The French Market
Summary of the Thesis

Title: A new marketing strategy for a new Luxury Market - Shock advertising and Porno Chic in Social networks

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Level: Bachelor Thesis in Business Administration, Marketing

Key Words: Marketing, Social Networks, Porno Chic, Shockvertising, Luxury Market, Sex and advertising.

Purpose: Is it too risky for Luxury brands to use Porno Chic advertising in Social networks in order that Porno Chic goes against French ethics and legislation and that Facebook can be inappropriate for Luxury brands.

Theoretical framework: This part gathers all the basic Marketing knowledge that we use in our Thesis. The first part is about brands and Luxury Brands. The second one is the communication model we took: the Promotional Mix. Because we are only talking about the promotion on social medias as Facebook, we developed the advertising deeper, the events and experiences and then the direct marketing. Linked with that, we also talked about social media and word of mouth that is a really important factor in communication on Facebook. The latest part of our theory is about Porno chic. However, because of a lack of information, the definition of porno chic is made through the example of Shockvertising. We decided to focus on the limitations that Porno chic has with the French ethics and the French legislation that can drive the censorship of advertisement using sexual connotations.

Method: In the Method we explain that we used a qualitative research method. We collect our secondary data from our University and primary data from an online questionnaire and from focus groups organized.

Conclusion: In the conclusion, we will expose the answer of our purpose. We will bring some suggestions about the use by Luxury brands of Porno chic advertisements and also some criticisms of our study. Finally we reflect on our subject by referring our purpose with other interesting works.
We, Roxane BARRY and Alice GOUBAULT DE BRUGIÈRE, would like to thank all the persons who have contributed to our Thesis and express our gratitude to everyone that made this project feasible.

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Alice GOUBAULT DE BRUGIÈRE and Roxane BARRY
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I. Introduction

In this first part, we would like to give an overview of our thesis and give reasons why this topic can drive us to a problem. The first part will be a background of the current situation in the different markets (specifically the luxury brand’s) to have a good understanding of the problems that many prestigious brands will probably meet. Following this conversation, we will expose our purpose. Then, to conclude this part, we will highlight the structure of this Thesis.

I.1. Background

I.1.1. The world of Luxury brands

“Luxury is not the contrary of poverty but of vulgarity” (Chanel)

Over the centuries, France has benefitted from an exceptional natural climate and geographical settings. It aimed to acquire a splendid cultural and architectural patrimony able to rival other countries such as Italia. The increase of the French kings’ power in Europe and the growth of luxury activities dedicated to the concentrated power in Paris led to the birth of luxury. At this time, few of the best French artisans reached to extend their companies over generations and generated the birth of the big “houses”.

Since the globalization, the reputation and the image of excellence made through the brand have been extended all over the world until arousing the curiosity of foreign clients. With such patrimony, France was the first country that knew how to appropriate this new worldwide market.

Nowadays, if we take the example of France, this country counts several luxury companies that represent the success of this country in this market of the excellence. Thus, Louis Vuitton, Chanel and Hermès represent by themselves, 31,76 billion dollars (La Tribune, 2009). To have a clear idea of the importance of the luxury industry, in the French economy, its annual turnover accounts for more than 35 billions euro.

At the beginning, luxury has different meanings. It could be, exclusivity, the brand images, the reputation or the prestige. To keep this image and to stay at the top of this market, luxury brands are ready to use any strategy to stay ahead of their competitors. Between the innovation in terms of fashion (the marinière fashion by Yves Saint Laurent) or the way to promote, luxury brands do not stop to move on in order to be “the one”, the real representation of “what is luxury”. 
I.1.2. Luxury brands, or how to have an impact on the population

It is known that fashion is based on the social environment i.e., according to the thinking, the state of spirit and the habits of a given population, fashion brands will create a trend wave able to generate billions and billions dollars. Thus, if we make an analysis of several generations, we will see that fashions depend on what is the main point to fight against. Thereby, the fashion industry creates new tendencies in order to respond to the customers’ preoccupations.

Nowadays, the climate has totally changed. This is due to the new media and the democratization of television and movies meaning that different subjects like violence or sex are no longer a taboo. Today, talking about sex seems to be common and violence is obviously everywhere. The omnipresence of sex is a social problem and leads to a polemic: naked bodies, women represented through media in degrading sexual positions and used as sexual objects to attract. The women’s sexuality is exposed everywhere. Indeed, sexual situations are represented in an aesthetic way and this trivialization of delicate subjects is increasingly worrying. Thus, due to the fact that this problem is taking more and more extent, fashion industries above all, luxury companies will treat this problem. This is the beginning of chock advertisement such as porno chic. Porno chic or Porn chic could be defined as a phenomenon that primarily affects the advertising of products upscale luxury goods (perfumes, haute couture, fashion, etc). In other words, it is a degrading representation, alienating and dehumanizing women and helps to draw a narrative violent message (we will discuss this further later on).

I.1.3. The Internet innovation

“Humanity’s giant leap into the modern age was powered by a hundred years of unprecedented technological innovation” (Hamel, 2009). That is, in this innovative era in which the Internet appeared. In 1962, when communism was at its peak, the US Air Force asked a little group of researchers to create a military communication network able to resist a nuclear attack. This concept was based on a decentralized system allowing the network to function despite the destruction of one or several machines. Then, in 1969, the experimental network ARPANET was created by the ARPA (Advanced Research Projects Agency). The purpose of this network was to link four American Universities (The Stanford Institute, The University of California in Los Angeles, The Univeristy of California in Santa Barabara and the Utha University). Nowadays, the ARPANET is considered as the Internet’s precursor. Internet has now all its importance and no one can say that the nowadays life is not built on Internet. In 2010, 6.845.609.960 internet users were recorded worldwide (http://internetworldstats.com, 2010). Following this short presentation about the Internet’s innovation, we will show briefly how Internet could be an answer to the customer’s demand.
I.1.4. Internet: an answer to the customer’s demand

Rapid changes in modern society have led companies to adapt themselves to the new demand. Since ten years, the world has changed incredibly: new technologies appeared and the economical crisis that began in 2007 created a new atmosphere and decreased the purchasing power. A big part of the world’s business today is made through digital networks to create a link between people and companies (Kotler, Armstrong, Wong, Saunders, & Wood, 2008). Indeed, the growth of the Internet was the most remarkable technological phenomenon of the twentieth century, and its continued growth is made through broadband, which provides continuous high-speed access for fixed prices (Doyle & Stern, 2006). Companies, to give answers to the customers’ demand, have to penetrate these new markets: “The Web has fundamentally changed customers’ notions of convenience, speed, price, product information and service” (Kotler, Armstrong, Wong, Saunders, & Wood, 2008).

The Internet is a good method to make its own promotion, to sell a product or to be known. In front of many issues, companies (and more luxury brands) have to find new ways to promote and to keep their place in a world full of competition. The particular case we will discuss during the thesis is the case of luxury brands. Since the difference between a brand and a luxury brand has been made, it has to innovate before the others: they have to create the new fashion way, the new kind of advertisement. Internet is still unexplored and all the possibilities that it offers are not yet known. Also, this question leads us in the direction of our problem that will be tackled in our second chapter.

I.2. Problem

Social networking is a way to promote our brand through Internet using the social web such as Facebook or Twitter. “There are several key concepts at the heart of network analysis that are fundamental to the discussion of social networks. These concepts are: actor, relational tie, dyad, triad, subgroup, group, relation, and network” (Wasserman & Faust, 1994).

More and more brands are using new means to promote themselves. According to Gardner and Levy, a brand is also the result of behaviour. Nowadays most of the brands are judged by their actions and not only by the advertising they make (“The product and the brand”, Harvard business Review, March-April 1955). Luxury brands are now more concentrated on finding new ways to promote their products (through the social network for example). Indeed, in the case of luxury brands, it may mean taking risks for their brand’s image. Also, by using social networks, it could be interpreted as an inappropriate mass marketing and not a luxury’s one: consumers can have another judgment of this brand. Instead, the entire brands “promise you make and keep in every marketing activity, every action, every corporate decision, and every customer interaction” (Levy & Gardner, 1955). By this definition we can see that a luxury brand has to respect these main points. One of the disadvantages to use social networks will be that they use the same marketing methods as the
classic brands (bershka, H&M) so it can be misinterpreted. Indeed, the web is mostly known as a mass media and not initially adapted to a luxury market.

However, despite all these negative points, Paul Feldwick said: “A brand is simply a collection of perceptions in the mind of the consumer”. By this sentence we can also say that social networks could be an opportunity for luxury brands because it depends on the consumers’ interpretation. In fact if consumers have their own perception about brands, each consumer can influence social networks and this point could be a positive aspect for luxury brands. Social Medias are a useful tool for brands to manage questions and be in a direct relationship with their own consumers. Also, it should be seen as an opportunity to extends the brand rather than just treat social media as a marketing tool (Hartzer, 2009). Furthermore, now more and more luxury brands are on social networks. “Some of them are getting their first exposure to mainstream, mass-market social networks. Some have “fan pages” on Facebook, which allow people to post videos of themselves wearing their favourite designers' fashions, for example.” (Pfanner, 2008). This can attract more and more consumers; indeed, if someone likes the page of a luxury brand on Facebook, many of his friends will see his gesture: this is the concept of Word Of Mouth (WOM).

Jamie Kantrowitz, senior vice president of content and marketing at Myspace International, said about social networks: “I think there's a huge potential market for luxury advertisers”. In fact before the apotheosis of the social Internet market, Luxury brands were afraid to introduce this market and now we can see that they realize they need to be on a social networks in order to communicate with people and consumers.

These new social medias offer the possibility to share everything, everywhere and it includes porn chic advertisements. Luxury brands using their freedom to shock are carrying messages that lead to polemic and this is the case in the French market. One of the most effective examples of shock advertisement through Porn chic is the example of the last Calvin Klein’s advertisement. These ads were described as “deliberately shocking graphics” (Godrum & Dalrymphe, 1990). The only answer that we can find to the question why shock advertising such as porn chic is to “[break] through the clutter”, “get noticed” and “get people’s attention”(Vagnoni, 1999). Also, these advertisements would facilitate the message’s comprehension. Despite all, we can ask ourselves if this is not made for bad reasons. Luxury brands as Calvin Klein create advertisement that can affect and shock. Throughout all of these advertisements, present in Television, Internet (Social networks for example) and so on are carrying a bad and false image of women. Indeed, Laurie Abraham, executive editor of Elle magazine point out those lies, present in shock advertisements like porn chic, that are perpetuating the idea that women and their sexuality have for only function to subsist to men’s needs. However, the problem exposed is the fact that, by the use of Porno chic, luxury brands are going against the French ethic and legislation and that limits of Marketers, ethics and legislation are totally different.
I.3. Purpose

Following the conversation bellow, we will explore the risks that luxury brands are taking by using porno chic advertisements in Facebook on the French Market. Porno chic is indeed going against the French ethic moral and Legislation, and that social networks are more turned to mass marketing that is not really appropriate for a Luxury Market.

I.4. Research questions

Three questions will lead our all thesis:
- What is the main difference between a brand and Luxury brand?
- How Luxury companies promote themselves on Facebook?
- Is not it too risky for Luxury brands to promote themselves through Porno Chic advertisements in an ethics and legislative point of view?

I.5. Structure of the thesis

Our thesis is composed of six chapters. The first one is the introduction. In this part we explain briefly the history of Luxe and Internet and an overview of what our problem is: if it is not too risky for those brands to undertake a shock advertisement in the French Market throughout Facebook. In the second chapter we describe the basic knowledge we will use in the Thesis, also it will be our theoretical framework. In chapter three we describe the methodology we used to develop our thesis. It will be made through the description of our choices, especially between our primary and our secondary data. In chapter four we will apply our method and our data to an empirical example. In chapter 5, according to our theoretical framework, we are going to analyze our results in order to give an answer to our purpose. In chapter 6 we present conclusions of our thesis and we will ask an opened question to this main subject.
II. Theoretical framework

This chapter is the theoretical framework and represents the consolidation of our theories that will be used for our thesis. This part is the base of our knowledge that we are going through and that will help us to find an answer to our main purpose. To do this part, we decided to devise our work in three parts. The first one will treat of the definitions of brand and Luxury brand. Our second part will be the explanation of the main communication models and kind of advertising messages used by Luxury brands in Internet (more focused on social networks). This part will be made through the communication mix of Kotler to which we are going to add the Word of Mouth concept. Because the promotion on social networks is limited, we will be more focused on Advertising, Sales Promotion, Direct Marketing and Events and experiences that represent the main points. To achieve, the third part will evaluate the risks assigned to the use of Porno Chic in the French ethics and legislative point of view.

II.1. Brands and Luxury brands

II.1.1. Brand, definition

“A product is something that is made in a factory; a brand is something that is bought by a customer. A product can be copied by a competitor; a brand is unique. A product can be quickly outdated; a successful brand is timeless” Stephen King, WPP Group, London.

Philip Kotler and Gary Armstrong (2008) define the term brand as “a name, term, sign, symbol or a combination of these, that identifies the maker or seller of the product”. Also, there are different parts in a product. There is the manufactured product, its details such as the design and then, there is the brand. For a customer, brand is a mean to recognize and to make the difference between two similar products. Brand can be compared as the pillar of all the Marketing that a company has already done, is currently doing or is about to do.

According to the definition of a brand, brand equity represents the value added by the brand to the product. It can be assimilated to the set of attitudes and behaviours associated with the brand. Moreover, brand equity represents all the marketing effects only produced by the brand (Keller, 1993). Brand equity is one of the main tools of the brand’s importance and explains why nowadays, the choice of creating a brand or being part of an already existing brand is so important. According to David Aaker (1991), consultant and Marketing author, a brand has several assets: brand name awareness, brand loyalty, perceived quality and brand associations.
II.1.2. Brand loyalty

Oliver (1999) defines the loyalty in two parts: “the enduring preference” that refers to a repetitive purchase of a consumer. The other part of the definition relates to “the point of determines defense”: the consumer by purchasing a product again and again, protects himself from the competitors’ attacks. Brand loyalty is considered as one of the main point of brand equity and has been defined in many ways by researchers, which we will look at. Aaker (1991, P.39) defines the brand loyalty as the attachment that a customer has to a brand.

Therefore, for measuring brand loyalty, it has to be made through two tools: the consumer’s behavior and attitudes and in general all agree that long-term loyalty creates positive returns (Dick & Basu, 1994)(Garbarino & Johnson, 1999)(Oliver, 1999).

II.1.3. Brand awareness

The awareness could be defined as knowledge, having the knowledge of something or someone. In the case of brand awareness, it is the perception or the knowledge that a customer has of the brand. The brand awareness is particularly recognized as the association of the brand name on its own stake and by the attached symbol (Aaker, Building Strong Brands, 1996). A symbol is a sign written or printed that has acquired a signification; in this case the signification is one of the brand.
This brand awareness could be devised in three different parts: brand recognition, brand recall and top of mind. Brand recognition is based on the experience already made, the recognition that a consumer has of the brand. The brand recall, unlike the brand recognition is the extent that a brand name product is recognized as an agent of a product or service. Finally, the top mind is when the brand comes first, in the consumer’s mind for a product (Aaker, Building Strong Brands, 1996).

The brand awareness’s definition has variable definitions and can be summarized as “how big a percentage of customers know the brand name” (Hollensen, 2007).

II.1.4. Brand associations

According to Svend Hollensen (2007, p.440), the brand association is the set of values and the personality associated with the brand. This means that, to evaluate a brand, in addition to its reputation, a brand has to give something beneficial, such as a high product’s quality to the customer. It is easy to understand that brand associations are really important in brand equity, discussed below.

II.1.5. Perceived quality

“Perceived” means that the customers decide upon the level of quality, not the company” (Hollensen, 2007). Today, establishing a perceived quality is an imperative strategy for retailers and will have an increasing importance in the future (Vantrappen, 1992) (Woodruff, 1997). Nowadays, the most important point, in terms of quality, is to deliver customer value (Albrecht, 1992, p.7). Concerning a brand, it is relevant to be focused on delivering a high quality, to obtain afterward, a great-perceived quality.

Another characteristic of this perceived value is that it varies according to the price (Aaker, 1991) (Aaker, 1991). Indeed, the more expensive the product is, the higher quality will be expected. The deficit of a quality management of a family of products will adversely affect the equity according the brand name (Dacin & Smith, 1994).

A brand is more than a name or product associated to a company and its own products. It is the set of the loyalty, awareness, the quality perceived by the customer and the association of personality and attitudes generated by the entire brand. The personality of a brand is as complex as a human personality. According to Aaker (1996), the brand personality is composed of Sincerity: being down-to-earth, honest, and wholesome. The excitement created by a brand and their competences are also very important. To finish, the sophistication (if it takes part of the higher level class for example) as well as the ruggedness (outdoorsy for example), are core of brand personality (Aaker, 1997)
Moreover, a brand achieves its potential when its added values is so effective that the customers will not need to think about substitutes even when these substitutes present “substantially cheaper or more readily variables” compare to the brand (Peter Doyle, Phillip Stern, 2006, p.172).

II.1.6. Luxury brand definition

In order to give a definition of a Luxury brand, we have to say what is “Luxury”. The principle of Luxury exists since ever and the Ancient Egypt is one of the most spectacular example of Luxury. Indeed, the desert climate of the Nile Valley has preserved relics that now allow us to know that Egypt used to practice many codes of Luxury. Also, the discovery of glass to protect perfumes is one of the most reliant example (Kapferer & Bastien, 2009). An “aspirational and improving force in the society” or “enemy of virtue”, Luxury has been seen as a “controversial subject” during many centuries. It is only during the twentieth century that the state of mind concerning Luxury changed and became democratized partly due to the globalization taking place during those years as well as the development of a mass medias that allowed a better and a global communication. Also, between the 1950’s and the early twentieth century, appeared the pioneers of Luxury brands and the emergence of French Luxury houses: Louis Vuitton, Cartier, Hermès (Kapferer & Bastien, 2009).

Despite a clear understanding of what “Luxury” brands are, it is still insufficient to be able to have a concrete sense of what the term entails. Firstly, we have to make a difference between the old Luxury brands and the new one. Pamela Danziger (2005) argues that, for the new generation, Luxury is not based on “what I have or what I own but how much I enjoy it… The

Figure 2: 5 dimensions of Brand Personality (Aaker, 1995, http://12manage.com)
pleasure it gives me…” Luxury is not just the product but also the familiarity associated with the experience.

Firstly, before giving a meaningful definition of what Luxury brands are, we have to set out the definition of a prestigious brand. The meaning of “prestige” can vary according to the person but in marketing terms, “the consumers develop prestige meanings for brands based upon interactions with people (e.g., aspired and/or peer reference group), object properties (e.g., best quality), and hedonic values (e.g., sensory beauty)” (Vigneron & Johnson, 1999). According to those authors, there are three steps in prestige that are up market, premium, and Luxury. Also, Luxury brand represents the extreme end of prestigious brands.

![Figure 3: Defining Three Levels of Prestige (Source: Vigneron and Johnson, 1999, p.2)](image)

However, “when we say luxury brands, or simply luxe, we means Louis Vuitton bags, Gucci shoes, Prada clothes, Tifanny jewelry, Cartie watches, and items from the umpteen other brands that occupy the luxury-on-your person category” (Chadha, 2006)

For centuries, societies have been organized under a system of social stratification. This social hierarchy can reveal a classification based on the rank of people within a same society. As in the Ancient Egypt, the Pharaoh was at the head and the slaves at the lowest level of the pyramid, there is still an order in societies that can, of course, vary according to its culture. Also, according to many philosophers or marketers such as V. Bastien and J.N. Kapferer (2010), Luxury and Luxury brands play a big part in this social stratification and act as a “social marker” of this system. As “family jewels” have to be preserved and shown in all-important occasions, Luxury products are a “mean” to show that the owner may have something that others do not have. This state of mind is well explained by Maslow that people have to fulfill basic needs before moving on other needs.
Figure 4: Pyramid of Needs (Sources: Maslow, 1943-1954)

Also, an explanation of what those needs are and why persons have to fulfill them will help to explain how Luxury is perceived and what is associated with Luxury brands.

