

ADVERTISING BACK ENGINEERING BREAKDOWN

Location of print ad (publication where ad appeared, publication date)

Men's Journal March 2004

Description of ad (name of product/service, describe use of images and text)

Rolex Yacht Master. A silver Rolex watch is the main focus of the ad, and it dominates the black picture space from the top left corner to the bottom right corner of the photo. The watch reads 10:05 on the 28th of the month. The only copy in the black background of the picture says, "There are some things that even the ocean cannot wear down." The watch and this copy are framed by dark green with more copy at the bottom. The copy at the bottom reads, "The Rolex Yacht-Master was designed to handle life at sea. Waterproof to 330 feet, its unique 'Twinlock' screw-seals the Oyster case and its 206 component off from the outside world." The Rolex website address is given and the Rolex logo secures the bottom right portion of the ad.

Technique(s) utilized (Explain in detail what ad is meant to communicate to consumers.)

Snob Appeal; Transfer: the way the watch is shown reveals that the advertisers think that the product can mostly speak for itself. Rolex watches are clearly status symbols in the US and by showing one in detail the ad hopes to emphasize the quality of the watch, but more importantly remind readers that this is what they should aspire towards. There is also a subtle emotional appeal to men's sense of adventure. Even though the vast majority of people who buy this watch will not be Yacht-Masters (whatever that is), the romantic idea of sailing the high seas may appeal to fantasies of some.

Facts and Figures: The copy of the ad emphasizes the features of the watch that make it perform at sea: waterproof to 330 ft, sealed Oyster case.

Advertising target (Who is supposed to see this ad? How do you know this? Explain.)

- **age:** 30 – 50 yrs. The price of this watch (over \$2000) means that people well into the money making years of their careers are targeted. Even the cover of the magazine features possessions, or "Perfect Stuff." A younger man's magazine would probably focus on females (Maxim).
- **sex:** Males. The Rolex is a classic male status symbol, one that connotes movement from the middle class to the upper class. In addition, the magazine features many male toys and interests: cars, motorcycles, adventure vacations, sports figures.
- **education level:** college degree and higher. Statistics prove that men with college degrees out earn those with only high school diplomas by a significant amount. This means that those with the money to buy this watch are likely professionals.
- **race:** generally white. Statistics also reveal that whites out earn other ethnic groups. Further Rolex, with its solid reputation has been a symbol of white economic success for generations.
- **socio-economic (income level):** upper-middle to upper class. An individual who wanted to own this watch would have to earn at least \$2000 dollars in disposable income/year in order to buy this product without going into debt. That means that this individual needs to earn significantly more than the national average.
- **other target info:** The magazine in general is a series of advertisement for expensive products. The Rolex probably represents one of the high-end ads in the magazine. I would expect to find this same ad in magazine that target wealthy men such as, Condé Nast Traveler, The Robb Report, Fortune, Business Week.

Other ads in this publication (List five other product/services advertised with brief descriptions.)

1. Chivas Regal Premium Scotch Whiskey – Men ice fishing in dangerous Polar Bear infested Arctic. Emotional: Appeals to sense of adventure.

2. Eclipse cigarettes – 40-year-old blond guy with smirk and cigarette. 80% less second hand smoke. Logical: It kills those around you more slowly than other cigarettes.
3. American Express Blue – Minimalist ad in all blue and white. “It pays you rent for living in your wallet.” Logical: up to 5% cash back
4. Starbucks – Starbucks cup with alarm clock bells on it. “Extra Shot.” Individuality: be a go getter, ad says, “Customize Your Cup”
5. Kenneth Cole – Model in Kenneth Cole shirt and tie. “On average, less attractive criminals get 50% longer sentences. Are you putting us on?” Emotional: Kenneth Cole clothing will make you more attractive. Psychological: don’t be singled out for stiffer societal punishment