

# Exercise 3

FASH 763/ Tingting Shi





- match-up hypothesis





# SK-II

Ayase Haruka, a popular and powerful actress in Japan, is the global face of SK-II. First of all, she's got great skin. People look at her smooth, perfect skin and think it's an advertisement for a skincare product. Secondly, she is also a temperament-type beauty, calm and independent character and SK-II brand want to convey the same femininity.



- source effectiveness theory





# GIVENCHY

Audrey Hepburn's elegant, nimble temperament is in keeping with Givenchy's brand image. Second, as Givenchy's best friend, Hoeben always wears Givenchy's clothes in her movies, and TV movies are an effective way to promote the brand, In motion pictures, characters may serve as role models for the consumers who view them. And Her costume in the movie did become a classic Givenchy brand image, which is still around today.



- transfer of symbolic meaning theory



# NIKE

Speaking of Jordan, people will not only think of the famous football star, but also the famous flying mark: Air Jordan. Nike Air Jordan 1 has been hailed as the start of a revolution in shoes. Although the NBA fined Jordan nearly \$5,000 a game for wearing the shoes, Nike was willing to pay the price. Rapper Nas from The Last Dance compared The shoe to a lightsaber. He added that people "need" the shoes to be like Jordan and not just a status symbol.



# References

- Toward a Framework of Product Placement: Theoretical Propositions.  
<https://www.acrwebsite.org/volumes/8178/volu>
- **Nike Air Jordan's Journey From Struggling In The NBA To Making Billions Per Year.**  
<https://www.republicworld.com/sports-news/basketball-news/nike-air-jordans-journey-to-making-billions-per-year-the-last-dance.html>
- **Haruka Ayase, Chloë Grace Moretz & Leah Dou Feature in SK-II Holiday Season Commercial.**  
<https://www.moshimoshi-nippon.jp/369472>



THANK YOU