First, Physiological needs are all the needs that someone has to satisfy to survive. As we have to drink, eat or sleep to stay well or without it, we may feel sickness, pain, discomfort and death. Then, come safety needs, mostly psychological by nature. We can take the example of the family balance. Following that, comes the need to belong, love such as intimate relationships, friendships and others. Since ever, humans are social beings and naturally enjoy belonging to groups: clubs, family, gangs or religion. They feel the need to feel surrounded by people who appreciate us. Next, esteem needs take over. When you have already fulfilled the needs to live and those around you offer support and emotional needs; there comes a need to feel recognized for what you do. Ones’ esteem lies in the mastery of a task or a particular skill and the recognition one gets from fellow humans towards it. The last need, is self-actualization, it is the way an individual sees himself (Maslow, 1943-1954). A person that has already fulfilled all his needs will normally feel better and happy. Someone that accomplished everything he wanted may feel more self-confident that someone that is still trying to fit his physiological needs.

In the case of Luxury, we can place it in the part “esteem needs”. Through this layout, we can see easily the difference between both brand, and Luxury brand. Brands are all the companies that will permit to an individual to fulfill his physiological needs (food, water, time of sleep, etc.). Luxury brands, meanwhile, would be more likely to respond to needs that are no longer needs but wants. In fact, needs are all the things that you have to fulfill to stay alive (basic needs). When all of those needs are accomplished, wants are additional means to feel better,
happier. The esteem needs, the desire for status and the aspiration for symbol such as expensive cars are an expression of these needs (Danziger, 2005). Luxury brands could be defined as brands that allow people to gain recognition and therefore social elevation as compared to when purchasing from unknown brand.

Figure 5: Adapted from Luxury, Fashion and premium positioning triangle (Sources: Kapferer & Bastien, 2009, p.35)

II.1.8. Who are the Luxury brands consumers?

According to J.N Kapferer and V. Bastien (2009), we have seen that the Luxury clientele is defined less by its socio demographic profile than by its behavior. The two main factors that explain the Luxury purchase are: the income level and the person’s lifestyle. A person who is really trendy will want to buy the latest style. According to John S Veitch (1992), the alternative to being a fashionable person is to be a person deprived of power. Luxury clothes are a synonym of power. “To become a modern person you need to understand who you are in the context of being a member of your local community” (Veitch, 1992). For instance according to JN Kapferer and V. Bastien (2009), clients with smaller incomes might still feel the desire to purchase Luxury designer labels.

However, it is right that a person’s income will be a determining factor for the decision of purchase. Moreover, the level of education is a secondary explanatory factor. A higher level of education increases the propensity to buy Luxury items. Age is also a determinant, as whether to purchase a designer product or not. The age range between 35-49, have shown that people within this bracket are more likely to purchase Luxury brands.
II.2. Luxury brands’ communication strategies: Porno Chic in Social Networks

II.2.1. E-branding

According to William K. Holstein (2008): E-Branding is an advantage, in increasing the popularity of a product/brand. “There are many ways to use E-branding. For example the E-mail advertising, 84 billion e-mails are sent daily” (William K. Holstein, 2008) as well as Cell phone technologies, advertising can be released worldwide.

Many people resort to blogging to express their feelings. Building a blog about a popular brand that we like is a way to promote this brand via Internet and touch a maximum of consumers. Finally Website is the most common E-branding. In fact, when a firm wants to promote its brand on Internet it creates a website for it. “Brand custodians have recognized the potential of websites in brand building” (Kompella, 2006). Most of them recognize that the web is a really important tool for branding because web has nowadays a huge power. In fact, technology provides lots of versatility; it offers also ease of operation. Thanks to the Web, much information can be communicated simply. All this gives brand custodians good reasons to set up websites for their brand.

Furthermore, according to Smriti Yash Verma (2004), nowadays, Internet can play a pivotal role in enhancing brand relationships and corporate reputations. In fact, we can see that there is a big difference between building a traditional brand and building an Internet brand. With the e branding we can touch several segments of consumers very quickly. E branding is really interesting because it permits to give an overview of what the brand proposes to its consumers: for example for people who do not live close to these shops (Verma & Agarwal, 2004). To create a good E branding it is important to pay attention to the web-design, promotion, positioning, security, name, and information. Internet is the only way at the end of the day to communicate. Of course, Internet does not replace the human intelligence but “it is a powerful weapon to extend a brand into the wide world, 24-hours a day” (Verma & Agarwal, 2004).

With an E-Branding the relation with the consumers has to be really worked. The consumer is behind his computer; we call them Virtual Customers because there is not a physical relation with marketers. “The marketers are required to understand not only the needs and wants of the consumer (both latent and overt) but also create a congenial experience of the consumer with the brand. This experience adds to the profits of the company along with enriching the customer base by inducing strong customer loyalty.” (Verma & Agarwal, 2004)
To finish, according to Subir Bandyopadhyay (2009): one of the characteristics of online branding is that a corporate brand is still a brand. We can take the example of Amazon. It is a company but also a Brand. “This is unlike, say, Proctor & Gamble, which would never market their product as ‘a P&G product.’ Online, many times the company and the brand become inseparable." (Subir Bandyopadhyay, 2009).

There are two types of E-branding. In fact according to Subir Bandyopadhay (2009), at the basic level we can just give information about the company online without selling products. After, there is the transactional presence: "a traditional offline company with now the added advantage of selling online (Sheid, 2009).

II.2.2. The promotion mix or marketing communications mix

The goal of companies that use the Marketing tool is to establish ways to deliver good and satisfying products or services to their customers. It has to be homogeneity in this selection between both the satisfaction of customers and a satisfactory price. This is really important to apply a marketing plan adapted in order to deliver better products or services than competitors (Brassington, Principles of Marketing, 2003)(Ghauri & Cateora, 2006).

“Luxury and communication are consubstantial” (Kapferer & Bastien, 2009). The communication takes one of the biggest parts of the marketing plan of Luxury brands. One of
the model that brings together all the principles that are used in order to communicate are in the “Promotion Mix”, also called “Marketing communication mix”. Concerning the promotion Mix or marketing communication mix, its signification has been discussed according to books, marketers and articles. The pioneer of this model is Kotler (2006), which the studies are used and supported all over the world. This concept is also called the marketing communication mix (Kotler, 2006)(Fill, 1999). The promotion mix is “the specific blend of advertising, sales promotion, public relations, personal selling and direct marketing tools that the company use to persuasively communicate customer value and build customer relationship” (Kotler, 2008, p.691). Moreover, it is important to notice that the promotion mix could vary according to the company but, since the creation of this concept, it varies itself with the changes of the costs and effectiveness of different Medias. Companies have to be confronted to complex markets in which they have to appeal more than one target and this made through several kinds of messages and different Medias (Peter Doyle and Philip Stern, 2006, p.281). This is because of these changes that we are going to add concepts. For instance, in the case of this thesis, we decided to add two parts to the traditional promotion mix: the word of mouth process, and also social Medias that represent a huge opportunity. Both processes benefit the promotion, it is important to vary ways of promoting brands though social medias e.g. Facebook and Word of mouth. (Quiroga, Bairakimova, 2010, p.5).

Moreover, it is important to know that some of the seven types of communications can seem similar but they are still considered as separate marketing tools (Holm, 2006, p.27).

II.2.2.1. Advertising

Advertising could be defined as any form of non personal presentation and promotion of any kind of services or services through mass medias such as television, radio, the Internet and so on. If advertising is the most visible component of the Promotional mix, it is not the most important. This importance will depend on the country taken in consideration, the firm’s strategy or the budget attributed to advertisement. (Philip Kotler et al., 2008, p.737) (Peter Doyle and Philip Stern, 2006, p.259-261).
Different forms of promotion are all beneficial; advertising through the media has increased vitally, since 20 years. There are now several news and advantageous ways of advertising within the media such as: broadcast ads, ads pasted on packaging inserts, billboards, leaflets, audio/video, booklets logos and posters (Chang, 2005, p.548). Indeed, digital advertising has become a huge opportunity for those companies that decide to give it an important budget (Vollmer, 2008, p.5).

The main goal of advertising is to reach different segmentation of customers all over the world but some medias require a budget more or less important e.g. Television if by far one of the most expensive compare to newspapers (Quiroga & Bairakimova, 2010, p.9) (Waltin, C. 2000, p.56). Also, it is necessary for the company to know exactly which strategy they are going to apply because most of the campaigns are usually developed by an outside organization such as professional advertising agency. This agency will have the role to make the researches, finds the message to communicate and then, to propose a media according to the budget of the company and the message that they want to transmit (Peter Doyle et al, 2006, p.261).

An advertisement should show all the wishes that a brand seller has. Moreover, the analysis of two advertisements of two competitors should permit the customer to make a difference between both products and what it offers. Such advertising is supposed to increase firm’s market share in the market they are targeting but, at the minimum, it will make the company and the product best known to both consumers targeted and investors. Because advertising permits to make the brand better known, it is also a good mean to measure the product brand’s recognition. Also, more than an effective mean to promote, advertising is also a mean to evaluate the recognition of the product (Gustavo Grullon et al., 2002, p.4) (Doyle and Stern, 2006, p.262). Also, according to Kotler, the main objectives of advertising are: informative advertising, persuasive advertising, reminder advertising, reinforcement advertising and too finish, as we have already explained, it plays a key role in brand equity. Moreover, advertising can be a mean for the company to be innovate throughout using art or colours (Brassington and Pettitt, p.604) and permits also to explore new media landscapes such as Internet which is considered as an attractive media and an Internet strategy is indispensable (Stafford and Faber, 2005, p.202) (J.N. Kapferer and V. Bastien, 2009, p.207). Despite all the assets that advertising represents for firm that want to communicate, it represents disadvantages that the firm and the external agency have to take in consideration e.g. ineffectiveness. Nowadays, customers are faced with thousands of ads. There are so many advertisements, in the streets, in television, radio etc, that customers are going to ignore it and it will affect the effectiveness of those advertisements. In the schema of communication, we take in consideration a crucial factor that is the noise of the communication; also, companies have to innovate in order to go through this noise. Moreover, advertising in some medias has a cost more or less expensive and is not totally free of charge. However, in social medias such as Facebook, it occurs that advertisements are free. Traditional ads initially made on paper are now digitalized and can all be made on Internet.
II.2.2.2. Sales promotion

“Sales promotion consists of short-term incentives, in addition to the basic benefits offered by the product or service, to encourage the purchase or sale of a product or service.” (Kotler et al., 2008, p.799). As we have said before, advertising give reasons to the consumer to buy a product or a service whereas Sales promotion give them reasons to buy now. Major decisions in sales promotion are in a first place to establish objectives and to select consumer-promotion tools (Kotler, 2008). “These promotion tools are designed to stimulate earlier or stronger market response” (Kotler et al., 2008, p.799). Many organizations used these tools like manufacturers, distributors, retailers, trade association and nonprofits institutions.

According to S. J. Daharwal (2006), there are three types of sales promotion. The first one is the trade promotion, the second one is sales trade promotion, and the last one is customer promotion.

![Sales promotions diagram](image)

**Figure 8: Sales promotions (Sources: Daharwal, 2006)**

Trade promotion consists “In getting retailers to carry new items and more stock, including them to buy ahead and persuading them to advertise the company’s products and give them more shelf space.” (Kotler et al., 2008, p.800). According to S.J Daharwal (2006): Sales force consists in increasing and boosting up the moral of sales people. For example many commissions, bonus and incentives are offered. It has two main objectives that are “getting more sales for support for current or new product, or stimulate salespeople to sign up new accounts” (Kotler and al., 2008, p.800).
To finish, consumer promotions is “a sales promotion designed to stimulate consumer purchasing” (Oxford, 2006). According to Kotler (2008, p.800), it has several objectives, first, it increases short term sales, built a long term market share, encourage consumers to try a new product, try to put away consumers from competitors products, encourage consumers to take a mature products and finally reward loyal customers, hence enhancing long-term customer relationships. As we have said before, companies use sales promotion to receive a higher and faster buyer response (Kotler and Armstrong, 1993, P.396). Firstly we can confound sales promotion and advertising. However, Sales promotion has three objectives that are different form advertisement. These three objectives are communication, incentive and invitation. (Brassington & Pettitt, 1997, p.680).

Nowadays, sales promotion has increased. Companies use the promotion by Internet in order to increase consumers’ loyalty. Consumers can benefit of promotions all the time thanks to the web. The promotion on line that is called E-promotion gives more guarantees to the participants referring to the choice of the e-marketplace, to the marketing and visibility of the actions, and to the financial investment (Atena,2005). “Internet Promotion offers cost effective ways for small businesses to enhance their product or service distribution networks. For example, the use of portals can help create new marketing channels and logistics, or provide better or faster product access for customers” (Carla Lendor, 2005). With the Internet promotion we do not have to print, to stock and to product advertisement as in the Television: it permits to reduce the budget. The disadvantages of it are that it includes difficulties in attracting customers. Furthermore it may be difficult for the businesspersons and consumers to thoroughly evaluate the legitimacy of a transaction (Carla Lendor, 2005). We can also say that there is not a concrete relation between sales person and consumers. It includes isolation and the repeat sales can diminish.

II.2.2.3. Events and experiences

“Event marketing is a tool for experiential marketing that focuses on consumer experiences, and treats emotionally and rationally driven consumption as a holistic experience” (Angeline G.Close et al., 2006, p.420) (Schmitt, 1999). Also, marketing event could be defined as a way of promotes the interests of an organization or a company with a specific activity such as sport events for example (Shimp, 1993,p.8) (Van Heerden, 2001). Considerate as one of the most effective mean to attract consumers’ attention, event creates, in addition to carrying a message, a value in this message (Pitta et al., 2006, pp.900-9002)(Behrer and Larsson, 1998, p.73). This concept is increasingly important and assumes a key role in the modern communication mix (Ageline G. Close et al., 2006, p.421). For instance, customers are more receptive to marketing messages and images associated to events because of the fact that it is not only a message but also an experience associated to a message (Pope and Voges, 2000).

There are several goals that a company tries to accomplish trough those events. Furthermore, a company can create an event in order to increase brand awareness, sell the improvement of the brand’s image (Gardner and Schuman, 1987). It will permit to the sponsorship to vehicles
a message through an event based upon consumers’ interaction. For instance, message and media elements are “inextricably linked and imagery is delivered by association with particular activities and events” (Meenaghan and Shipley, 1999, p.328). Also, a firm will achieve to both create profits and to be socially involved.

The fact that events by the promotion of the message of a company through consumers’ experiences, allows the company to achieve several goals, is a big asset of the promotion mix. In fact, it is hard to know if an event will be a success or not. Moreover, there are different ways to promote an event and to commercialize it (with or without sponsorship) and it can fit more or less with customers targeted. Likewise, events could increase the brand awareness but will not necessarily increase the sales, which is both positive and negative (Pitta et al., 2006, p.158).

Concerning the Facebook’s world, events can be existed in different forms. It could be videos, movies or entertainments. This is a good mean to entertain professional pages on Facebook. Moreover, it is possible to find information about an event or to discover a new event through a Facebook event invitation (Quiroga Isabel and Bairakimova, 2010, p.12) (Ashcroft and Hoey, 2001, p.72).

II.2.2.4. Public Relations (PR) and publicity

The next step in the promotional mix is Public Relations (PR) and publicity. PR can be defined as all the means to maintain good relationships between an organization and its public. It is to create an effective and a continue flow of communication between a company and its publics (Peter and Doyle, 2006, p.279) (Kotler et al., 2008, p.692). PR brings together the fact of achieving a positive coverage in the media, creating and reinforcing the corporate image, sponsoring special invents (cf; II.2.2.3), advising management about key public issues, creating product awareness and interest, launching new products, influencing specific target market segments and enhancing corporate image. One of the main advantages of PR is its effectiveness. Vehicle positive stories about the company or creating new products are considerate as more reliable sources than advertisements that are not concrete and that could be based on lies (Peter and Doyler, 2006, p.280).

This step of the promotional mix, associated with the others components well organized can be very effective (Cateora et al., 2009, p.250). This strategy is obviously long term oriented because of the fact that it is based on the public’s awareness (Brassington and Pettitt, 2003, p.797). However, one weakness of these public relations is that sometimes, marketers and creators of public relations are not speaking the same language: marketers are waiting for outcomes rather than only creating and diffusing a message through public relations (Kotler,2000).
In the case of Facebook, we can say that the use of public relations is easy. This kind of communication is mostly free of charge: speeches communicated by companies are free; creation of events is also for free. But, both in real life and on Facebook, companies have to be patient for results that is a very long process.

II.2.2.5. Personal selling

“Nothing happens until somebody sells something” (Kotler et al., 2008, p.779)

“Personal selling occurs where an individual salesperson sells a product, service or solution to a client. Salespeople match the benefits of their offering to the specific needs of a client. Today, personal selling involves the development of longstanding client relationships.” (Marketing Teacher Ltd 2000 – 2011) The selling process consists of seven steps (Kotler et al. 2008):

- Prospecting and Qualifying
- Pre-approach,
- Approach,
- Presentation
- Demonstration,
- Handling objections,
- Closing and Follow-up

Nowadays, it is possible to have forms of personal selling on Internet and in social medias. In fact, even if there is no physical relation, in the web, it is replaced by a new technique that is called Skymol Communicator. With this process, companies can create a growth in the sales, reduce the promotional costs but also enhance the customer’s online experience. In this way, personal selling can be made like in real time voice and video, text chat communication, push page, file transfer, call and chat transfer and audio and video messages. Companies have more and more meetings and presentation on Internet, and actually have an increasing number of people that participate (Kotler and Armstrong, 1993, p.401).

However, Personal selling is difficult to find on Facebook because there is no way to have a videoconference or a phone reference. Even if, for example by Facebook it is possible to have a chat transfer but the problem stays the same: the interaction between both sellers and customers is deteriorate. Personal selling is too ancient; it is the oldest form of selling. With the different steps that it proposes and the different way of promotion those social networks propose it is difficult to find an agreement.
II.2.2.6. Direct Marketing

Direct marketing is “the direct communications with carefully targeted individual customers to both obtain an immediate response and cultivate lasting customer relationships” (Kotler and Armstrong, 1993, p.823).

The aim of direct marketing is to form basis for the creation and the development of direct relationships between an organization and its customers (Brassington and Petit, 2003, P.740).

According to Kotler et al (2008, p.829), there are different forms of direct marketing such as catalogues, mailing, telemarketing, electronic shopping, TV shopping, e-mail and online marketing as it is shown in the following blueprint.

![Diagram of Direct Marketing Forms](attachment:image.png)

Figure 9: Direct Marketing (Sources: made by the authors according to Kotler et al., 2008, p.829)

Nowadays, “much of the world’s business today is carried out over digital networks that connect people and companies.” (Kotler et al, 2008, p.839). Direct marketing online is really famous because this is the fastest growing form for this step.

The advantages of direct marketing online are considerable: “One of the first benefits is to reach the audience quickly. Another benefit is in the several ways to reach out to potential new consumers using the web. And finally, an advantage of Internet promoting vs. conventional promoting is in the price tag savings and time efficiencies we may experience” (Rylan claynes, 2009). Direct marketing on social networks begins to be encouraged. Susan Hanshaw (2009) argues that since 1980 many companies have been marketed directly to consumers. Before, people have experienced the evolution of channels from mailbox to Internet and emails. Many companies “have hopped on board Facebook from pure instinct that they need to be there” (Susan Hanshaw, 2009)
Furthermore, according to Mr. Peyrat (2009) there are three different types of advertisings to target specific people thanks to direct marketing. The first one is, the “Personal advertising” where marketers will take into account the age, the sex, the localization... The second one is “contextual advertising”: this method targets people depending on their interest as, for instance, in a Sport website marketers will put sport advertisements. The last one is “behavioural advertisement”. This advertising is use by observing the evolution of the individual behaviour.

