to informational strategies. Further supporting previous research (e.g. Chong et al. n.d.) stating informational appeals are more frequently used in a downturn economy, this research found that from the recession to the economic boom timeframe, informational strategies relatively decreased overall. In particular, the ration appeal dropped from 16% to 14%, and acute need from 36% to 34%, while ego increased from 41% to 43% and sensory from 12.2% to 15.6%, as shown in tables 1 and 2.

The automotive and apparel brands chosen for analysis showed low numbers in frequency of ads placed and in appeals used. However, the data did reveal that automotive and apparel sectors appeared to stay consistent in appeals strategies throughout the 2009-2010 timeframe.

Other than the ego and ration appeal, the other four appeals varied widely from previous results using Taylor's six-segment message strategy wheel. For example, in a study on corporate websites by Hwang, McMillan and Lee (2003), they state that routine was most frequent appeal used. This discrepancy in appeals between this current study and previous research using Taylor's model must suggest that appeal strategies depend on the product category and frequency. Because the data shows that most luxury brand advertisements use transformational appeals as shown above while other product categories use different strategies at different frequencies, a strong correlation did not exist.

## VI. Conclusion

This research looked at 317 ads across several magazine publications between January of 2009 and October of 2010 to further expand upon Taylor's message wheel and provide the communication research community with insights into luxury brand advertising. The timeframe was chosen to include a recession and the beginning of an economic boom to see if any potential correlations could be made between luxury brand advertising strategies in an economic recession and economic growth. To this point, no known research has been published on luxury advertising appeal strategies. Using previous research on Taylor's message wheel as a guide for conducting the content analysis for the current document, the data revealed that transformational advertising appeals were most frequent within both timeframes. In particular, ego appeals was the most used in all luxury sectors except for FMCG, in which ration was dominantly used within both timeframes. Though some sectors like automotive and apparel showed low numbers in frequency of ads placed and in appeals used, data did reveal that automotive and apparel sectors appeared to stay consistent in appeals strategies throughout the 2009-2010 timeframe.

Future research and studies in luxury advertising should address several limitations involved with the current study. The current study used only print advertisements from several magazine publications. Future studies should potentially expand the pool of magazines used for the content analysis to further increase the effectiveness of Taylor's model as well as the accuracy of the results found. Future studies may also wish to consider using a larger timeframe in the analysis to show changes in advertising appeals in greater scale and depth. The current research used the timeframe and publications as available in hardcopies; thus, expanding the timeframe and publications used should be done so as there are resources to do such. The current research did not include online luxury advertisements, but future research using online advertisements may help further enhance the accuracy of the results found when using Taylor's model.

Past research using Taylor's model have suggested several outlets of future use for marketing and advertising using the message wheel model. This research also has similar implications for researchers in marketing and advertising. Taylor's message wheel model has shown consistent effectiveness in the fields of marketing and advertising and future use of the wheel may provide a more in-depth look at the luxury industry. In particular, a focus on specific brands in one particular business sector across a multitude of fluctuations in economic activity may expand upon the findings held within this study. Doing so may provide the research community with a better understanding of the history behind the luxury industry and insights to any potential patterns that arise.

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**Appendix 1. Coding Scheme**

ID Number			
Product Category			
Company Name			
URL	http://		
Date			
Rank Category	High		Low

**1. Message Strategy**

**a. Specific Message Strategy (Check All That Apply – At Least One)**

Ration	_____	Ego	_____
Acute Needs	_____	Social	_____
Routine	_____	sensory	_____

**b. Overall Message Strategy (Check One)**

Entirely Transformational	_____
Relatively Transformational	_____
Both Transformational and Informational	_____
Relatively Informational	_____
Entirely Informational	_____

## Appendix 2. Coder Guide

### 1. Message Strategy

General direction: Mainly examine the main visual and texts but links including buttons. To get consistency, code the specific strategy (a) first followed by overall strategy (b).

