**Read the text and do the reading tasks.**

**Advertising: Tried and tested or tired formula?**

Claire Adler

If you studied the advertisements in any glossy magazine with the logos and company names covered up, how easily could you identify s the brands?

In reality, advertisements for most luxury brands are depressingly similar. According to Mark Tungate, author of Fashion Brands: Branding Armani to Zara, many brands are owned by huge corporations with demanding shareholders, so they can’t afford to take risks.

 Luxury brands are expert at creating word-of-mouth advertising through fashion weeks, events and PR. Milton Pedraza, chief executive of New York’s Luxury Institute, however, believes selling reputation and tradition is not enough. He says luxury brands should train then- marketers to focus on customer needs through research and testing, as Procter & Gamble does.

Recently, brands have started using specialist luxury advertising agencies. Dawn Coulter, managing director of McCann Erickson’s Luxury Box, whose clients include Gucci, says a new approach is being driven by the restructuring of many

luxury organisations. Furthermore, there is a greater interest in luxury goods from consumers who mix and match luxury with cheaper products.

In luxury advertising, LVMH is the biggest player. 'The advertising до spend of LVMH alone - «€2bn this year - represents more than half the luxury industry's spend,’ says Antoine Colonna at Merrill Lynch. He predicts a move towards more as frequent campaigns, to prevent losing share of this difficult market. According to Simon Sylvester, the main differences between advertising luxury goods and consumer goods is 'in the luxury market, the benefits and features of a product are not as important as making sure who has them and who doesn’t.’

**1 Who says what? Match the following statements (a-f) with the person (1-5) who made them.**

1. Luxury brand companies will advertise more often.
2. Several luxury brand companies are changing their organisation structure.
3. Companies owning luxury brands are reluctant to use innovative advertising.
4. The advertising focus on luxury brands is on the customer, not the product.
5. More ordinary consumers are buying luxury products.
6. Luxury-brand marketing people need to concentrate more on what the customer wants.
7. Mark Tungate
8. Milton Pedraza
9. Dawn Coulter
10. Antoine Colonna
11. Simon Sylvester