To conclude, direct marketing is a really good way for the promotion of the companies on Facebook. According to Susan Hanshaw (2009), for the use of direct marketing on Facebook, companies have to think of Facebook as an online public environment for broadcasting messages to fans and visitors to pages to which they are not fans. According to Joshua Gathings (2010): Using direct marketing on Facebook permit to choose people that we want to target (choose the age, the area and so on…)

“Get your business on steroids today by creating a Facebook ad that will appear in the eyes of potentially hundreds of millions!” (Joshua Gathings, Apr 2010)

II.2.3. Social Media

According to Susan Ward, (2011), social media is a type of online media that accelerate the conversation instead of Traditional Media. It delivers content but does not allow reader, listener and viewers to participate in the development and the creation of it. We can find many types of social media like for example Facebook or Twitter. In fact, people can talk between us, see the actualities of others but cannot participate in the improvement and the creation of these.

The advantages of Social media are that we can share many ideas, photos, videos, likes and dislikes, with the world at large have the opinion of the others. “We can find friends, business contacts and become part of a community or a bunch of different communities. Social media gives you what TV never could - a chance to be engaged and engage others” (Susan Ward, 2011).

That is why we can see that many companies try to promote via social media because it is a good way to get their message. Social media websites are really popular because we can make connection all over the world. According to Ebizon NetInfo (2011), it becomes really important for companies to have an effective social media optimization strategy in order to ensure maximum benefits out of these platforms. For this, there are many ways to get an effective strategy as the increasing of likability, rewarding inbound Links, etc.
Furthermore according to Binifer Paymaster (2011), social networking allows you to host fan pages, post advertisement to promote companies. We can take the example of Facebook. In fact, on this social network companies can put their advertising for their brand in the right extremity of it. Social media helps companies to “get a feel of the pulse of their consumers, build a valuable channel of Feedback, influence the conversation about a brand, influence purchasing decisions and influence Word-of-Mouth about the brand” (Binifer Paymaster, 2011).

According to Emma Wandjiku (2009), the disadvantages of social Media are that with social media if companies have some bad news or bad articles, it will be spread really fast all over the world and the name of the product can be soiled within hours. Secondly, you must be ready to “spend time updating the audience on all the relevant issues. Once they become established, they will tend to have a bigger crowd and it can be difficult to meet the needs of all people increasing you labor greatly.” (Emma Wandjiku, 2009). Thirdly one of the disadvantages is that companies have to keep in touch with all the latest industries to safeguarding the interest of their business. Finally we all know that one of the worst weaknesses of social media is that it changes all the time. According to Emma Wandjiku, (2009): companies have to be ready to make the necessary change. They have to be adaptive because if not they can be in trouble.

II.2.4. Word of mouth

The Word of Mouth Marketing is not part of the Communication mix but, as it has been discussed previously, is a huge opportunity for companies in the communication process. According to Kotler et al. (2008, p.998), the concept of word of mouth is a communication about a product between a target buyer and his/her entourage (family, friends, neighbourhoods, etc). The best way to promote a product is to hear about this product from
the mouth of someone you already trust. Moreover, the Word of Mouth concept makes it easier. The best way to avoid work is when you have someone else to do it: the persons that will be the initiator of Word of Mouth will have already tried the product, the interlocutor will just have to listen to the advices and point of view and, through that, will just have to make his own idea (Silverman, 2001, p. 21).

Word of mouth is quite complex and could be different according to the context, the environment or also according to the message vehicle. According to Silverman (2001, p.39), nine types of word of mouth exist. The first one is the “minus 4” in which the message about the product is only negative. The last type of Word of Mouth is the “plus 4” in which everybody is raving about the product. In the case of the “minus 4”, everybody is complaining in all aspects of the product. People are dissuading others to buy the product. At the contrary, in the “plus 4”, everything is said to attract new people, the buyers speaks highly of the product. In this case, for example, the word of mouth marketing is as reliable as advertising (Engel, 1995, p. 732).

As we said before, the WOM could be as negative as positive and could have a huge impact on sales. “Word of mouth is thousands of times more powerful than conventional marketing” (Silvermann, 2001, p.22). Moreover, with the Internet innovation, people can share and talk about a product everywhere, gathering thousands and thousands of people “if you make customers unhappy on the Internet, they can each tell 6,000 friends” (wow4u 2009). Studies have shown that a person is more likely to talk about a bad experience rather than a good one. For three persons that the buyer will tell about a good experience with a product, he will tell the double of persons (six) for a bad experience (Silvermann, 2001, p.26).

Figure 11: What causes sales-illusion vs. Reality (Sources: Silverman, 2001, p.36)
Also, the Word of mouth marketing is part of the process of purchase. It could be as positive as negative and can ruin the reputation and the brand image of a company if it stays in the long term.

II.3. Shockvertising

II.3.1. Definition of shockvertising

“"The most successful advertising is voluntary attended to- what a former advertising professor, Charles Mauldin, used to call the “Hey, Martha” phenomenon. This is the kind of ad that finds the viewer or reader calling out: “Hey Martha, come and see this”" (Moriarty, 1985, p. 158).

Nowadays, people are confronted everyday to 3,000 advertisements (Lasn, 1999) and for marketers that want to make their advertisements highlighted, the answer is to shock (Dahl, Frankenberger, & Manchanda, 2003). For instance, “To be effective, advertisements need to leave durable traces of brands in consumers’ memory” (Keller, 1998). The way that marketers are trying to shock is disputed: it is as considerate as a legitimate and creative advertising technique as a free manoeuvre to attract the attention of people (Munching, 1998). Shock advertising is also considerate as advertisements that deliberately offend the audience (Gustafson & Yssel, 1994). By offense we mean the process of “norm violation”, including going against law or custom, the violation of a “moral or social code”, or everything that could offend the moral of physical senses (Dahl, Frankenberger, & Manchanda, 2003). By using social issues, those advertisements can be considerate as a “social object” and are considerate as “offensive” when it calls in question the decency, good taste aesthetic propriety, and/or personal moral standards (Dahl, Frankenberger, & Manchanda, 2003)(Day, 1991). Shock advertising has become “the most effective way of selling commodities today” (Giroux, 1994). These shock advertisements can be found in different forms and one advertisement can by itself include different kind of shock processes. Shockvertising is the word used to talk about advertisement using violent situations in order to mark people.
Table 1: Process of shock advertising (Sources: made by the authors according to Dahl, Frankenberger & Manchanda, (2003))

<table>
<thead>
<tr>
<th>Offense Elicitor</th>
<th>Description</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disgusting Images</td>
<td>Blood, body parts or secretion, diseases, bodily harm, death</td>
<td>Playstation, US, 2000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Television advertisement</td>
</tr>
<tr>
<td>Sexual references</td>
<td>Sexual acts, suggestive or partial nudity</td>
<td>Calvin Klein, UK, 2009</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rebook, US, 2010</td>
</tr>
<tr>
<td>Profanity/Obscenity</td>
<td>Swear words, obscene gesture</td>
<td>Holsten Pills, UK, 1996</td>
</tr>
<tr>
<td>Vulgarity</td>
<td>Distasteful acts by humans or animals such as nose picking, farting</td>
<td>Smartbeep, US, 1999</td>
</tr>
<tr>
<td>Impropriety</td>
<td>“Violations of social conventions”</td>
<td>Adidas, Canada, 1993</td>
</tr>
<tr>
<td>Moral offensiveness</td>
<td>Harming innocent, free sex or free violence, use of children to provoke</td>
<td>Diesel, 2010</td>
</tr>
<tr>
<td>Religious taboos</td>
<td>Inappropriate use of religious symbols or/and rituals</td>
<td>Benetton, 1994</td>
</tr>
</tbody>
</table>

We have now many examples of companies that use the concept of shock in order to surprise the audience. However, violent advertisement is a trend that began with the Italian clothing company Benetton that has used violent and authentically images to vehicle a message. This is obvious that advertising nowadays breaks the social norms with the idea to shock. Since 30 years, Oliviero Toscani that works for Benetton creates advertising campaigns using provocation and taboo society’s subjects. Between disabilities, HIV, famine, poverty, Benetton never ceases to shock his audience. Indeed, Benetton wants to emphasise solidarity and consciousness of each customer instead of remind the feeling of being young, popular and beautiful (Andersson, Hedelin, & Welander, 2004). If it is hard to evaluate the number of people chocked by those advertisements, the biggest part of the population felt offended.
Shockvertising is the principle of using violent pictures or situations in advertisement, in order to increase the brand’s awareness. In the case of some Luxury brands, the shockvertising is in the use of sexual connotations and sexual situations in advertisement: this is the Porno-Chic.

II.3.2. Porno-Chic or porn Chic advertisement

Since centuries, sexuality has been shown in art as the best way to represent the women’s beauty. “Porno-Chic is the representation of porn in non-Pornographic art and culture; the pastiche and parody of, the homage and investigation of porn; the post modern transformation of porn into the mainstream cultural artefacts for a variety of purposes including … advertising, art, comedy and education” (McNair, 2002). This phenomenon is a phenomenon that principally concerns advertisement of premium product (perfume, haute couture, fashion, etc). It is a degrading representation, alienating and dehumanizing of women and helps to draw a narrative and violent schema.

In order to threat the acceptance that France can have with Porno Chic, we decided to choose two criteria to analyze this phenomenon. As Porno Chic touches many sensible points, we chose two of them: the ethic and the legislation.

II.3.2.1. Porno-Chic and ethic in France

“French advertisements have kept its specificities: humour, sensibility and sex” (Mirande & Bourdonnec, 1995). It seems that sex is more presents in the French advertisements than in American ones for example. When we are talking about sex in advertisements, we talk about it in general. If the sexual allusion is commonly used, the nudity is not so present. Only less than 2% of the advertisements using sexual connotations use also the nudity (Salvatore, 1998).

In order to understand well the use of sex in advertisements, it is important to take in consideration all the sides of “sex”. And by sex, there is also the beauty. The marketers use beautiful and attractive persons that do not need to be naked to free sex appeal. But, more than the persons, the choice of the places and the situations are chosen to create those advertisements with reflection and in order that customers can identify themselves to the situation represented. We can take the example of an advertisement of Delsey in 1995 were a couple is kissing with passion. The product sold: a bag. The customer looking at this picture will first identify him/herself to this passionate kiss, then, a sentence “in certain transports, it is easier to be free hand” links the situation to the product that is only present on the background (Salvatore, 1998). This kind of situation is really used in the French advertisements. However, if French advertisements are using sexual connotations in a biggest part of their advertisement, they do it with humour. This phenomenon is linked with the use of Porno Chic of Luxury brands. As we said before Porno Chic trend is all about unbridled
sexuality, in everything from photos to attitudes (Mony, 2010). According to the encyclopedia, Ethic is a moral principal or set of moral values held by an individual or group. In the business, “all managers have found moral sensitivity; companies need to develop corporate marketing ethics policies – broad guidelines that everyone in the organization must follow. They cover distributor relations, advertising standards, customer service, pricing, product development and general ethical standards” (Kotler, Amstrong, Wong, Saunders, & Wood, 2008).

The fight against this type of advertising continues since the 60’s, in fact, since these years, people began to denounce the exploitation of the woman on advertising. The woman is considered as an object. For example as in this ancient advertising of the brand Audi: “he has money, he has power, he has car, he will have the woman” (Chagrin, Prouhet, & Sibellas, 2007-2008)

II.3.2.2. Limitations of the Porno Chic in an ethics view

We can say that Porno-Chic advertisements are at the limit of ethics. In fact, we can take in example the woman. Recent trends in Porno-Chic have illustrated rape and the abuse of women, multiple partners, orgies and infidelity, and kiddie porn (Jellybeaps). According to Marie Chagrin et al (2007-2008), advertising uses the woman’s body for her aesthetics. The glamour, the charm of women is really famous. However sometimes the use of this image can shock and go against the ethics. We can take the example of the advertising for LAVAZZA coffee. In this advertising we can see a woman naked that is presenting the slogan. We can ask the following question: what is the relation between coffee and nudity? Companies begin to use this type of advertising to retain the attention. “Advertisers have no limit: Submission, machismo, sadomasochism, the wildest fantasies unbridled are tolerated under the guise of creativity and the French tradition, preferably display where the intervention of the BVP can be done only retrospectively” (Chagrin, Prouhet, & Sibellas, 2007-2008). However, using the image of the women can be against the ethics. We can take the example of this advertising:

Figure 12: Advertisement Dolce & Gabbana (2009)
This advertising is a good example. In fact, there is a strong sexual connotation. This woman is elongated in a submission position and surrounded by several men. It refers us at the “turning” practices in which these men violate this woman. This image has shocked many people and moreover we do not find the relation between this image and clothes… (Chagrin, Prouhet, & Sibellas, 2007-2008).

In conclusion, this advertising has been censured in Italy and Spain, because many people and association have claimed it.

II.3.2.3. Porno Chic and legislation

Because Porno-Chic is at the borderline of the respect of ethic, it is important that the government creates legislation in order to control those advertisements that could offense the audience. Because our study is based on the French population, we will be mainly focused on French advertising legislation.

Already in the first International Code of Advertising Practice of the International Chamber, in Article 1 of the edition of 1937, it is stipulate: “Advertisements should not contain statements or visual representations which offend against prevailing standards of decency.” (Boddewyn & Loubradou, 2011). This principle has been adopted by a big part of the developed countries that use it as different laws. The common issues met in the control of those advertisements used to be with goods or services that we define as “unmentionable” such as toilet papers or products for the feminine hygiene and if the use of those advertisements has been made with good taste and has been shown at the good moment (on the radio or television)(Boddewyn & Loubradou, 2011). Nowadays, the use of sex is quite everywhere and could be found also everywhere and have a free access on the Internet. However, those sexual connotations are more present in Luxury brands’ advertisements. Those kinds of advertisements mostly generate four types of objections: sexism that presents one sex inferior to the other, sexual objections that refers to the use of humans (mostly women) as object to attract the attention. The third point is that sexuality is based on beauty, sensual and suggestive and erotic pictures, sometimes linked with the violence of women showing them helpless, enslaved and so on (Boddewyn & Loubradou, 2011)(Boddewyn J. J., 1989).

In France, when the advertisement began to be really important with the use of television, marketers and publicists did not have a lot of experience. To control abuses and excesses, the French government created decrees and laws, including the several laws that change the conditions of supervision of the audiovisual. We can take as example the law of the 29th of July in 1982 that creates the “Haute Autorité de la communication audiovisuelle” (High Authority of the Audiovisual Communication), the law of the 30th of September 1986 that gave birth to the “Commission national de la communication et des libertés (CNCL)” (National commission of communication and liberties) and to finish, the law of the 17th of January in 1989 with the “Conseil Supérieur de l’Audiovisuel (CSA)” (Superior Council of
Audiovisual). All those organisms are the principals of the French legislation and have for goal to control all messages and pictures used by companies to communicate in order to be sure that the audience will not be shocked for any reasons. Through the control of these advertisements, it is supposed to avoid a lawsuit to companies (Parasie, 2005). However, there are in France consumers associations and associations fighting for women that represent the “politic” legislation and that works in partnership with governmental organizations in order to help to control those advertisements that could have a bad influence on the French population. (Boddewyn & Loubradou, 2011) (Boddewyn J. J., 1989)

In France and as in different countries, they have to regulate their advertising practice. This regulation includes how much a company can spend on advertising, the media used, the nature of advertising claims and other aspects of the advertising programme (Kotler, Amstrong, Wong, Saunders, & Wood, 2008).

II.3.2.4. Limitations of legislation

When it is about judging of the nature of a message or a picture vehicle in an advertisement, it is hard to know what are the limits of the decency of an advertisement. The liberty of creation and of expression of advertising agencies is recognized and this makes difficult the control of advertisements. The limits fixed by the legislation, the one of each agencies and the limits of French could be totally different (Parasie, 2005). We all know that there is a liberty for the creation. However with this type of advertising, many women have claimed the fact that it was too much. According to Francine Quentin (2001), women fight against this sexist image, which can be humiliating for them. Because or thanks to this fight, a legal dispositive has been created in France for example, and now the professionals of the advertising try to have an auto discipline for their creation with the help of the Audit office. Even with this form of law, polemics and Porno Chic advertisement continue.

Moreover, some political women try to defend the women’s rights. For example Nicole Pery, issued a report on the image of women in French advertising: "For several years, and with increasing frequency over the past months, advertising has presented images of women which many judge humiliating and degrading" (Digital journal staff, 2001). Nudity is seen differently all over the world and countries do not have the same aspect of it. For example in European countries consumers do not have problem with the nudity. However in Asia and in the middle EAST people tend to be more conservative than US and Europe with respect for the nudity. According to Michelle R. nelson et al, (2005, p.373), a survey consumers in Hong Kong shows that they were more sensitive to Internet Advertising that contained nudity or displayed a sexist attitude when compared to other types of advertising appeals.

Political and economic system both shape and reflect a society’s cultural values and public policies (Hofstede, 2001). In fact we have to take into account the advertising regulation and
freedom of expression as we have said before. For example in US the values are fair play, freedom of speech, and the right of the individual. However, in Canada and western European countries they are considered like a social, capitalist system.

Figure 13: Tom Ford censured advertisement (2009)

For example, we can take this Tom Ford’s advertisement that has been censured. This advertisement for men clothes represents a naked women with a men dressed up. On the left part of the picture we can see the woman as an object, smoking in a sexy position. The men, smokes a cigar and drinks something that seems to be a beer. He does not even look at the girl, as if she was part of the décor. In the right part, the woman, still in an erotic position, demonstrates violence against the men by catching his intimate parts, maybe to attract his attention or just to dominate him. In all cases, the woman is still naked and even the men shows a bit of “inferiority”, she has to use violence to have a reaction. This advertisement goes against the propriety. The woman is shown as an object, she is objectified: she wears sunglasses that hide a part of her face; she is only shown on her side. The long hairs do references to the facility of the woman, phantasm of the mankind. In addition to the sexuality, the use of violence is also shown. Moreover, the nudity is total in this advertisement.

In the other hand, this famous advertising of Aubade was not censured. This campaign was several pictures of this type, representing parts or the body of women wearing sexy under wears. A message

Figure 14: Aubade advertisement (2005)
was added to this advertisement as the one present on this advertisement: “Leçon n°1: Lui offrir un peu d’ivresse” (Lesson n°1: Give him a bit of euphoria). This advertisement is considerate as sober. The image is sexy but not vulgar. As we said before, French love to use words in their advertisements. This sentence, by itself increases the sensual side of the advertisement. The fact that the picture is in black and white makes reference to the old pictures of Cabaret. Aubade is known as a Luxury brand of under wears and, through the use of Black and White, it creates its own trend. The play of light makes the pictures beautiful. The absence of arms, legs and head highlight the product. We are not confused about the product. We know exactly what they are presenting. The body presented is perfect and play the card of the dream. This advertisement respects the norms of the legislation without affecting the creativity.

To conclude, an advertisement will be censured if it does not respect people, ethics, religion and many subjects. The limitation of legislation is that sometimes, they do not censure an advertisement first, but have then to remove it from all medias because of the reaction of the audience. Questions can be asked, “What are the limitations?” “How far companies and in particular, Luxury brands are ready to go in terms of communication?”