#### a. Specific Message Strategy

<b>Ego</b>
<ul style="list-style-type: none"> <li>- Appeal to vanity, self-actualization (Not corporate image but consumer image)</li> <li>- Emotional needs relating to self are fulfilled</li> <li>- Image based executions (visual dominance) with little or no factual information</li> <li>- Unstructured and ambiguous enough so each person can fit him/herself into the ad</li> <li>- Usual Strategy*: User image, communication about the brand</li> <li>- Example**: For the computer mania</li> </ul>
<b>Social</b>
<ul style="list-style-type: none"> <li>- Valuing on others' (thoughts, opinions, evaluations, etc.)</li> <li>- Stating to others, not to self</li> <li>- Showing social situation motivating consumers (Group identification)</li> <li>- Showing target market member as socially important to others</li> <li>- Usual Strategy: User image (in a social situation), Use occasion</li> <li>- Example: Share it with a friend / Sept. 11 Tragedy, our hearts and minds are burdened</li> </ul>
<b>Sensory</b>
<ul style="list-style-type: none"> <li>- Five senses emphasized</li> <li>- Sensory gratification</li> <li>- Pleasurable moments</li> <li>- Usual Strategy: Moment of pleasure</li> <li>- Example: Yum! / Feel the speed</li> </ul>
<b>Routine</b>
<ul style="list-style-type: none"> <li>- Habitual purchase / Don't need deliberation</li> <li>- Serving a cue or a reminder (brand name and package emphasized)</li> <li>- Appeal to convenience and trivial interests</li> <li>- Usual Strategy: Hyperbole, Preemptive, Brand Familiarity</li> <li>- Example: Future of memory / Welcome to Mesa Electronics</li> </ul>
<b>Acute need</b>
<ul style="list-style-type: none"> <li>- Limited time to make decision (timely decision)</li> <li>- Serving a cue or a reminder in an urgent situation</li> <li>- Requiring immediate action</li> <li>- Strategy: Brand familiarity</li> <li>- Example: Fall/2001 fashion / Call now to process the claim</li> </ul>
<b>Ration</b>
<ul style="list-style-type: none"> <li>- Rational consumers assumed</li> <li>- Needs a large amount of deliberation (lots of corporate information)</li> <li>- Problem solving offered</li> <li>- Emphasizing the differences or competitive advantages</li> <li>- Usual Strategy: Comparative, USP, Generic</li> <li>- Example: Get the wider picture / Faster Pentium 4 with 256MB memory under \$1,500</li> </ul>

\* Usual strategies in each message strategy are not strictly fixed, since the Taylor's message strategy emphasizes the consumer motivation. These "usual strategies" are traditionally common in each cell.

\*\* Examples here are text-based messages only, but coders should consider the visual as well as texts.

**b. Informational/ Transformational Strategy**

General direction: This five-point scale needs to get somewhat qualitative sense. The decision needs to be made strongly based on the result of specific message strategy (1-a). For example, if no transformational strategy (e.g., Ego, Social, sensory) is found in the precedent step of 1-a, the decision on this item should be either “Relatively informational” or “Entirely informational.” If the coder evaluate that both transformational-side strategy and informational-side strategy are almost equally employed, “Both transformational and informational” should be coded. Both “entirely informational” and “entirely transformational” can be coded when all specific strategies coded in 1-(a) are one-side (either transformational or informational) strategies. (Basic assumption: Six message strategies can cover all message strategies.)

<b>Transformational</b>
<ul style="list-style-type: none"><li>• Associates the experience of using a brand with a set of psychological characteristic.</li><li>• Focuses on the users of a brand and their life style, focuses on developing a communication about the brand</li></ul>
<b>Informational</b>
<ul style="list-style-type: none"><li>• Provides with factual product information about a brand or a company</li><li>• Provides with relevant brand data in a clear and logical manner.</li><li>• Show competing brands, focuses on claims of uniqueness, and provides nature of brands.</li></ul>