II.4. Final draft

In this final Draft we choose to put all our key words to explain the process of our main purpose. In fact this schema represents in one part the entire characteristics to define a brand and a Luxury brand. Our subject speaks about Luxury brands so we continue this schema as a result of Luxury brands. We give the entire characteristic to promote a Luxury brand on Internet thanks to the communication mix and it will permit to promote especially Porno Chic advertisements. Porno-Chic advertisements have limits due to the legislation and French ethics. Some advertisements can be censured and others one are uncensored. Porno-Chic ads that are censured cannot be used by Luxury brands to promote products while companies can use uncensored Porno Chic ads. After all these steps, companies can promote their Luxury brands on social network and in particular on Facebook.
Figure 15: Final Draft- Promotion of Luxury brands through the use of Porno Chic on Facebook (Sources: made by the authors)
III. Method

The methods are used to have some information about how we want to reach our research. This part starts by an explanation about what is a research method of a thesis. Secondly we are going to explain how we want to collected data (primary data and secondary). Thirdly we will describe the different types of research that we used for our thesis.

III.1 Research Method

There are many ways to get information. According to the encyclopedia, it can take three main forms. The exploratory research consists to structure and define new problems, the constructive research that develops solutions to a problem. Then, empirical research that is the one that is going to test the feasibility of a solution through the use of empirical evidence. The most common type of research is the research method that is a survey research. This area is the most important of measurement in applied social research.

According to the William M.K. Trochim (2006): there are different types of surveys. The questionnaires and interviews are the two broad areas. Then we have to define what research will be the best for our thesis. In the research methods there are four ways to find information. There are telephone surveys, mail surveys, email surveys and Internet surveys. According to StatPac (2011), personal interviews are a way to get in deep and comprehension information. It means that one person interviews another one for personal or detailed information. Secondly, Telephone surveys are the fastest method to have information. However it allows the opportunity for some opinion probing.

Thirdly, Email and Internet surveys are new and little is known about the effect of sampling bias in Internet survey. Moreover we cannot really know if the data will be sure or not but the advantages are that we can find many books on line.

Our purpose is “A new type of advertisement for a new Luxury market: Shockvertising and Porno-Chic in social networks”. To explore the risks that Luxury brands are taking by using Porno Chic advertisements in Facebook, we are going to use a descriptive method of research that is the most adapted for our thesis. We are going to take the best research method that can answer to our problem. For that we have two ways to do it. According to the encyclopedia: the following two research methods can be applied, depending on the properties of the subject matter and on the objectives of the research.
III.1.1 Qualitative and Quantitative research

In order to make our researches and to be able to then give an answer to our purpose, we have to collect data. According to Clarke and Dawson (1999), there are two types of data: qualitative data and quantitative data.

Table 2: The two quotes are from Miles & Huberman (1994, p. 40). Qualitative Data Analysis

<table>
<thead>
<tr>
<th>Qualitative</th>
<th>Quantitative</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;All research ultimately has a qualitative grounding&quot; - Donald Campbell</td>
<td>&quot;There's no such thing as qualitative data. Everything is either 1 or 0&quot; - Fred Kerlinger</td>
</tr>
<tr>
<td>The aim is a complete, detailed description.</td>
<td>The aim is to classify features, count them, and construct statistical models in an attempt to explain what is observed.</td>
</tr>
<tr>
<td>Researcher may only know roughly in advance what he/she is looking for.</td>
<td>Researcher knows clearly in advance what he/she is looking for.</td>
</tr>
<tr>
<td>Recommended during earlier phases of research projects.</td>
<td>Recommended during latter phases of research projects.</td>
</tr>
<tr>
<td>The design emerges as the study unfolds.</td>
<td>All aspects of the study are carefully designed before data is collected.</td>
</tr>
<tr>
<td>Researcher is the data gathering instrument.</td>
<td>Researcher uses tools, such as questionnaires or equipment to collect numerical data.</td>
</tr>
</tbody>
</table>
Data is in the form of words, pictures or objects. | Data is in the form of numbers and statistics.
---|---
Qualitative data is more 'rich', time consuming, and less able to be generalized. | Quantitative data is more efficient, able to test hypotheses, but may miss contextual detail.

Qualitative data, usually in form of words rather than numbers have been the staple of some fields in the social sciences, notably anthropology, history, and political sciences. This data has evolved and is now used in marketing research; in administration etc. Qualitative data are “a source of well-grounded, rich descriptions and explanations of processes in identifiable local contexts” (Miles & Huberman, 1994, p. 1). Qualitative research generally deals in words, images and the subjective. Qualitative research deals with the right brain - the hemisphere using data as words, emotions and feelings (Murray, 2003).

“Quantification is the assignment of a number to represent an amount or a perceived degree of something” (Asmus & Radocy, 2006, p. 95). Also, according to Murray (2003), quantitative data are based on the translation of facts through mathematics and statistics and has for pillar a numeric logic than an analysis of words. “Quantitative research objectively reports reality” (Silverman D., 2006, p. 35). Contrary to qualitative data, quantitative data are not based on the interpretation of word but on an analysis of statistics and numbers.

The purpose of our study is to explore the risks that Luxury brands take in using Porno Chic advertisements on Facebook. For instance, qualitative data are sources of rich descriptions and explanations in a specific and local context (Miles & Huberman, 1994, p. 1). In our thesis, we met the difficulty that there is no literature existing concerning our all-purpose. We had information about Luxury brands in Facebook, Luxury brands and Porno Chic advertisement but not Porno Chic advertisement of Luxury brands in Facebook. We have to find through this research an answer to that: we chose the qualitative method because in our case that concern directly people, words are better to analyze and to interpret than statistics and number.

Moreover, by adding a focus group in our thesis, it seemed easier to analyze words instead of numbers. Our main purpose is mostly answered by the point of view of several generations of the population. That is why we chose to use a quantitative analysis instead of a qualitative analysis.
III.1.2 Data collection

According to the basic tools for process improvement (2009): we can see that data collection is a way to help our team to assess the health of our process. Data collection is nothing more than planning for and obtaining useful information on key quality characteristics produced by our process. We need a data collection because it helps us to improve our decision and help us to be focus on our objectives, about what it happens in the process. The issue is not how do we collect Data but how do we obtain useful data.

According to GENE V GLASS (1976), we can see that there are two types of data collections. These two types of data collections will help us to be focused and find useful data. It is primary and secondary data.

III.2 Observation

Our theoretical framework is made of different points. The first one is the explanation of what is a brand and what is a Luxury brand. It has been feasible to do it according to secondary data. Then, the communication mix is a concept that many other Marketers have reviewed but initially invented by Kotler. We found information on marketing books, articles, etc. Moreover, definitions of Porno Chic and of ethics have been made. Nevertheless, some points could not have been entirely completed because of the fact that we have a gap of information. An analysis of the risks incurred by Luxury brands to use Porno Chic advertising on Facebook is required in order to treat the latter. This is why we need primary data and, in our case, a questionnaire and focus groups. Before explaining fully our choices, we have to give a definition of primary data and then to explain our choice. Then, an explanation of what is a secondary will be written and our choices also.

III.2.1 Primary data

To be done, primary data are collected and selected by communication or observation (Churchill, 1995). It means asking questions by oral to a contact (interview) or by writing questions and send it to your contact (questionnaire). The communication way is far easier, cheaper and faster than an observation that needs time and money.

III.2.2 Collecting primary data

III.2.2.1. The questionnaire

We chose to use a questionnaire to know the point of view of French people. In the process of writing a questionnaire, we really have to be careful. If it permits to find new information, it could also be a source of mistakes. A bad written questionnaire cannot give the information needed or, worse, can provide data that are incorrect (Brace, 2008, p. 7). It is really important to define the objectives that the study has to answer: a specific objective will required a
specific question to find out an appropriate answer. How the data will be collected and analysed then will have an influence on how the questionnaire will be turned (Brace, 2008, p. 8).

According to Brace (2008, p. 35), there are three main rules to follow in the planning of the questionnaire:

- Define the principal data that have to be found
- Determine the secondary that are necessary for the analysis
- Describe how the subject areas or sub-sections develop throughout the questionnaire

Furthermore, in order to write a questionnaire, there are different types of questions. The first type of question is open or closed. This question is used if the answer could be a finite number of possible responses. The second one is spontaneous or prompted questions. It depends on if the participant has to write the answer with his own words or given a number of options from which to choose a response. The last type of question is open-ended or pre-coded: “depending on whether the answer is recorded verbatim or against one or more of a number of predetermined answers” (Brace, 2008, p. 45).

In the case of our study, we chose to use different types of questions. We used a lot open-closed questions that are commonly used in marketing research. As we have already said, opened questions are the ones that the participant has to answer with his own words. This question is mostly answered by short sentences. On the other hand, closed questions, are for example the answers with predefined answers such as YES or NO. These questions will bring to a stop: it will not drive to a conversation then (Brace, 2008, p. 46).

Table 3: Example of question types (Brace. 2008. p.47)

<table>
<thead>
<tr>
<th>OPEN QUESTIONS CAN APPEAR AS EITHER OPEN-ENDED OR PRE-CODED QUESTIONS</th>
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<tbody>
<tr>
<td>OPEN QUESTION</td>
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<td></td>
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<tr>
<td>CLOSED QUESTION</td>
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</table>

In order to administrate our questionnaire, we chose to put our questionnaire on-line. Our questionnaire mostly concerns Facebook users also it was easier for us to use the Internet in order to gather the biggest number of answers and to be able then to analyze them. The improvement of on-line questionnaires permits to give new opportunities. Virtual
communities have increased since several years and thousands of people use to participate in any kind of conversations (Horrigan, 2001). Moreover, Internet permits to have access to people that a company could not reach in general (Haythornthwaite & Wellman, 1998). According to this fact, another advantage of online surveys is that it permits to researchers to save time. Internet permits to connect thousands and thousands of people in a short time, all over the world. The fact that it is possible to have software to gather data lets the possibility to researchers to spend time on another part of the study while people are responding to the questionnaire. Surveys papers tend to be costly. Through the use of online questionnaire, it permits to save money.

Despite all these advantages, we cannot ignore the weaknesses that an online questionnaire includes. The absence of contact makes that the respondent of the questionnaire may not understand a question asked in the questionnaire and can provide a “wrong answer”. The use of opened questions involves an answer written by the respondent with his own words. The answer could be poorly worded and it will be impossible to exploit it. In another hand, the questionnaire has to be controlled. If the researchers forget to add a control option, a respondent would be able to respond to the questionnaire many times and this may distort the answers. Also the lack of control is one of the main disadvantages of online surveys (Wright, 2005).

### III.2.2.1.1. Content of the questionnaire

After having justified our choice by balancing both assets and weaknesses that the use of this kind of survey represents and, in order to gather a maximum of usable answers, we devised the questionnaire in five parts.

- About the respondent
- About Facebook
- About Luxury brands
- About the preferences and expectations of the respondent
- About Porno-Chic

Our purpose is quite complex and needs questions asked separately to be then able to answer in a complete way to our purpose. All parts of the questionnaire are linked to a part of the theoretical framework. Every point will be taken one by one and results obtained throughout the questionnaire will be shared between those points.

About a questionnaire, the answers are as important as the person giving the answers. The state of mind of people will vary according to parameters such as the age, the nationality or the status. Our survey is focused on French population: our survey needs to be done to both old and young people. Also, in order to know better the respondent, we asked four questions:

- What is his/her gender
- How old is she/he

We did not ask the nationality because we are already focused on French people.
Our subject includes the behaviour that French people can have in front of Porno Chic advertisements. Men and women could have totally different behaviours concerning this use of sexual connotations, it seemed interested to be able to make a difference (or not) between men and women’s responses.

The second part of the questionnaire: “About Facebook” is the questions asked to the respondent about Facebook. Those questions had been asked in order to answer to a part of our main purpose: A new kind advertisement for a new Luxury market: Shockvertising and Porno Chic in social networks. This part has been devised in several parts:
- If the respondent is using Facebook or not
- The use he/she has with this social media
- The behaviour of the respondent with the advertisements present on Facebook

Our third part of the questionnaire is about Luxury brands and has for goal to see how the French population is aware of Luxury brands. This part is a short one that just permits to make a link between two parts.

The fourth part is about the view of customers about advertisement in general, what they expect from advertising and if it can have an influence on their perception of a brand. To finish, the latest part is about Porno Chic and its uses.

### III.2.2.1.2. The respondent

#### IV.2.2.1.2.1 The gender

Results have shown of the 166 responses, 52% of the respondents are females. This could be explained by the fact that we are both women and so are used to being surrounded by more women than men. Despite this, we still had 48% of male respondents; this represents a large enough sample to be able to have both the point of view of both women and men.

#### IV.2.2.1.2.2 Age groups

The second question of this part of the questionnaire concerning the respondent was the questions about the age. We devised this question in four groups that we found representative of different generations: 18-24 years old, 25-34 years old, 35-44 years old and the group-age above 45 years old. 79% of the respondents are between 18 and 24 years old, 15% are in the 25-34 years old age group, only 1% between 35 and 44 years old and, to finish, 5% are above 45 years old.
III.2.2.2. Focus Group

II.2.2.2.1. Definition of a Focus Group

We are going to organize a focus group to have different opinions about the subject and choose at the end one target for our thesis. Firstly, according to Alain Moreau et al (2004): a focus group is a technique of interview for groups knowing as “group of expression”, that collects information on a target subject. It is part of investigate qualitative techniques. “The group dynamism during the focus group permits to explore and stimulate each opinion. Each participant can defend its priorities, its values, points of views.” (Alain Moreau, 2004).

Secondly, there are many reasons why focus group methodology is such an effective research technique and why it works. According to group plus, June 2003:

- **The authority role of the moderator** is an essential element, he shows the way of the discussion, he pays attention that each person speaks and gives his opinion. He also keeps the discussion in the good way without any documents and supports.

- **The ability of group participants to interact with each other**: A dynamic group is really important because together they stimulates the discussion and generate new thinking. This interaction allows participants to defend their opinion because they don’t have same way to think. This dynamic group cannot exist by the telephone or Internet because there is not “eyeball to eyeball” contact.

- **The dynamic nature of the methodology**: with a focus group we can have a direct interaction with direct discussion between participants. “It is standard practice to modify the concept statement as the research progresses based on the learning from the research, as the objective is to complete the research with the best possible statement.” (Plus, 2003)

- **The ability to involve the client personnel in the research process**: it is one of the best strength of the focus group because the client can see the project that is more credible.

- **The capability to utilize non-verbal behaviour as a research input**: Non-verbal input permit to analyse gestures. It will help the moderator to determine the effective way to use individual in a group to maximize the effectiveness of the discussion.

- **The level of participant involvement in the research**: the moderator can analyse participants and see if they are really concentrated on the main object. By the telephone the moderator cannot see that. For example by the phone participants can answer to the question but in the same time they can be focus on another thing as TV.

However **Focus Group contains also disadvantages that we are going to see in the following part. Focus group techniques are criticism because it is not an optimal technique for all research questions.**

- **Focus group tends to become influenced by one or two dominate people**: for example if the focus group is lead by an experimented participant it is not really good
-Focus group is not as effective as IDI’s in dealing with sensitive topic: When a sensitive topic is launched, participants are shy to say their own opinion but the goal of a monitor is to put his participants in confidence. People can speak a lot about a sensitive subject if they are in confidence and see that they all have almost the same issue.

-Focus group is a very artificial environment which can influence the responses that are generated: participants can act differently if they are register or not. They will be afraid or not and will not say the same things.

II.2.2.2. In our Thesis

We decided to make three focus groups on the French population. This choice has been made because we wanted to analyse three different French age-groups and breaking down what they say and how the different generations can speak about Porno Chic, what are their point of view.

The first focus group will be bake off. We will target people between eighteen and twenty four years old. Seven people have been brought together to speak about our subject. The second focus group will be made on Skype. We will save all the conversations. We targeted six people between twenty-five and thirty five years old. The final focus will also be made on Skype and will gather people under thirty-five years old.

II.2.2.3. Organization of our Focus Groups

To finish we have shared our questions in three parts. In the first part we will show a Porno Chic advertisement uncensored and ask few questions about this advertisement as: what do you think? What is your first feeling when you see this advertisement? We will also speak about French’s values. In the second part we will show a Porno Chic advertisement censured and ask the same questions to analyse the different reactions between both censured and uncensored ads. These different advertisements and questions are asked to show the limitation of Porno Chic ads and analyse differences of culture between old and young people, but also between men and women. According to the different answers and the open mindedness of participants we will show two pictures of Tom Ford that promote the same product but which are a little bit different. We will analyse how some different details can change the global view of the participants. In the final part we will ask general questions about Facebook and how participants characterize the term “Porno Chic”: participants will write three words on a post-it and they will have to explain why they choose these words. We will also ask what they think about companies’ promotion on Facebook. The finale question will permit to answer at our main question that is “do you think that Porno-Chic advertisement for Luxury brand catch more the attention than banal one on Facebook”. Throughout our focus group we will analyse the different expression of participants when they see the different pictures. In fact, their first expressions reveal if participants are shocked, happy or embarrassed.
III.2.4 Secondary data

Secondary data are data already collected by researchers or marketers for example. It could be made through government reports, industry studies, archive data sets, books, articles, and magazines or on the Internet database… (Stewart & Kamins, 1993). Despite all, the availability of secondary data remains a trouble: data archives have been developed but as a researcher, it is still hard to locate and find the information needed (Kiecolt & Nathan, 1985).

In the case of our study, we collect secondary data in many ways, for example, through books, e-Book, newspaper, other thesis etc. We are fortunate to have a rich database through Halmstad University. This is one of the main assets we had in the collection of secondary data. Most of the time we collect information on e-books. Moreover, the lectures we had during the all year have enabled us to acquire knowledge that helped us in the choice of the secondary data.

Secondary data help us to find information about the Luxury market, the use of Facebook and advertisements on it. Moreover, it permits to have an idea of why Luxury brands use Porno Chic advertisement to make their own promotion. As we have already said before, there is a gap of information concerning our subject. A thesis is about going further in a subject, trying to bring our own discoveries and knowledge: the use of primary data is needed. It could be hard to find information about our specify topic beyond, when we cannot be sure of the truthfulness of information, it begins to be hard to find out an answer. That is why we use both primary and secondary data. That is why we decided to create a questionnaire and to organize focus groups.

III.2.5. Collecting method secondary data

In order to collect secondary data, we mostly used the database proposed by the Library of Halmstad University. It permits to have a great choice of books, articles and so fourth. Moreover, the presence of eBooks trough the database of Halmstad University permits to have enough secondary data in order to create our Theoretical framework.

In addition to the findings we made thanks to Halmstad University, we used a lot Internet according to a key word capture. Those words are the one we judged relevant to help us to find information. Because of the fact that the literature is not directly linked with our main purpose, we used diverse key words such as “Porno-Chic in Luxury brands” “Shockvertising on Facebook” or “promotion on Facebook” “Marketing”, “Social Networks”, “Porno chic”, “Shockvertising”, “Luxury Market”, “Sex and advertising.” According to these key words, we obtain several responses. However, the biggest part of the job is to sort information obtained. The first one is to evaluate the veracity of the data: unprofessional blog is obviously less trustable than a professional article or a book. After this sorting, we read rapidly each books or articles to know if they are relevant for the latter by studying the table of contents of the
introduction. We also take a look at the references of interesting books in order to find more information. When the books are relevant for our purpose, we begin to read more further and to make a selection. Once that necessary information is collected, we can continue our researches in magazines, websites, study reports and articles in newspaper. The next stage is to gather all data collected from Internet and other supports, we analyze them and evaluate if we can use it in our purpose. If this is, we use it and mention it in the thesis.

III.3. Validity and reliability

III.3.1. Validity

“The traditional criteria for validity find their roots in a positivist tradition, and to an extent, positivism has been defined by a systematic theory of validity” (Golafshani, 2003). According to (Golafshani, 2003);(Winter, 2000): Within the positivist terminology, validity resided amongst, and was the result and culmination of other empirical conceptions: universal laws, evidence, objectivity, truth, actuality, deduction, reason, fact and mathematical data to name just a few.

Validity can be used in qualitative and quantitative research:
- In Quantitative research validity is “construct validity”(Golafshani, 2003);(Braun, 1998). In fact this is the reliability and validity notion, question or hypothesis that determines which data has to be collected or not.
- In Qualitative research, according to Ratcliff (1995): we can find validity by divergence form initial expectations in seeing personal notes that are kept from the beginning to see how the data has pushed us from the initial assumptions. By Convergence with other sources of data, Extensive quotations, other research data and Member check.

III.3.2 Reliability

“In statistics or measurement theory, a measurement or test is considered reliable if it produces consistent results over repeated testing’s.” (Bee Bornheimer, 2008)

- In quantitative research: According to Golafshani (2003) and Kirk (1986): there are three types of reliability in quantitative research. The first one is the degree to which a measurement given repeatedly remains the same. The second one is the stability of a measurement over time. The last one is the similarity of measurements within a given time period.
- In qualitative research, according to Ratcliff (1995): Reliability can be find in multiple viewing of videotape, in multiple listening of audio tape by same or different person and to finish by multiple transcriptions of audio tape.
III.3.3 Relation between Reliability and Validity

![Diagram of Reliability and Validity](image)

**Figure 16: Reliability and Validity (Sources: made by the authors according to Bornheimer, 2008)**

III.3.4 validity and reliability in the case of our Thesis

*External Validity:* In our thesis we did not choose one special company because our subject concerned a new way of promotion on Facebook (Porno Chic) for Luxury brands in general. We have collected much information directly to the main sources as official website, Facebook pages and groups of Luxury brands. Companies themselves provide the entire information. This thesis is available for all the Luxury brands. According to Alan Bryman (2003), external validity can be a problem for qualitative researchers “because of their tendency to employ case studies and small samples.” However in our thesis we analyze several samples according to our focus groups. In fact, our samples have been wide to have a better analyze.

*Internal Validity:* the entire information is available only on the French market due to the fact that we have analyzed only information coming from French people. Furthermore our data are coming from Luxury brands and not brands in general. There is a good match between researcher’s observations and the theoretical idea. Participants for our focus groups and questionnaire gave their opinions and ideas that are linked with the theoretical part. However, these data and observations will change in ten years because people will not have the same feeling than now. Society is moving.

*External reliability:* For our thesis we made a questionnaire and a focus group that permits to have a clear view of each generation but also between men and women. If our thesis is done in the same conditions, the analysis and the conclusion will be the same. We ask many
general but also detailed questions that permit to have a clear answer. We used cameras to analyze if people were concentrated or if they were doing other things in the same time. In conclusion for our focus group participants were really concentrated on the subject and their answers are reliable. We asked the same questions for each generation to make highlight the difference between youngest and oldest generations. Our targets are really well defined. However people evolves as we are going to see in the next parts and if we take this subject in ten years the data will not be the same due to the fact that already now, each generation do not think the same thing about Porno Chic advertisement for Luxury brands on Facebook.

*Internal Reliability:* two people have done this thesis. We have been present for each part of the thesis and we both agree for all the answers and the entire question to ask. There is a similar notion and we agree about what we saw and what we heard.

### IV. Empirical Data

The fourth part of the thesis is the Empirical Data. The questionnaire is our main source of primary data. Once that the information has been gathered, we will observe each question in order to link them back to our theoretical framework. This part of the thesis is not about analyzing or interpreting the answers obtained through the questionnaire. The structure of this part will be the following: firstly, we are going to explain the observation method, then according to the questionnaire originally made, we are going to observe, as we would describe a picture, each questions asked.

#### IV.1. The questionnaire

As we could describe a picture, the observation method is only about giving a description of the questions asked and of the results obtained.

##### IV.1.1. About Facebook

*IV.1.1.1. Facebook user*

The fourth question is to know if the respondent is a Facebook user or not. In order to find this out, we just asked the question “are you a Facebook user?” The question was a closed question by which the respondent just had to respond “Yes” or “No”. This question represents a total and homogenous result. Indeed, 100% of the 166 respondents are Facebook users.
IV.1.1.2. Groups and Pages on Facebook.

The question number five has the aim of finding out if the respondent is part of groups on Facebook or if he/she has already “liked” a page of a brand, sport, or for another interest. The respondent had two choices: “Yes” or “No”. 88% responded that they are members of groups or pages against 12% that said that they are not linked with those same groups or pages. This question is in fact devised in two parts. The first one is, as we said, if the respondent takes part in the community of groups or pages on Facebook. If the respondent said “Yes”, he had to respond to another question.

As we said, if the respondent said “Yes” to the question previously asked, it was important to know how many. Also, we asked the question “If yes, how many”. Three possibilities of answers were proposed “Between 1 and 5”, “between 6 and 10” and “10 +”. 48% of the respondents said that they are members of more than 10 groups, 30% responded that they are members of 1 to 5 groups or pages. The last 21% responded that they have between 6 and 10 Facebook groups or pages.

IV.1.1.3. Why those Facebook groups or pages?

In order to know why people chose their pages and groups on Facebook, we followed the previous question that gave the answer “Yes”, with “Why did you join these pages or groups?”. In order to have a relevant result, we gave three possibilities of answers:

- “Because your friends did it”
- “Invitation of a friend”
- “Because you have made a research linked with your interests “

39% explained their choice of Facebook groups and pages by the fact that they made their own research in order to be members of groups or pages linked with their own interests. 34% said that they joined Facebook pages or groups because they had received an invitation from a friend. Finally, the last 27% said that they joined it because they saw in the recent activities that their friends did it before.

IV.1.1.4. Facebook advertisements

In order to know the impact that advertisements have on Facebook can have on the user. We asked the following question: “Do you pay attention to Facebook advertisements?”. The responses proposed were:

- “I pay attention at 100%”
- “I pay attention at 50%”
- “I pay attention at 25%”
- “I never pay attention”
Of the 166 respondents, the majority never pay attention on Facebook advertisement (51%). 40% of them pay attention at 25%. Only 1% of the respondents use to pay attention at 100%, which is negligible. The rest of the respondents said that they pay attention at 50%. Also, the answer is more significant since they never pay attention to Facebook advertisements.

IV.1.2. About Luxury brands

IV.1.2.1. Their interests

The first question of this part was to know if people where interested in Luxury brands. Also, we asked, “Are you interested in Luxury brands?” This question could be answered by three sentences “Yes”, “No” and “A bit”. The results show that 48% of the respondents are “a bit” interested in Luxury brands. Then, 32% are interested in Luxury brands. To finish, 20% of our respondents are not interested in Luxury brands.

IV.1.2.2. What they like

If the respondent said that he/she was interested in Luxury brands, we asked a second question: “What are you the most interested in?” The person had several choices: “Clothes”, “Shoes”, “Accessories”, “Cosmetics”, “Cars” and “Other”. 32% of our respondents are interested in Luxury clothes, 22% show an interest for shoes, 15% for accessories, 13% for cars, 11% are interested in cosmetics and, to finish, 7% have another interest in Luxury brands.

IV.1.2.3. Luxury brands’ advertisements on Facebook

In order to know what people think of the Luxury ads on Facebook, we ask a question that is in fact devised in two parts. The first one is a closed question “What do you think of the presence of Luxury brands (advertisements, pages, groups, events) on Facebook?” The respondent had the possibility between two responses: “It is a good idea” and “This is not appropriate”. Following this first question, 55% said that “It is a good idea” against 45% that think that “This is not appropriate”.

To complete this question, we asked the respondents to justify or explain their choice. They were free to write whatever they wanted in order to link with the presence of Luxury brands’ ads on Facebook. We can observe three kinds of answers that. A portion of the respondents thought that it is a good Idea by justifying their choice with comments such as “It is another way of promotion, and the social networks are a good channel to communicate and make people aware of brands. It gives you more possibilities to target more people”. For people that think that it is a definitely good idea to use Facebook, this is mostly explained through comments of this type.
On the other hand, we have those that said, “it is a good idea” without being so sure. They represent around 11% of the 55% that said that it is a good idea to use Facebook as a means of promotion for luxury brands. These respondents mostly justified their choice with “Why not” or “It is always good to try”. The last 45% have a strong idea of luxury brands on Facebook. The common argument that we had in our questionnaire was “this is not appropriate, because when I'm on Facebook, the only thing I want to do is to catch up with my friends. I mean if I want to see advertising, I can see them somewhere else” or “Facebook targets everyone, luxury brands do definitely not target all Facebook users, it would be a waste of time for both”.

IV.1.3. About the preferences and expectations of the respondent

IV.1.3.1. Role of an advertisement

In order to know what are the expectations of French people concerning advertisement, we wrote “an advertisement should:” the rule of this question was to classify the following proposition:

- An advertisement should surprise you
- An advertisement should shocks you
- An advertisement should calls you
- An advertisement should makes you laugh
- An advertisement should makes you smile
- An advertisement should makes you dream

The respondent had to classify those propositions from 1 to 7; the number 1 represents the proposition that fits the best with the respondent’s point of view, and the number 7 that represents the answer the less appropriate.

Table 4: Results of the question n°13 of the questionnaire (Sources: made by the authors)

<table>
<thead>
<tr>
<th></th>
<th>n°1</th>
<th>n°2</th>
<th>n°3</th>
<th>n°4</th>
<th>n°5</th>
<th>n°6</th>
<th>n°7</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surprises you</td>
<td>33%</td>
<td>20%</td>
<td>12%</td>
<td>16%</td>
<td>5%</td>
<td>9%</td>
<td>4%</td>
<td>166</td>
</tr>
<tr>
<td>Shocks you</td>
<td>7%</td>
<td>4%</td>
<td>15%</td>
<td>5%</td>
<td>15%</td>
<td>15%</td>
<td>40%</td>
<td>166</td>
</tr>
<tr>
<td>Calls you</td>
<td>11%</td>
<td>21%</td>
<td>21%</td>
<td>23%</td>
<td>12%</td>
<td>7%</td>
<td>5%</td>
<td>166</td>
</tr>
<tr>
<td>Makes you laugh</td>
<td>16%</td>
<td>20%</td>
<td>11%</td>
<td>23%</td>
<td>15%</td>
<td>11%</td>
<td>5%</td>
<td>166</td>
</tr>
<tr>
<td>Makes you smile</td>
<td>16%</td>
<td>16%</td>
<td>19%</td>
<td>12%</td>
<td>20%</td>
<td>12%</td>
<td>5%</td>
<td>166</td>
</tr>
<tr>
<td>Moves you</td>
<td>7%</td>
<td>9%</td>
<td>11%</td>
<td>9%</td>
<td>17%</td>
<td>31%</td>
<td>16%</td>
<td>166</td>
</tr>
<tr>
<td>Makes you dream</td>
<td>11%</td>
<td>9%</td>
<td>12%</td>
<td>12%</td>
<td>16%</td>
<td>16%</td>
<td>24%</td>
<td>166</td>
</tr>
</tbody>
</table>

As it is shown on this picture, all propositions as been classified. Also, according to those results, we can see that the respondents expect from advertisements to be surprised at 33%. In
the opposite, the last thing that people expect from an advertisement is to be shocked: it
represents the n°7 for 40% of the respondents.

**IV.1.3.2. The kind of advertisement that attract the most**

In the question 14, we asked, “What kind of ads attracts you the most?” Following this
question, the respondent had to choose between five propositions:
- Ecologic ads
- Musical ads
- Infantile ads
- Sexual ads
- Others

The “musical ads” represent 37% of the respondent. Also, it is the kind of advertisements that
attracts the biggest part of our respondents. Then, arrives the “sexual” advertisement that
represents 21% of the population asked. The ecologic advertisements have been chose by 8%,
following by the infantile advertisements with 6%. However, it is important to take in
consideration the 28% that responded “others”. Also, 28% of the respondents are more attract
by a kind of advertisement not cited in this question.

**IV.1.3.3. Does an advertisement can change the brand’s image**

In order to reply to this question, we asked “Does watching advertisements influence your
perception of a brand?” The following answers were “Yes” or “No”. 77% of the respondents
said that advertisements influenced on the perception they have of a brand. Also, the other
23% said that an advertisement does not have an impact on their perception of a brand.

**IV.1.4. About Porno Chic**

**IV.1.4.1. The knowledge already existing**

In order to know if the respondent already know or not the concept of “Porno Chic”, we asked
the following question “Have you ever heard of “Porno Chic” of “porn Chic”?” This question
was following by three possible responses “Never”, “Once or twice but I am not able to
explain it” and “Yes”. 45% know what “Porno Chic” is about, 31% said that they already
heard about this concept without being able to explain it. Too finish, 24% answered that they
never heard the term “Porno Chic” before.

Following this question, the Porno Chic is explained briefly: “If « Porno Chic » means
nothing for you, know that it is the use of symbols or pictures using sexual or Pornographic
connotations in advertising, in particular for some Luxury brands.”
A Porno Chic advertisement has been added to the questionnaire. All the questions that are then asked are linked with this advertisement.

**IV.1.4.2. The Porno Chic advertisement**

The first question asked about this advertisement was “Have you ever seen this kind of advertisement?” The two answers proposed were “Yes” and “No”. 84% of our respondents responded “Yes” to this question, for 16% that have never seen this kind of advertisement.

The second question was about their feelings, what does this advertisement inspire to them. As for the image of a question already asked, the respondent had, to the following sentence “does this ad …”, select the propositions that coincided the most with his point of view.

The results show that 32% of the respondents said that this advertisement surprised them in a first place. Then, at 25% they seem to be shocked by this advertisement. At 25%, the respondents disagree with the fact that this advertisement makes them dream.

Table 5: Results of the question n°19 of the questionnaire (Sources: made by the authors)

<table>
<thead>
<tr>
<th>n°1</th>
<th>n°2</th>
<th>n°3</th>
<th>n°4</th>
<th>n°5</th>
<th>n°6</th>
<th>n°7</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surprises you</td>
<td>32%</td>
<td>28%</td>
<td>13%</td>
<td>8%</td>
<td>8%</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Shocks you</td>
<td>25%</td>
<td>25%</td>
<td>8%</td>
<td>7%</td>
<td>13%</td>
<td>9%</td>
<td>12%</td>
</tr>
<tr>
<td>Calls you</td>
<td>11%</td>
<td>9%</td>
<td>36%</td>
<td>13%</td>
<td>16%</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Makes you laugh</td>
<td>5%</td>
<td>9%</td>
<td>8%</td>
<td>17%</td>
<td>13%</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>Makes you smile</td>
<td>9%</td>
<td>7%</td>
<td>19%</td>
<td>17%</td>
<td>21%</td>
<td>17%</td>
<td>9%</td>
</tr>
<tr>
<td>Moves you</td>
<td>8%</td>
<td>9%</td>
<td>8%</td>
<td>19%</td>
<td>15%</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>Makes you dream</td>
<td>9%</td>
<td>12%</td>
<td>8%</td>
<td>19%</td>
<td>13%</td>
<td>13%</td>
<td>25%</td>
</tr>
</tbody>
</table>

**IV.1.4.3. The usefulness of the Porno Chic advertisement**

In order to assess the usefulness of this kind of advertisement, we asked the following questions: “Do you think that « Porno Chic » (use of sexual connotations) in advertisements is a good use to attract the public’s attention?” This question could be answered by “Yes” or “No”. 72% of our respondents agree with the fact that this kind of advertisements if a good use to attract the public’s attention. The last 28% disagree with this.

In order to complete this response, we asked our respondents to justify their choice using their own words. Concerning people that answered: “Yes” to the previous question, the common comments were “Sex= money”, “People are attracted by these kind of pictures” or “What shocks attracts”. For people against this concept, the main common comments are “It may attract but will give a bad image of the brand, it is vulgar” and “I will not be attracted because I do not want to be associated to this kind of brand”. However, opinions are divided. We can also find a part of our respond that have a “middle” point of view, balancing both the
pros and cons. For example some respondents responded by using both the “Yes” and the “No”: “Yes It will attract because curiosity is human, but No because they used to find easy ways to attract, sometimes we have provocation, but they never really innovate in order to attract”.

IV.1.4.4 The use of Porno Chic advertisement on Facebook

In order to know what people think of the use of Porno Chic advertisement of Luxury brands on Facebook, we asked the following question (n°20): “Would you pay more attention to advertising on Facebook using the "Porno Chic"?”. To this question, 67% of our respondent said “No”, they will not pay more attention to advertising on Facebook if it was by the use of “Porno Chic”. Only 33% said that they would pay more attention.

Following this question, respondents had to say why they chose to respond “Yes” or “No”. People that said “Yes” mostly justified their choice through comments as “Because we do not use to see this kind of advertisement so it will attract more” or “we can wonder why this kind of ads are present on our main page, we can want to see more and click on it to see what is it about”. In the other hand, we had many comments saying that they disagree with this: “I do not pay attention on Facebook advertisements”, “Because the ads on Facebook are too small, even if they use Porno Chic, I will never notice this” or “There are many young kids on Facebook, this is not the appropriate place”.

IV.2 Focus Group

IV.2.1 eighteen – twenty five

The first minute of this focus group, the participants gave us their agreement for the use of their name. Jean-Marc, Valentin, Elise, Clara, Kevin, Pascale and Benoit were our seven participants. Clara, Benoit and Pascale are nineteen years old; Elise is twenty years old, Kevin is twenty-one years old and Valentin and Jean-Marc are twenty-two years old. We explained that the focus group is devised in three parties

IV.2.1.1 First part

After the short introduction we showed a Porno Chic picture uncensored.
Even before asking the question, when Elise saw this picture she said “we see immediately grease and actors dress only with a jean.” The other participants expected a picture more shocking than this one.

*The first question is: what do you think when you see this advertisement?*

Elise finds this picture really sexy and Benoit adds the sensual side of the picture. Clara speaks about the fact that there are only two jeans and Pascale finds really easy to know for which kind of products this advertisement is. However Jean Marc disagrees because for him he does not understand what Calvin Klein wanted to sell. Benoit agrees with Jean Marc and says that if we put a perfume logo, this advertisement can be for a perfume product. Moreover with the grease and the sweat it increases the fact that it is a perfume’s advertisement.

*The second question is: What is your first feeling when you see this advertisement?*

Benoit begins by saying that he is not shocked, Elise does not care, Kevin is exciting, Jean Marc and Elise say in the same time that it goes unnoticed, Benoit retorts that it is banal, Clara thinks that when we see this image in the magazines we turn the page because it is not really original, Elise agrees and adds that they are not going to analyze the image, Pascale does not have any feeling. After this remark we ask the following question: *It means that if we put a banal advertisement and this image it is the same?* Elise and Benoit answer in the same time that it will be the same, Jean-Marc adds that he will also turn the page, as he will do for a banal advertisement.

*The third question is: Do you think that it is a good idea to use this adds to promote a product?*

Benoit thinks that this advertisement is not really original, there is no link with jeans, and it is too banal, “déjà vu”. Pascale agrees and says that she does not see the link with the article.
Elise does not understand the goal of this add because if she buys a jean it means that she will be sexy with a lot of grease? Benoit thinks that the marketers who used this kind of advertisements at its beginning could have success but that now times… Elise interrupts him in saying that now it is too banal and that nowadays French people still look at this type of add but they just turn the page as they would do for pages for mascara add.

*The fourth question is: which type of products is more appropriate for Porno Chic ads? (Taking in account this adds which is uncensored)*

Elise speaks in first and says condom, Kevin thinks more about fashion products, Clara says clothes, Pascale says cosmetics, Clara continues with perfume products and everybody begin to agree with perfume products. Clara and Kevin begin to launch another idea with underwear, however Jean marc seems to disagree by the expression of his face.

*IV.2.1.2 Second Part*

Before to see the picture Jean-Marc tries to imagine which kind of picture it will be, they begin to make some jocks about sex. At the seventeen-minute we showed us a Porno Chic advertisement censured that we cannot see in magazines and on the TV. For this second part we asked exactly the same questions that for the first part.

*Figure 18: Sisley censured advertisement (2007)*

*The participants look really well the picture and begin to laugh. Benoit and Jean Marc burst of laughter and make some jocks, when Elise sees the picture she says automatically: I am not shocked but if it was a man instead of a cow it can shock me. She finishes saying that there is a sexual connotation while Clara begins to smile and says that the milk jet is really visible.*
For the first question

Valentin and Clara are a little bit shocked because they do not want that children see this kind of picture. Pascale thinks that it is a good idea because when people see this advertisement it stays in their mind. Elise thinks that it is vulgar but it does not shock and to finish they all think that even if they know this brand, this advertisement does not impede them.

For the second question

The first feeling of Elise is that she is not shocked; Clara is a little bit shocked due to the fact that she does not want that children see that, Benoit concurs her for children. Pascale says that there are many advertisements that are harder than this one. Kevin is not shocked but thinks that it does not help companies to sell with this type of ads. Valentin does not think that this is appropriated; Jean-Marc is a little bit lost because he does not make the link between the advertisements and the brand that uses to sell cosmetics products. Pascale thinks that the main goal is to Shock people, Elise agrees and adds that people will keep this image in mind so they will keep the brand in mind also. Clara responds that for her it will be a bad memory. Kevin re begins with his main idea that it does not help companies to sell, Elise agrees. During the debate we ask the following question:

If you buy regularly Sisley products will you stop to buy after this advertisement?

Everybody answer that they do not mind; they will continue to buy this brand if they like the products. Kevin does not care of the advertisement if he likes the product; Elise says that it is not an ad that is going to revolt her. For Clara, if at the beginning we do not know this brand and we see directly this ad, the first impression will not be really good. Elise sums up the fact that Sisley is an “old house” but it targets everybody and not only old people because if it was the case she understands that elderly can be shocked. We crop the questions because participants begin to be banished.

The first feeling of Clara is sickened because of the cow and the girl who is represented in a degrading position, for Elise it depends of people, it can have a stronger connotation. For Benoit it is ridiculous because it does not sell. Clara thinks that it is not great for children and Elise disagrees and do not think that children can understand this image. Pascale agrees with Elise.

For the third question

Everybody has answered “no” because they do not think that this advertisement can help companies to promote products.

For the fourth question
They all think that France is more opened than before, in fact Clara says that in the TV we watch more easily advertisements or movies with naked actors. Other participants begin to come back on the fact that there is no word on the image. We explain that on a magazine the brand name is written in little letters. Elise thinks that this is really dumb; Kevin thinks that the marketer is really worthless. Pascale does not understand for which product it is, Clara thinks that it could also be for milk or cream.

**IV.2.1.3 Final part**

*At the fourteen minutes we have began the final part.*

*First question: What do you think when you heard “Porno-Chic”? Write three words in a post-it and explain why you choose those three words.*

The participants have difficulties to find three words. They continue to laugh and make jocks about the second advertisement.

Valentin: his three words are “attracted” because when people see this advertisement they are attracted. It is gaudiness. “Not interesting” he will watches the picture and after turn the pages and will not remember this advertisement more than another one. He is more interested by girls on the image than by the product. “Sexy” because the actors are sexy with their grease. Benoit: “Sexy” because marketers play on it. For a good ad we need sex or children or we need something funny. Sex enters in the three main words that help an advertisement to work. “Brand” because it takes a risk in proposing these kind of advertisement. Porno-Chic can work if marketers choose a famous people or an original ad. “Phantasm” because it is a deformation of the reality, everything is retouched. It makes people dream.

Jean Marc: “useless” because he did not find for which product each ad was. He is attracted because he is a man but product do not attracted him… “Retouched” because it does not show reality, he has never seen the location of the first ad before. “Incomprehensible” because normally when he sees an ad he understands for which products it is. He thinks that maybe he is distracted by the girl.

Elise: “Banale” because she is more shocked by Benetton advertising than this kind of advert. Now in our society sex is not taboo. “Sexy” because there is sensuality, these two persons are embraced. Their bodies are sweated so it can make girls dreamt. We ask her the following question: does the first image attract you attention? Elise answers that she will look the image but she will not stay six hours to analyze it, she would like to look like the girl but after she will turn the page. Clara says that they cannot see jeans and Elise says that it is true because they are similar. Pascale thinks that the positive point is that there are only jeans so we know that it is the main product. Elise finishes by her third word that is “noun catchy” because as she said before she will be catchier by a Benetton advertisement. We ask her: “for you, is the sex not taboo?” She answers: no it is not, but each person is free with its sexuality. If you feel free, you are not obligated to express it by this kind of ad.

Clara: “charm” between characters. The man on the woman has a lot of charm. “Sex” because there is sexuality in this ad. “Beauty”, because there is an important artistic work, marketers
will not hire a fat woman. Pascale says that there is an advertisement with a fat woman and Clara answers that they did not pose for Luxury brand.

Kevin: “lingerie” because Porno Chic is most of the time for lingerie’s ad. “Women” because in Porno Chic ads there are most of the time women and it attract men. Clara thinks that women are the one to buy lingerie so these ads are made for them, not necessarily for men. Benoit responds by saying that it does not make any sense because, for example, seventy percent of people who buy perfume are men. We ask the following question: *do you think that the presence of women is to attract men?* Kevin answers that yes it is completely true. His third word is “sexy” because the position of women in this kind of ad attract.

Pascale: “Target”, we cannot sell everything with these advertisement and they cannot target everybody. The best target is people of our age until thirty years old. “Disturbing” because it can give a bad image if we take in consideration the second picture. And finally “banal” because we see it everywhere. It is like Benetton ads at the beginning it created a buzz but now it is the drill.

*We interacted on the fact that most of participants do not think that the product is emphasized. We will show them a new Porno Chic advertisement and we are going to see what they think.*

![Tom Ford censured advertisement (1) (2010)](image)

Everybody says that we see really clearly the product. Elise is not shocked, Clara thinks about the Intima’s ad (French advertisement for intimate hygiene soap). Kevin is not shocked and asks if it is a Porno Chic one or not. They do not understand why this advertisement has been censured because it is really beautiful and look like the TV advertisement for intimate hygiene soap.
They all are saying that this ad can shock many people. Kevin thinks that because of the apart leg it shocks more than the first and the third advertisements. Elise does not understand why the first one has been censured but she understands why this one has been censured. Pascale says that with these two ads we can see the product.

Second question: Do you think that Porno Chic is in the French’s values or is it too early to speak about it?

Pascale agrees on the fact that now we can speak about sex and new types of trends because Paris is the fashion capital so Porno Chic enters in appropriateness with French Luxury

We ask the following questions: which companies can do this type of advertisement?

Everybody thinks about new rich people, Elise says that Lancôme is the perfect Luxury brand and this company will never use Porno Chic ads. For her Dolce Gabbana and Calvin Klein are, for example, new Luxury brands, fashion… they make Luxury for new riches. For her the real Luxury is Hermes, Gucci … Kevin thinks that this is more for brands that do not have an image yet.

Third question: what do you think about Facebook?

Benoit explains that we can keep contact with our entire friends. Pascale thinks that there are more bad sides because, since the Facebook movie, we know that many companies can see our Facebook profiles and creators of Facebook have an access on our entire photos and Kevin thinks the contrary. For Jean-Marc, members have to know how they are going to use it. Kevin thinks the contrary because for him if there were lots of risks nobody will be registered on Facebook. Pascale thinks that it is as Msn another person can go in your
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account. Jean-Marc tells us a story about a guy who received an invitation from a girl on Facebook. He went to the location and many guys hit him and now he is dead. Pascale adds that people can kill themselves due to many problems on Facebook, it can go really far away. Elise is afraid about fraud. Kevin tells us that on msn there is a risk because this is a software but on Facebook there is no more risk than the other website because it is on Internet.

*Fourth question: what do you think about company that are on Facebook (pages...)*

Kevin thinks that this is a really good idea because there are many people on Facebook so now companies have to use this social network. For Benoit Facebook helps companies to promote their products so it is really good. Pascale disagrees because for her all the exclusivities of Luxury brand are removed due to the fact that everybody has an access. Benoit thinks that companies can create a buzz so it helps the promotion. Pascale thinks that everybody can click on the page without really like this brand. Elise says that she clicks on many brands that she likes but she does not buy it. Elise asks the following question: *do they have advertisement on their Facebook pages?* We answer saying that many events are proposed on their pages, many photo and new collection... so the answer is yes. Elise thinks that this is really good. Kevin adds commentaries and says that he reads something about companies that are on Facebook. More and more companies are on Facebook but we cannot say yet if it is working a lot or not.

*Fifth question: Do you think that Porno Chic advertisements catch more the attention than a banal advertisement? Why?*

At the unanimity everybody think that if Porno Chic advertisement is original and not shocking it will catches more the attention than a banal advertisement but we have to see clearly the product and marketers have to do it in an artistic and original work. Benoit does not think but as he said at the previous question, if the Porno Chic advertisement is original why not. For Kevin we see all the time lots of advertisements so even if it is a Porno Chic one or another we cannot make the difference. Pascale explains that on private pages, Porno Chic advertisements catch more the attention because if we click on a Luxury company it is because we want it. Kevin adds that we will pay attention on Facebook pages but not on the side of the main page of Facebook. Finally, at the end, everybody agreed to say that Porno Chic ads on pages catch more than banal ones, but on the side of the home page, people do not pay attention.

At the end of this focus group we have asked if someone had questions or commentaries. Benoit asked if marketers of Porno Chic advertisement have already hired famous people. We answer that Clara-Morgane has already did it. Katsumi is doing it and Scarlett Johansson has made a Porno Chic ad that has been censured.

*The duration of this group is forty-six minutes.*
As the first focus, at the beginning, the participants gave us their agreement for the use of their name. Manue, Tyffanie, Guillaume, Benoit, Mélanie et Thomas are our six participants. Mélanie is twenty-five years old, Manue is twenty-six years old, Tyffanie is twenty-seven, Guillaume and Nicolas are twenty-nine years old and Thomas is thirty-two years old. We explained them that the focus group will be in three parts.

IV.2.2.1 First part

Presentation of the uncensored picture: at the fourth minutes when the participants have seen the picture, the feeling is positive and Manu says: “really great picture”.

The first question is: what do you think when you see this advertisement?

Guillaume finds this picture really dark, Manue find jeans really great, Mélanie thinks that the picture is sensual, Tyffanie agrees, Thomas and Guillaume have the same expression: Sexy. Tyffanie thinks about holidays and says that there are really tanned. Nicolas shares her opinion. Nicolas finds this picture really glamour, and Tyffanie thinks that this word is the best appropriated. Manu comes back on the fact that it is a jeans advertisement because there is only this. Guillaume finds the actors and the picture really beautiful but he thought that the picture would be hotter. For him when he heard Porno Chic, it is an advertisement where we see sexual parts. He thinks that in this picture characters are interlaced, the man traps the girl but it is really sexy. Thomas point out the position of the man who is on the woman. Manu thinks that when we see the picture, the man character wants to say, “I’m the man, I rule! “. Guillaume agrees and it seems that the man put handcuffs at the woman.

The second question is: What is your first feeling when you see this advertisement?

Guillaume expected a hotter advertisement, he says that we are used to see this type of ad and that it is banal. Melanie and Manue think about an advertisement for people between eighteen and thirty years old. Manue adds that this advertisement is really banal and even if characters were naked she will not be shocked.

The third question is: Do you think that it is a good idea to use these ads to promote a product?

Nicolas thinks that it is a good idea but it depends on the target. Thomas says that sex attracts so it is a good way to promote by this type of add. Guillaume and Nicolas agree they will pay more attention, they prefer to see this type of add than a phone advertisement for example, and however they will not buy inevitably. Manu adds that she prefers to see this beautiful advertisement with sexy characters than an advertisement with ugly and fat characters. She wants to be instead of the woman.
The fourth question is: which type of products is more appropriate for Porno Chic ads? (Taking in account this advertisement which is uncensored)

Guillaume thinks about jeans and perfumes, Manue and Tyffanie think about Jeans, Thomas says that this kind of ad is more for new Luxury brand. Manue thinks about grease or motor oil. Tyffanie agrees with Thomas and think about Luxury brand as Guess, Diesel, Dior and when she says Dolce Gabbana everybody agree. Guillaume thinks also that it can be a Jean Paul Gauthier advertisement.

IV.2.2.2 Second Part

At the tenth minutes we show the censured advertisement. Their first impression is “oh great” they begin to laugh and to sing the slogan for dairy farmer.

For the first question Guillaume thinks that this advertisement is too hard-core, Manu find a suggestive side because she vacillates between milk and sperm. She does not think that the advertisement is too hard-core. Tyffanie finds really disgusting the fact that we see the jet between the cow and the woman’s mouth. For Thomas the picture is abused. Guillaume says that the girl is touching herself so it is more Porno than Chic. Manue agrees and says that the first picture was really chic but this one is more Porno. Melanie finds it really disgusting. Guillaume finds that with the first picture we can have some imagination but with this one no because each object of this advertisement represent a sexual object. Tyffanie and Manue remark that she has milk everywhere on her. Guillaume concludes by saying that there are all Porno clichés on this ad.

For the second question

The first feeling of Guillaume when he sees this ad is “disgusting”, Thomas thinks that marketers exceed limits, Manu finds this ad a little bit shocking, Guillaume remarks that we do not know for which product it is. We answer him that it is a Sisley’s advertisement. Melanie says that it is not possible, Manue asks where we can see cream, and we do not know what product is selling. This advertisement does not make Guillaume dreams he is bothered. He adds that if he sees this advertisement on the street he will not stop he will be bothered.

For the third question

Everybody think this ad is not a good idea for the promotion of a product. Manue is shocked; Guillaume does not think that it is too shocking but too hard core. Tyffanie does not make the link with the product. Guillaume says that there is not even a dream side. Nicolas thinks that it can work but it has to be really targeted. Guillaume adds that it can work in a “partner swapper club”. For Tyffanie it is not for people in general. Guillaume adds that if he sees this photo on the morning before to go to work he will feel “sick”. Furthermore Manue does not
want that children see this advertisement. Guillaume concludes in saying that the first one makes him dream but this one not at all.

_Last question of this part: Do you think that this advertisement is in the French’s values?_

Everybody say in the same time that it is not a part of the French’s values. Tyffanie says that even the advertisement of Miss France with Christian Cross for selling milk had not been accepted so this advertisement will not enter in our values. Guillaume does not want that children see this picture. Nicolas thinks that in ten years it can enter in the French’s values. Tyffanie adds that France is not ready to have these advertisements too “hot”

_At the fifteen minutes we have showed advertisements of Tom Ford._

_For the first one (woman with legs apart):_

Tyffanie finds that it is really provoking. For Guillaume, the image is really sexy. Melanie adds that it is provoking because we do not see her face, Manue says that this is a false photo that has been retouched. It makes Guillaume and Nicolas dream. This advertisement makes Thomas smile. Finally, men think that girls are jealous that is why they do not like this picture.

_For the second one (clutch leg):_

The first reaction of Guillaume is that these two ads are almost the same. Men prefer the precedent one (woman with leg apart) because this one is not provoking enough. Women think that this advertisement is ugly because it is really retouched. In general everybody finds this picture less provoking than the other one. Thomas adds that this one is like the advertisement for intimate hygiene soap that we can watch on the TV.

_IV.2.2.3 Final part_

_At the Twenty-one minute we have began the final part._

_First question: What do you think when you heard “Porno Chic”? Write three words on a post-it and explain why you choose these three words._

Tyffanie: “Glamour”, because it makes me dream. “Sensual” because most of the time they are in a sexy position and “Sexy” because Porno Chic uses sexual connotations. Guillaume: “Erotic” because of the man’s position in the advertisement. The word “sexy” due to their clothes and due to the image. Finally, he explains “Glamour” for the same reasons than Tyffanie
Nicolas: “Beast” because of the dark image, the picture is savage, it is fleetingly. “Sexy” and “Glamour” as Tyffanie.
Manue: “sexual tension” because of the man and the woman’s position, “lascivious” for the same reason and for the image. The woman is on the beach with her boyfriend… “Sexual” because there is sexual connotation: they are embraced
Melanie: “Sensual”, “extrovert” because this is not a shy image, it clearly expresses what marketers want... “Hot” because of the grease and the location.
Thomas: “Sensual”, “Holidays” because of the beach, “temptation” because of the expression on their face and it makes us dream.

Second question: Do you think that PornoChic is in the French’s values or is it too early to speak about it?

Everybody think that we can freely speak about it. Mélanie adds that we can easily speak about sex, we are in a free country, and everybody speaks about sex when he/she wants. Manue says that we are not in USA. Tyffanie adds that for Deodorant advertisement girls are naked so of course Porno Chic is in the French’s values.

Third question: what do you think about Facebook?

Tyffanie explains that she is always connected on Facebook. For Guillaume it permits to stay in relation with people. Manue says that we can say what we want on Facebook; Guillaume adds that thanks to that we let off-stems. Thomas thinks that it permits to see what people are doing and if we lost our phone Facebook is a good way to communicate. For Tyffanie it is also a by-line, Guillaume agrees with her. Finally Tyffanie says that we have to pay attention because many people are addicted.

Fourth question: what do you think about companies that are on Facebook (pages...)

Girls think that it is a really good idea; Guillaume adds that it gives a youthful appearance and companies will be the real trend. Tyffanie thinks that it gives to promote products. For Thomas, Facebook is a new revolution and a new way to promote for companies. Manue thinks that it is dynamic. Guillaume concludes that this is a good marketing because they make promotion on Facebook. For example, even if Louis Vuitton does not have necessary a young image, in being on Facebook it transmits this young image.

Fifth question: Do you think that Porno Chic advertisements catch more the attention than a banal advertisement? Why?

For Guillaume, Porno Chic advertisements attract more than banal one. Everybody agrees. Tyffanie says that sex helps to sell and Guillaume gives an example in saying that this morning, he saw a Porno Chic picture and it directly catches his attention
Final question: do you think that Porno Chic advertisements catch more the attention than a banal advertisement on Facebook? Why?

Guillaume does not think because he does not pay attention to advertisement on Facebook, even if he sees advertisements he will dodge them. Tyffanie does not pay attention because they are small. Nicolas has the feeling that advertisements on Facebook look like SPAM. Manue says that she only sees advertisements for single or fat people so she does not care. Guillaume thinks that it will be better to put this type of advertisements on their private page than advertisements on the homepage. It looks like Porno movies if we click on it. Thomas prefers to look an advertisement on private pages because he can choose to go on the company’s pages. Nobody imposes him. He is conscious while advertisements on the homepage of Facebook are imposed.

The duration of this focus group is thirty-three minutes.

IV.2.3 thirty five – sixty

During the first minute of this focus group, the participants gave us their agreement for the use of their names. Benoit, Katy, Florence, Pierre, Pascale and Jean were our six participants. Benoit and Katy are thirty-seven years old; Pascale is forty-five years old. Florence is forty-nine years old, Jean is Fifty years old and Pierre fifty four years old.

IV.2.3.1 First part

We showed the uncensored picture during the four first minutes. When the participants received this picture, they began to laugh. They were not shocked.

The first question is: what do you think when you see this advertisement?

Benoit immediately begins to ask: for which products is it? Katy and Florence find this picture really beautiful, sultry. Benoit is in agreement with Katy and Florence but he finds this picture a little bit tendentious. A disagreement begins to come when Pierre says that this advertisement is not tendentious and the product is really pointed. For Pierre these people wear only jeans so it is easy to find for which product this advertisement has been made. Jean is totally agreed with Pierre and for him the product is really clairvoyant. Pascale thinks that this picture shows an inequality between the man and the woman because the man is on the woman and his wrist. Benoit closes this question with the fact that there is a really interesting and artistic. It is also beautiful but the image of the woman in this picture disturbs him.

The second question is: What is your first feeling when you see this advertisement?

All the participants have almost the same feeling. In fact the first feeling of Benoit is Holiday and scorching. For Florence artistic and beautiful are the words to define it because the picture is beautiful so she is not shocked and Jeans are really highlighted because actors are
dressed just with it. Pierre thinks about holidays, Jean thinks about love because of the presence of a man and a woman, one on the other. Pascale thinks about attraction and Katy thinks about sensuality because of the beautiful picture.

*The third question is: Do you think that it is a good idea to use these ads to promote a product?*

Benoit and Pascale think that the only issue with this product is that we are more focused on the actors and on the image than on the Jeans. Benoit adds that this is the difficulty when an advertiser chooses to put famous people or tendentious images because consumers will be more focused on the entire image except the main product. For Pierre this type of image attracts the attention so it is a good idea to use it. Furthermore, we can see the product really easily and it is not shocking. Katy shares the same feeling as Pierre because the image is beautiful so people will stop behind it and be attracted. Jean thinks that it is a good idea because when people see this type of advertisement they stop themselves for a while. Florence is mitigating because in one hand when we see this picture nobody knows that it is for Calvin Klein, it can be for a perfume or a Levis jean. We see clearly the product so it is good to use it because this ad is beautiful and attracts but we cannot see the brand.

*The fourth question is: which type of products is more appropriate for Porno Chic ads? (Taking in account this adds which is uncensored)*

Benoit thinks that this type of ad is more focused for younger people as students for example and middle range or high range. Pierre agrees with Benoit. Katy, Pascale and Florence think also as Benoit but extend a little bit the answer. They think that this type of advertisement is more for new rich people. Florence adds that we cannot see that for banal product because the work made on it is really pronounced but this is not for old brands as Chanel, Dior. This advert is more for new Luxury brands as Calvin Klein, Dolce & Gabbana or Prada.

*IV.2.3.2 Second Part*

At the fourteenth minute we showed us a Porno Chic advertisement censured that we cannot see in magazines and on the TV. For this second part we have asked exactly the same questions that for the first part. When participants have seen this picture they were really shocked.

*For the first question:*

All participants say in the same time that this image is not erotic but Pornographic, it is really degrading. For Pierre this image is really degrading for women and shockingly. Pascale agrees with Pierre and thinks that the woman is show as an animal. Benoit thinks the same thing but he stays dubious. Florence finds this image disgusting, not glamour, it does not give us this envy to buy this product, and this image is worthless. Katy thinks the same thing and
adds the same opinion as Benoit with the degrading image of women. Jean thinks that this type of image is repulsive because it is really disgusting.

*For the second question:*

Their feelings are almost the same. Pierre is not really embarrassed but he is not interested by this kind of image, it is ugly and too tendentious. Benoit and Jean are embarrassed for children because it is not possible to show this kind of image in magazines: children can see it. For Benoit there is no interest to shock like this. He will buy something from another brand only by opposition to this marketing. Florence has the same opinion as Benoit; she does not want to be assimilating to this image so she will not buy this product. For her it is Porno. Katy thinks the same and adds the rapport with the cows. This is zoophile and disgusting. Pascal shares the feeling of the inequality of women ad she asks the following question: why is it not a man who is in the advertisement?

*For the third question:*

Everybody has exactly the same opinion. Unanimously this is not a good idea to use this type of image to promote a product because ancient generation is afraid for children. Maybe it can be acceptable for young generation but if they were consumers of this brand they will stop just because of this advertisement.

*Last question of this part: Do you think that this advertisement is in the French’s values?*

They all think that this type of advertisement is not a part of the French culture because for Katy this advertisement exceeds the limitations, for Pierre it is not possible because it is degrading and humiliating. For Jean it is really humiliating and disturbing for children, Benoit thinks that advertisers of this type of advertisement wanted to shock people so this is not in the French rules. Finally Florence and Pascale think that this is not possible because of the woman’s image that did not enter in the following device: liberty, equality and fraternity. At the end of this question we show two advertisements of Tom Ford. The participants receive the first advertisement (the girl with the clutch leg); they all have the same expression and think that it is tendentious. Some minutes after, we send the second picture (woman with apart leg) they are shocked and say that they prefer the first one of Tom Ford. This one is too much for us.

**IV.2.3.3 Final part**

*At the twenty-two minutes we began the final part.*

*First question: What do you think when you heard “Porno Chic”? Write three words in a post-it and explain why you choose these three words.*
Benoit: Porno Chic means the volition of shock because it is really oriented, it is not in the norm because they want to be different than banal advertisement and finally the word “easy” because it is an easy way to attract people and provoke people.

The three words of Pierre are: “Beautiful” according to the first picture because the woman and the image are really beautiful. Finally, “Sensuality” due to the sensual image that makes dream. Pierre concludes in saying that if these three words are brought together for an advertisement it will give the envy to buy the product for sure.

Pascale thinks in first about “inequality” because of differences between men and women, “sensuality” because actors are most of the time almost naked and “dream” because it gives us the envy to go in the same place as on the advertisement.

Florence begins to speak about the first photo by saying that it was subjective but in another hand the artistic work made is really chic. We ask a second time the question and Florence says that her three words are “sensuality” for the same reason as Pierre, “Chic “ because of the artistic work and “beautiful” as Pierre.

Jean thinks about “holiday” because most of the Porno Chic picture are on a beach, or where it is sunny… his second word is “art” because pictures are really beautiful and “sexuality” because they are hot.

Finally, Katy has almost the same words as Pierre and Florence as “Beauty” and “Sensuality”. Her third word is “Shock” in relation with some censured photo that is degrading.

*Do you think that Porno Chic is in the French’s values or it is too early to speak about it?*

Benoit says that we speak about Porno Chic since a long time and if it is not really shocking and degrading as the second image it is not a problem it can enter in the French’s values. Advertisers have to find the good balance.

*Third question: it is a good thing to put this type of advertisement on Facebook?*

Benoit begins to say that it is a new communication canal; people can use it if they know it because on Facebook it can be a problem if a bad buzz is created. Advertisers have to know this media to use it in the good way. Pierre thinks that we have to put attention to children but nowadays we see naked women everywhere so it is not a problem to put Porno Chic advertisement on Facebook. Benoit finishes by saying that Facebook is a good canal and, if it is used in the good way and with intelligence and innovation, they can touch many people. Pascale says that Facebook has man members and it can help companies to make their products and brands famous.

*Fourth question: what do you think about company that are on Facebook (pages...)*
Florence says that Facebook is more for people between sixteen and thirty years old. If companies are on Facebook it is because they want to touch this target. This is a good way to promote brands but companies do not have to forget that Luxury does not have to be accessible for everybody. Luxury is attached by the fact that we will not have the same Jeans than everybody.

Fifth question: Do you think that Porno Chic advertisements catch more the attention than a banal advertisement? Why?

Benoit does not think because an advertisement has to be creative, it does not change anything if there is sexual connotation or not. Florence thinks that it can give a dirty image for the company, Benoit continues in saying that he prefers a funny advertisement than a Porno Chic one. Pierre thinks that it catches more the attention because it is beautiful and if you want to sell Luxury, you need to have beautiful men and women. Porno Chic ad attracts more than banal one but without pushing limits. Florence comes back on her first comment and says that if it is beautiful as the first image it attracts more. Katy says as Florence that it has to be beautiful as the first image, if it is sensual and beautiful it permits to promote in the good way brands. Finally, Jean and Pascale think that people are more attracting when there is sex, especially people between eighteen and thirty years old so these people are more attracting by Porno Chic advertisement.

Final question: do you think that Porno Chic advertisements catch more the attention than a banal advertisement on Facebook? Why?

We can see this type of image even if it is not an advertisement so it does not change anything in the opinion of Benoit. However for Florence it catches more the attention because when we open a Dolce Gabbana page for example we find advertisement in relation with Luxury brands. But Facebook does not have to put advertisement everywhere because no one will continue to go in the social network. To conclude Jean thinks that people on Facebook will be more interested by advertising that are not ordinary as Porno Chic advertisement so they can be more attracted even if on Facebook he does not think that many people are looking to advertisement on the homepage.

The duration of this focus group is Forty-four minutes
V. Analysis

In this part, we analyse the results obtained with the focus groups and our questionnaire by using the secondary data and marketing concepts gathered in the Theoretical framework. We will first talk about Luxury brands, then about Porno Chic viewed in the ethic and legislative side. Then, we tackle the promotion of Luxury brands using Porno Chic on Facebook. Luxury brands

V.1. Luxury brands

As we said in the II.1.6, “when we say Luxury brands, or simply luxe, we mean Louis Vuitton bags, Gucci shoes, Prada clothes, Tiffany jewellery, Cartier watches, and items from the umpteen other brands that occupy the Luxury-on-your person category” (Chadha, 2006). France is one of the first countries to influence the Luxury word and all the first big houses of Luxury were also French.
In the chapter, IV.1.3.1 we have seen that many French people were interested in Luxury brands where the answers of the respondents were not age dependent. This shows that the French people perceive Luxury brands as important and that it is a big interest in the French culture: it is part of being French. More particularly, French people are interested in Luxury clothes, shoes and cars and this also shows the importance that the Luxury market has for France. All countries have one or several favourite markets and the Luxury one is one of the France’s favourites.

V.2. Porno Chic

Shockvertising is the term used to describe all kind of advertisements that are trying to shock the audience (Dahl, 2003). The use of sex in advertisement is considered as a “shock tool”. Porno Chic, the use of sexual connotations in advertisement is mostly used by Luxury brands since the twentieth century and brings to controversy (II.4.2). Sex has a strong presence in the French culture and it includes the use of Porno Chic in advertisement (II.4.1). The biggest part of French people is already aware of what is Porno Chic and what does it mean. And this is not only about the new generation of the 18-24 years old it also concerns people over 45 years old (IV.1.5.1). More than the presence of Porno Chic, the advertisements using Porno Chic are as present. Almost everyone has already seen a Porno-Chic advertisement that shows that Porno Chic advertisements are as used as banal advertisements. This point it particular for France: American are mostly shocked by those kind of stories, when they are coming in France, they are often shocked of the omnipresence of sex in the French streets, shops, magazines and movies (II.3.2.1). So, the state of mind of French people has changed. The
years when the propriety was limited of dress below the knee is far way. The diffusion of Porno Chic is easy because of the fact that French are already used to see sex everywhere. That is why French people already know about Porno Chic. However, talking about Porno Chic, the points of view diverge. The first and the youngest generation considers Porno Chic advertisements as banal, even though they think that this kind of ads is really targeted to a part of the population and is not for everyone. They are all aware that even if it sells dream, it is fake and that the picture is corrected: this is a phantasm (IV.2.3.3). The second generation between 25 and 34 years old is more turned on the “sexual” side of the advertisement (IV.2.2.3) while the “oldest” generation of the 35 years old and older noticed more the artistic side of the picture, the sensuality that emanates from the picture (IV.2.3.3). The point of view and the way of seeing those advertisements change according to the generation of the customer. However, they all highlight the sexy part of the picture and the side that it makes them dream.

| It is clear that Porno Chic is a known phenomenon in France and that it is a concept with increasing popularity through the years. However, it is important to make a difference with the several kinds of Porno Chic. If an advertisement representing two people entwined could be considerate as Porno Chic, a picture suggesting a rap as shown in the questionnaire is also and yet the reaction of the audience can be totally different. |

V.2.1. Porno Chic and ethics

According to the theoretical ethics, the use of sexual advertisement is really famous in France. Many sexual allusions are present, however nudity is not so much introduced, only two percent of ads use nudity (frederico, 1998). Thus, marketers choose characters for their beauty because we have seen that sex in ads represent beauty. According to our Focus groups this theory is demonstrated. In fact the participants between twenty-five and thirty four years old (IV.2.2.1) are really attracted by the first picture because characters are really beautiful. It makes them dream, they want to be instead actors. People of forty-five or above (IV.2.3.1) are agreed and find this picture beautiful, they think about holidays. As we have said in the theory, marketers choose the location to make people dream and for customers to identify themselves with the situation represented. Marketers use these characters because of their aesthetics. According to the same theory, glamour and charm are really famous. We can see in the focus that each generation agrees to say that non-censured Porno Chic advertisements are really glamorous and beautiful.

Furthermore, some Porno Chic advertisements are on the borderline of ethics. We have seen that many people can be shocked by Porno Chic advertisements because the image is unethical. According to our focus groups we have seen a big difference between participants’ behaviour depending of non –censured ads and censured ads. The non-censured picture did not shock each generation. In fact, they all think that this picture is really beautiful. However the second generation has began to speak about the fact that the man is on the woman and he has a strong power but there were not shocked. The third generation has continued on this
idea and they were not shocked but, for some participants, the picture was a little bit tendentious. Globally, the first and the second generation expected an advertisement more shocking that this one. When we showed the second picture censured, the reactions of generations have been graduated. The first generation began to laugh and to make some sexual jokes, people find that this ad will not help companies to sell but they did not care, if they like the product they will buy it even if the product is linked with this kind of advertisement (IV.2.1.2). The second generation was laughing and singing but their reaction was less exteriorized, they were in an intermediary state. They were capable to laugh but they used harder word as “hard core” (IV.2.2.2). Finally, the third generation was really shocked when they saw this picture. They spoke a lot about the degrading image of women and the fact that this advertisement was not erotic but Pornographic. For us, the woman is shown as an animal. This picture does not enter in the glamour image that we can find in the first picture (IV.2.3.2). We have here a really good proof that our behaviour changes along generations. The first and the second generation are not really shocked by this advertisement while the third one is really shocked. This kind of ads do not provoke the same reaction, marketers have to be careful because when they shock people it can be in the good way but in this case people from the third generation are shocked in the negative way. Moreover, the other generations understand why people can be shocked negatively by this ad, which is even worst. Thus, when we show two-censured advertisement of Tom Ford the difference of behaviour between generations has also been signed. In fact, just one detail can change the way to see Porno Chic image. All generations have had the same difference of behaviour between these two advertisements. The differences of woman’s position change their point of view. The advertisement with the thigh leg of the woman does not shock the first generation they did not understand why it was censured but the other generation found it tendentious. However, when they saw the second picture with a part leg of the woman they found it too much. Furthermore, the first generation was not choked (IV.2.3.3) in contrary with the other generation but they understand that people can be shocked (IV.2.2.2) (IV.2.3.2) It is also interesting to analyze the difference of behaviour between women and men. In fact men of the second generation are open-minded, when they see the pictures they do not think that it is still a woman on the image, for us some Porno Chic picture have to be more shocking, while girls do not think the same. (IV.2.2.2)

To conclude, we can say that those non-censured pictures are really well-interpreted, people are not shocked, even if they speak a little bit about the position of women, we can see that it depends on the generation which they present. The first words that are interpreted for non-censured picture are beautiful, sensuality, glamour … for each generation that enters in accordance with theoretical part (II.3.2.2). However, censured parts are not appropriated. As we have seen before, all generations think that censured picture are justified and that they can shock or they shocked people. Furthermore, people of 35 or above are more sensible by this kind of ads.

According to our focus group we are going to analyze the place of non-censured and censured advertisement in French’s values. The first generation is the only one to think that for this
type of advertisement France is more open-minded and sometimes participants do not understand why some ads are censured (IV.2.1.2). However, we can see a clear difference with the other generations that unanimously think that this is not appropriate. Thus, we can analyze another difference but less important than the other one. In fact, the second generation speaks about the fact that maybe in ten years it can enter in French values because the new generation will be even more open-minded to accept it and Porno Chic will be even more present so maybe it will become part of everyday life (IV.2.2.2). In contrary, the third generation does not think the same and is really close-minded. Here again we can see that the third generation is really against this type of advertisements and are less open-minded than the other generation (IV.2.3.2). To conclude, the first generation is more open-minded than the two other one.

According to the questionnaire and the picture (still on the questionnaire) that represent a rape scene and which is at the limitation of censuring (IV.1.5.2), we have seen that people are more surprises than shocked. Even if this advertisement does not make people dream they are not firstly shocked which proves that our generation is more open-minded than the generation of our parents.

Furthermore, nowadays we speak more and more about sex. According to our focus group every generation agrees on the fact that now French can speak about sex when they want, where they want and that Paris is the fashion capital so Porno Chic (non-censured) enter French Luxury and French values. However, we can analyze that the third generation agrees with that, but they are still focused on the second picture and think that Porno Chic can enter only if advertisers find the good balance between innovation and respect (IV.2.3.3).

In general, people accept Porno Chic non-censured, and by French’s values because French population sees sex everywhere and they speak about it when they want, it is not a taboo subject. However, there are some limitations that marketers do not have to exceed according to the theoretical part: II.3.2.3. As we have seen with Tom Ford, simple details can change the way to think so marketers have to find the good balance, that is why we are going to talk in the following part about the fact that it is necessary to censure some advertisement that exceed limits and French’s values.

V.2.2. Porno Chic and censure

According to the theoretical framework (II.3.2.1) many people are fighting since the sixties. People have begun to denounce the exploitation of the women in advertising. For many people the woman is considered as an object. In fact, many advertisement uses rape, multiple partners, orgies, and infidelity to shock people. These types of ads damage the image of women (II.3.2.2). According to our focus group the first generation does not speak about woman exploitation, however the second and the third generation talk about it. In the second generation they speak a little bit about it but not so much while the third generation is really shocked by woman exploitation on the different pictures. (IV.2.3.2). Again here we can see a difference of behaviour between generations and also the fact that the third generation is once
again more shocked than the others. Furthermore, according to our theory we see that lots of associations have been created to fight against the place of women in advertisements (II.3.2.4). The women fighting against this phenomenon are mostly women that are in the third generation. To conclude we can see that generations speak more and a lot about the women position for censured advertisement.

According to the theoretical part about the legislation (II.3.2.3) Porno Chic is at the borderline of the respect of ethic, so government creates legislation to control those advertisements that could offend the audience. In the audience of course, everybody thinks at general population but children are also included. According to our focus group when every generation saw a censured picture they are afraid about the fact that children could see those pictures if they were none censured. Even if on Internet we can find many-censured advertisement. Laws decrease chance to find them and forbidden marketers to put them. Even the first generation that does not have children for the moment was really anxious in seeing the censured picture about the fact that children can see it (IV.2.1.2). To conclude we can say that this issue touches each generation in the same way. Even people who do not have children think about it. This is the first case where we can find exactly the same answer without any differences and it is obvious that Porno Chic is going over the limits by offending the audience such as children.

V.3. Promotion on Facebook

According to the theoretical framework we have explained many tools to promote products. These tools are included in the Communication Mix. Communication mix is the biggest part of a marketing plan and it includes six tools (II.2.2). Some of these six tools cannot be used on Facebook as personal selling for example (II.2.2.5). In the followings parts we are going to analyze the social network Facebook as a new tool because it is a revolution for company to promote themselves. Secondly, we are going to analyze tools that are necessary for the promotion of brands on Facebook. These tools are: advertising, events and experiences, direct marketing and sales promotion.

V.3.1. Facebook, a new tool

Facebook is a new tool; many companies are on Facebook because it helps companies to promote their brand and to reach lots of consumers. Facebook also influences the conversation about a brand, influences purchasing decisions and influences Word-of-Mouth for the brand (Binifer Paymaster, 2011)(II.2.2.7 Social media)
Nowadays, lots of people are members of Facebook (IV.1.2.1). Furthermore, according to our focus almost all of the participants are members of Facebook. All the participants of the first and the second generation are members; three people out of six are members from the third generation. We can conclude that many people are concerned about our subject and affected by it. Lots of people globally think that Facebook is a really good tool because they can share many video, photo, and they can stay in contact with their friends. However, the first generation was a little bit afraid by the fact that many people go in the account of other people and it can be really annoying. The other generations show only a positive side of Facebook.( IV.2.2.3; IV.2.3.3).

We can conclude that globally people have a positive view of Facebook and it is shown by the number of members in France, that is: twenty billion of Facebook members in France in 2011, forty nine per cent are women, fifty one per cent are men and most of member are between eighteen years old and thirty five years old (Jérome, 2011) which correspond exactly at our questionnaire and our focus group.

V.3.2. Advertising

Nowadays, advertising is one of the most powerful tools that a company can use to communicate. Even if people are surrounded with 3,000 advertisements per day (Lasn, 1999), it is still the mean most used by companies. In order to promote and have an impact on customers, marketers have to know what people are expecting from an advertisement. Potential customers are more attentive and attract to advertisements that surprise and call out them. The advertisements have to catch the eyes in order to be seen through all the competitors’ advertisements. In addition, the promotion of companies has to sell dream, to gives the desire to buy this product. However, be surprised does not mean be shocked: if people want to find innovation, humour or something new in an advert, they do not expect to be offended (IV.1.4.1). Currently, advertising is well developed and marketers, with the years, have become more and more experienced. They also have the mean to create all kinds of ads in order to highlight their companies in front of others, and customers know that. With the evolution of technologies, it involves a growth in the customers’ expectations but also it includes a change of state of mind: the different generations of customers will not react in the same way in front of those ads. Their expectations concerning advertisements are increasing and they are now more attracted by ads including music (such as the campaign of Apple for its IPods). However, the paradox resides in the fact that people are not expecting to be shocked but they are more attracted by sexual ads rather than banal ones (IV.1.4.1; IV.1.4.2; IV.2.2.3).

More than a way to communicate, advertising is also an effective mean to evaluate the recognition of the product (Gustavo Grullon et al., 2002, p.4) (Doyle and Stern, 2006, p.262). As it can promote a product, it can also influence it in a bad way. It is known that the promotion made by companies, influences people: a company will always be assimilated to the advertising campaign they have done (IV.1.4.3). Moreover, when it is about Porno Chic,
the advertisement is often assimilating to Luxury brands. As we have seen in the II.1.6, there
are different kinds of Luxury brands and Porno Chic advertisements have never been
assimilated to companies as Chanel or Dior but as been linked with “new Luxury brands”
such as Calvin Klein or Dolce & Gabanna, all generations confused (IV.2.1.3; IV.2.2.1;
IV.2.3.1).
As we said before, people are attracted by sex in advertisements even if they do not like to be
shocked. Porno Chic is the use of sexual connotations or symbols in advertisements. People,
in our days, will be more attracted by advertisements using sexual connotations rather than
banal advertisements: sex sells, it catches the attention of people and it animates their
curiosity (IV.1.5.3). However, if it attracts the attention and makes people see these
advertisements, it is not in the long run and it will not necessarily make them buy the product
(IV.2.1.1). This is to know if Porno Chic advertisements are so efficient. Moreover, a
reflection that we often found was that, all generations confused, people were not sure of the
products sold by the picture: perfume, jeans, clothes. Some of the youngest of the focus group
did not even know which kind of product the ad was talking about but they all knew that it
was about Luxury brands. Despite all, some advertisements directly show the product and in
this case, it is not anymore a question of “What is the product?” (IV.2.1.1; IV.2.2.1; IV.2.3.1).
Moreover people between 18 and 24 years old thought that it was too banal to promote
products while older said that it could be a good idea if the advertisement was well
Targeted. The 35 and plus think the same but they fix a limit: it has to be without offending the
Audience.
Moreover, it is important to take in consideration the advertisements on Facebook. In this part
of the analysis, we only take in consideration ads that Facebook users have in their front page.
People mostly do not pay attention to Facebook advertisements (IV.1.2.4). However, they all
agree on the fact that it could be a good idea for Luxury brands to go on Facebook because it
is now a new tool and that is necessary to them to implement this kind of tool. (IV.1.3.3;
IV.2.1.3; IV.2.2.3; IV.2.3.3).

To conclude, customers are expecting innovation from the marketers in order to create
advertisements. People, to be attracted, need the use of factors such as music in ads or the use
of sex. However, the customer has to be surprised as shocked with an advertisement but when
marketers are using means to shock, people feel mostly uncomfortable. It is to avoid this lack
of comfort that the censuring exists: governmental organizations exist to control the new
advertisements and the message vehicle. It is a common point of view that Facebook is a huge
opportunity for Luxury brands but they have to be careful. Doing advertisement on the front
pages with the show of their advertisements is not appropriate: people are not on Facebook to
see advertisements and some think that the character “exclusive” of Luxury brands will be
hurt by the promotion on Facebook: all persons are targeted even persons that will never buy
Luxury products (IV.2.2.3; IV.2.3.3). However, the promotion of Luxury brands is not made
only through advertising, it also includes the pages and the groups created by Luxury brands
on Facebook and this will be explained in the following part.
Concerning the Facebook’s world, events can exist in different forms. It could be videos, movies or entertainments. This is a good mean to entertain professional pages on Facebook (II.2.2.3). On Facebook, as we have previously seen, the promotion of Luxury brands could be made through advertisements on the front page but it could also be done through pages or groups. The company creates a page or a group, where interested people will like and consumers will have the opportunity to have access to all the information, new products or events that the company organises.

Groups, pages and events are really used in Facebook. The majority of the Facebook users are members of groups or pages (IV.1.1.2.). Events and experiences are well known and really used in the Facebook community. As we have already said, the promotion of Luxury brands on Facebook is a good idea but the place of advertising has to be well chosen: people are not part of this community to see advertising; they are here to keep in touch with friends (IV.2.2.3). However, the use of groups and pages on Facebook give a youthful image to the brand and will give them the opportunity to target new people that could be interested in those brands as well. As we have already said, customers have high expectations of advertisements and they are always looking for more. These pages permit companies to show directly their new advertisements, to communicate directly with the customers without affecting their private space. This is not rare that, in the case of Luxury brands, they share their new collections, their new advertisements. The facility to design a Facebook page lets them choose what they will include in their pages and of how they want to design their pages: they can share videos of the Fashion Week throughout their pages and all persons that already liked the pages will have easy access to it (IV.1.3.1; IV.1.3.2).

According to our empirical data and of our theory, Porno Chic still worries people. Social issues are highlighted such as the place of women (the use of women as objects) or the fact that children will be able to see Porno Chic on Facebook. More than the control of the legislation that controls the new advertisements and the message that they vehicle, this kind of advertising has to be right placed in order to target the good part of the population: persons of 35 years old and over tend to be shocked by those ads, thinking that it is an abuse of the marketers and that they do not want to know that it is accessible by their children (IV.2.2.3; IV.2.3.3). The promotion of Luxury brands on Facebook seems the best on Pages and Groups and not on free advertisements in the front pages.

In this phenomenon, the word of mouth represents a huge factor for companies. The persons that join groups or pages do it because they made a research link with their interest but also because their friends did it before or because they received an invitation for those groups, pages or events (IV.1.1.3). The concept of word of mouth is communicating information for a certain product between a target buyer and his/her entourage (family, friends, neighbourhoods, etc.) (Kotler et al., 2008). When a Facebook member receives an invitation
from a friend, or decides to join a Luxury brand’s group or page because one of his/her friend has already done it, this is actually the word of mouth.

To conclude, all generations included, pages and groups on Facebook seem to be the best way for Luxury brands to promote themselves by the use of Porno Chic. However, the efficiency of those groups and pages has not yet been proven and companies cannot even be sure that, once people join the group or the page, it will mean that people will be regularly taking a look at it. Many members joined groups but do not think of refreshing their groups and the updates made by the company becomes useless (IV.1.1.2)

V.3.4. Direct Marketing

According to the theoretical part, Direct Marketing permits to create a direct link with the company and customers. Furthermore thanks to Facebook, companies can choose which people they want to target (II.2.2.6).

Thus, we can see that people remark most of the time that they receive advertisements according with their age, their interest centre, their sex… (IV.2.2.3) In fact, when a girl goes on Facebook most of the time she finds advertisements for single women, or advertisements for diet. However men will receive cars advertisements.

Direct marketing helps to touch only our target that is why for Porno Chic advertisements; this tool will be interesting due to the fact that we cannot target everybody because of ethics (II.1). Moreover, when we click on a Luxury brand on Facebook we can have many other pages with advertisement but only about Luxury brand that is really well, because the member wants to have more knowledge about Luxury brands and he receives advertisements for companies that he likes (IV.2.3.3). To conclude, according to the theory and the focus groups people are aware of the fact that the advertisements are put on Facebook according to our interest, but people do not care because these advertisement are imposed and small. However, the fact to be conscious permits the members to be more concentrated on advertisements that are on their private pages.

V.3.5. Sales promotion

According to our theoretical framework, sales promotion exists to encourage customers in their purchase. It is means reductions, offers. (II.2.2.2)

According to Kotler and Armstrong, 1993, P.396: sales promotions are using by companies to receive a higher and faster buyer response. Advertisements on reception page on Facebook are too small, all generation do not pay attention for several reasons as the size, the fact that it seems to be like SPAM … (IV.2.1.3)(IV.2.2.3)(IV.2.3.3) By all these reasons sales promotion cannot work on these advertisements because people do not care. However, as the generations said on the focus groups, advertisements on private page attracted more, because
people are conscious so promotion will work for sure in this private page. We can take the example of the fashion week. In fact, during this period few companies put on their private page many advertisements, video of fashion week and promotion. People were really interesting so they watched with attention all these promotions and advertisements on their private Facebook pages.

To conclude we have seen that all these tools that are included in the communication mix help the good development of Porno Chic advertisement. Each tool has its own characteristics. Advertisements thanks to these tools will be more appreciated and more understood on private pages. People want to be conscious and do not have any obligation. Furthermore, the target has to be specified and make clear because as we have seen girls, boys, first, second and third generation do not have the same perception.

V.4. Back to our conceptual framework

We have seen that Porno Chic advertisements attract more people than banal advertisements. According to our question most of the answers reinforce this theory. In fact people think that Porno Chic boosts sales. We found also the same opinion in our focus group than in our questionnaire with for instance the fact that what shocks attract (IV.1.4.3). To conclude, most of the people think that it is a good thing to use Porno Chic ad to promote products.

Secondly, Porno Chic on Facebook is not a good thing to attract more people than banal advertisement (IV.1.4.4) because as we have said in the previous part advertisement are too little so people do not care about which kind of ads are on the main page (IV.2.1.3)(IV.2.2.3)(IV.2.3.3).

Thirdly many suggestions are proposed to companies for Porno Chic advertisement. People think that this is a good idea that companies have their own private pages on Facebook and that ads on their private pages will work more that on the main page of Facebook for sure (IV.2.1.3, IV.2.2.2, IV.2.2.3).
VI. Conclusion

The purpose of our study was to analyze a new way of promotion for Luxury brand: Shockvertising and Porno Chic on Facebook. Firstly, we are going to answer to this purpose according to researches that we have done. Secondly we will add a discussion part to explain how we constructed our Thesis. Thirdly we will talk about the “contribution” part or how our thesis can help Luxury brands. Finally, we will close the Thesis with the complementary research that could be done following our Thesis.

The three research questions are the following: What makes a Luxury brand different from a brand? How do Luxury brands promote themselves on Facebook? And is it not too risky for Luxury brands to promote themselves using Porno Chic on Facebook. The research questions have been all analyzed during the entire thesis in order to be able to give a clear answer to our main purpose. We made a difference between Luxury brands and brands in general. According to our study we have seen that marketing tools and notoriety are not the same for both brands and Luxury brands. In fact, Luxury brands are partly exclusive and cannot touch all generations and everybody in the same time. Furthermore, to answer to our second research question we analyzed how some Luxury brands promote themselves on Facebook. We have seen that their methods are, for most of them, advertising on private pages. This method is a really new one and this is not enough developed, that is why it was necessary to gather a lot of primary data. Finally, for our third research question, we have seen, thanks to our study, that Luxury brands have to be careful concerning the use of Porno Chic because of the ethics, law and French values. They have to target the right persons and they have to use Porno Chic advertisement uncensored even if censured Porno Chic advertisements could be easily found on the Internet. Many rules have to be respected. However, that is why rules are existing: companies will not take risks if they respect laws and if their Porno Chic advertisements are used without giving a negative image of the brand.

The purpose of this study has been to analyze how a Luxury brand can use Shockvertising and Porno Chic advertisements on Facebook. To answer to the purpose we had to know if Luxury brands were already using this kind of promotion. In fact, Luxury brands began to use Porno Chic more and more in order to surprise and shock people. Furthermore, we have seen that Porno Chic advertisements can shock many people. According to our study, Luxury brands cannot target the whole French population. People who are more susceptible to accept this kind of promotion and to be on Facebook are people between eighteen and thirty four years old because this generation are shocked less easily and more open-minded. Men are less shocked than women and more attracted due to the fact that most of the time, Porno Chic advertisement mostly stage Women.
Secondly, to promote Porno Chic advertisements we analyzed several tools from the communication mix and decided to take the most efficient for our subject: advertisement, events and experiences, direct marketing and Sales promotion. All these tools will serve to promote Porno Chic ads on Facebook. To sum up, Luxury brands in the French Market have to use four tools from the communication mix to help the promotion of their Porno Chic advertisement on Facebook. They have to target people between eighteen and thirty four years old and also for some advertisements aim men instead of women. In addition, following our analysis, the communication of Luxury brands should be done through pages or groups instead of direct advertisement on the Facebook front page.

Our thesis has been written for Luxury brands. Porno Chic is used most of the time by Luxury brands. Our work can help in different ways. Firstly Luxury brands, in addition to books and articles that are already done, have to know what people think and how they will react will behave if they want to launch a new type of promotion, even more when it is a delicate type of advertisement. Secondly thanks to our thesis we can have much more information about the ethics and the legislation. Luxury brands can know in depth why some Porno Chic ads have been censured and see thanks to our focus group that these decisions are justified. Thirdly our thesis helps to know which Porno Chic advertisement can be used without shocking people but also who has to be targeted by those advertisements. People from different generations do not have the same open mindedness. Fourthly, this project helps to know which kind of communication mix has to be used on Internet, especially on Facebook where the marketing is not the same as basic Marketing. Fifthly, Luxury brands can have an overview of the effect of advertisement in general on Facebook and if people think that Porno Chic attracts more the attention than advertisements not using sexual connotations. Finally, thanks to our thesis there is a link between Luxury brands, Porno Chic and Facebook and solutions to increase promotions of these companies by the use of private pages.

During the construction of our thesis we linked all the parts together. We define each principal word that explains in detail our purpose: Luxury brands, Promotional Mix, Shockvertising and Porno Chic. The goal of our study was, in order to give an answer to our main purpose; our secondary data is linked with our primary data. For our analysis we follow our theoretical plan to show the importance of the link between both Theory and results of Primary data.

Following our study, we can say that the best place for Porno Chic advertisements of Luxury brands on Facebook is on pages or groups: it will permit Luxury brands to promote themselves however they want to do it without polluting the front page of Facebook users. As a thesis never ends and can always continue or made again, so we can imagine that there are remarks. If we could continue this Thesis we would like to come in contact with several people working in Luxury brands to gather information and advices from inside of the companies. Furthermore, we want to enlarge the answer of our questionnaire to have a better view about what people think. Even if we have had nearly two hundred answers, we would
like to continue this questionnaire in order to gather a higher number of respondents. To finish we wish to have more focus groups for each generation to have a more representative sample.

Linking to our results and the analysis made, we would like to recommend Luxury brands to promote their own private pages on the homepage of Facebook. There will not be a Porno Chic advertisement on the homepage but only promotion about their private page to encourage people to go in. Then, the Porno Chic will be shared on their groups and pages but will be hidden from children and from people that do not want to see them.
Appendix

Appendix 1: Questionnaire

Subject of the questionnaire: a new type of advertisement for a new luxury market: porno chic in social networks.

About you:
1) Are you?
   o Male
   o Woman

2) How old are you?
   o 18-24
   o 25-34
   o 35-44
   o 45 et +

About Facebook:

3) Are you a Facebook user?
   o Yes
   o No

4) Are you member of Facebook groups or pages?
   o Yes
   o No

5) If yes, How many:
   o Between 1 and 5
   o Between 6 and 10
   o 10 and +

6) Why did you join these pages or groups?
   o Because your friends did it
   o Invitation of a friend
   o Because you have made a research linked with your interests.

7) Do you pay attention to Facebook advertisements?
   o I pay attention at 100%
   o I pay attention at 50 %
   o I pay attention at 25%
   o I never pay attention
About Luxury brands:

8) Are you interested in luxury brands?
   - Yes
   - No
   - A bit

9) If yes, what are you the most interested in?
   - Clothes
   - Shoes
   - Accessories
   - Cosmetics
   - Cars
   - Other

What does fit you:

10) What do you think of the presence of luxury brands (advertisements, pages, groups, events) on Facebook?
    - It is a good idea
    - This is not appropriate

Please, justify your choice

11) You expect from an ad:
    - You surprised?
    - You shocked?
    - You call?
    - You do laugh?
    - You do smile?
    - You moved?
    - You do dream?

12) Which kind of ads attracts you the most?
    - Ecologic
    - Musical
    - Infantile
    - Sexual
    - Others

13) Watching advertising does influence your perception of a brand?
    - Yes
    - No

Porno chic:

14) Have you ever heard of «porno chic» or «porn chic»?
    - Never
    - Once or twice but I’m not able to explain this concept
    - Yes
If « Porno chic » means nothing for you, know that it is the use of symbols or pictures using sexual or pornographic connotations in advertising, in particular for some luxury brands.

Can you take in consideration the following ad to answer to the questions:

![Advertisement of Calvin Klein (2009)](image)

15) Have you ever seen this kind of ad?
   - Yes
   - No

16) Does this ad
   - Surprises you?
   - Chocks you?
   - Calls you?
   - Makes you laugh?
   - Makes you smile?
   - Makes you moved?
   - Makes you dream?

17) Do you think that « Porno chic » (use of sexual connotations) in advertisements is a good use to attract the public’s attention?
   - Yes
   - No

Why?

18) Would you wear more attention to advertising on Facebook using the porn chic? ?
   - Yes
   - No
Appendix 2: Focus group

First part


1) What do you think when you see this advertisement?
2) What is your first feeling when you see this advertisement?
3) Do you think that it is a good idea to use this adds to promote a product?
4) Which type of products is more appropriate for Porno-Chic ads? (Taking in account this adds which is none censured)

Second part

Sisley Cosmetics’ advertisement

1) What do you think when you see this advertisement?
2) What is your first feeling when you see this advertisement?
3) Do you think that it is a good idea to use these ads to promote a product?
4) Last question of this part: Do you think that this advertisement is in the French’s values?

Presentation of Two others advertisements to analyze the behaviors and the reactions of the participants and if they find a difference.

Tom ford: Perfume’s Ad (censured ad)

Tom ford: Perfume’s Ad (censured ad)

Final part

1) What do you think when you heard “Porno-Chic”? Write three words in a post-it and explain why you choose these three words.
2) Do you think that Porno-Chic is in the French’s values or it is too early to speak about it?
3) What do you think about Facebook?
4) What do you think about companies that are on Facebook (pages…)
5) Do you think that Porno-Chic advertisements catch more the attention than a banal advertisement? Why?
6) Do you think that Porno-Chic advertisements catch more the attention than a banal advertisement on Facebook? Why?
Appendix 3: Advertisements on Facebook

Advertisements on the homepage of Facebook
Appendix 4: Promotion on Facebook
Private page of Calvin Klein: Campaign, event and videos are shared.
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