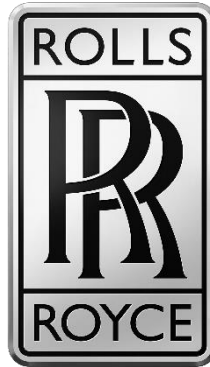


COMMERCIAL ANALYSIS



“WRAITH. AND THE WORLD STOOD STILL.”



Shanique Harnett

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TARGET MARKET PROFILE

DEMOGRAPHICS



Gender	Men
Age	43 (Global average age of buyers). (Valdes-Dapena, 2022)
Marital Status	Married or Single
Income	Generational wealth, self - made wealthy professionals, high-income earners, heirs to large fortunes. Average net worth is greater than US\$ 25,000,000.
Education	Secondary Education to Tertiary Education
Occupation	Entrepreneurs, executive officers and directors of global high-income firms, celebrities, wealthy athletes, royalty and political dignitaries and owners of natural resources.

The advertisement features a mature looking male who is superbly dressed as he approaches what seems to be the mansion of a female who is also elegantly dressed. While the male is seen manoeuvring the vehicle and is the primary target of the ad, the female is obviously stunned and intrigued by both the male and the car. The ad gives off an air of extreme luxury, therefore, it can be assumed that the demographics for this advertisement would match the above criteria.

GEOGRAPHICS



The advertisement shows the vehicle driving through a forest and then pulls up alongside a mansion. It can be assumed that the ad is targeted towards people living in upper-class neighborhoods. From the ad we can infer that these customers could live in rural areas reminiscent of large estates with sprawling lawns. It is also possible that the target customer would reside in large metropolitan cities that offer luxurious apartments and townhouses. These areas offer individuals access to the amenities and activities that accompany their lifestyle as well as privacy.

Rolls-Royce has 141 global locations comprised of showrooms and service centres across five regions: United Kingdom, Europe & Russia - 36 locations, The Middle East & Africa – 11 locations, Asia Pacific – 22 locations, The Americas (North, South & Central) – 44 locations and Greater China – 28 locations (Rolls-Royce, 2023). Rolls-Royce is focused on setting up and maintaining locations across the globe in upper-class urban and sub-urban neighborhoods densely populated by wealthy and high-income professionals.

PSYCHOGRAPHICS



Lifestyle	Uses only luxury and premium products. Highly engaged in wealth expansion. Is well read and is aware of global trends in business. Health conscious, therefore, this person eats healthy, exercises and is intent on mental sharpness and focus. (S, 2021)
Personality	Highly sophisticated, confident, disciplined, passionate and career driven. Engrossed with achieving self-actualization, is an opinion leader and has an appreciation for quality and design.
Liesure Activities	Enjoys opulence, attends expensive sporting events and social gatherings (e.g., Opera & Ballet), travelling for business and pleasure as well as networking. Is a luxury car enthusiast/collector and owns several luxury brands.
Media Habits	Engages in media (TV, Radio, Press, Internet) for business and financial news purposes. Is well read.
Technology Usage	Is proficient with the use of technology. Technology usage is primarily geared towards productivity and success.

The ad is targeted towards people who live a life of opulence. Reviewing the surroundings of the characters, we see the female waiting in a mansion seated before a grand and elegantly embellished fireplace. The exterior of the property features a wide arched corridors and grandiose gates seated between tall square columns. The interior of the car is luxurious, showing decorated ceilings, plush seating, wooden door panels and a sleek high-tech dashboard. Finally, we see the characters dressed elegantly in formal wear as if they were about to attend a lavish event. From these observations, one can assume that the target market for this product would possess the above psychographic traits.

BEHAVIOURISTICS



User status	Loyal repeat users of Rolls-Royce and non-users who are attracted to the brand and aspire ownership.
Usage Rate	Heavy product user. Takes pleasure in driving the car for special occasions and leisure activities.
Attitude Towards Product	Enthusiastic attitude towards the product, views it as a statement piece, a work of art and heirloom for future generations to include in their car collection.
Main Occasion	Socializing, high-end recreation, business
Main Benefit	Personal Image, Status Symbol, Sophistication
Primary Usage	Providing status and luxury to customers.
Secondary Usage	Transportation
Frequency of Use	Best used to make an entrance and gain attention at business and leisure events.
Frequency of Purchase	Annually or as new models are manufactured, it is likely that the user would want the latest model.

In the ad, the man races through the forest, enjoying the luxury that the car provides while experiencing its speed and power. He then drives onto a paved road in an affluent neighbourhood and slows in front of a female who is dressed as if she were headed to a soiree but becomes enthralled by both the man and the car. The ad leads the audience to believe that someone who purchases this vehicle would want to obtain the utility, luxury and attention that the car brings to the driver as it enhances his appeal and sophistication. The mood of the ad also signals that whoever is driving this car - whether in the middle of a forest or in an affluent neighbourhood - is sure to make an epic entrance.

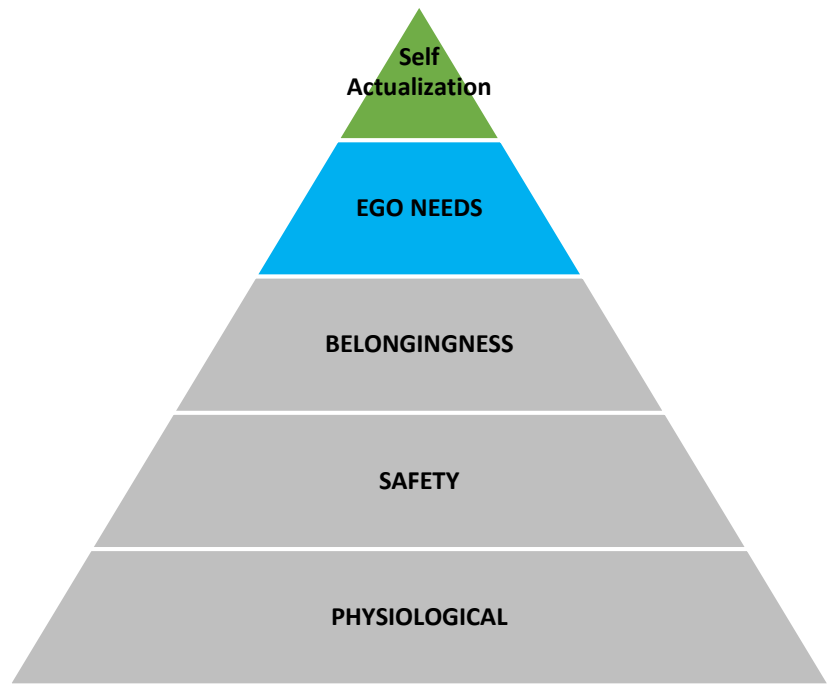
MOTIVATION ANALYSIS

The ad wants customers to see the goal of harnessing the power of the Wraith in their minds eye. This arouses a hedonic need in the minds of consumers, a desire for something powerful, special and luxurious to enhance life's experiences. Because the target audience is not price sensitive, the arousal creates a want which will drive them to acquire the benefits associated with this product. In fact, the price of the Wraith is a part of the appeal, the esteem that comes with being able to afford it in the first place.

This satisfies the intrinsic motivation for self actualization, as this person is at a point in their lives where they are trying to satisfy upper-level needs through seeking peak experiences made more enjoyable by travelling in luxury. It also satisfies the extrinsic motivation of ego, by showing up to social gatherings in the Wraith you can make the world 'stand still', giving buyers the status and prestige they wish to exude in the presence of friends and colleagues.

Overall, the Wraith satisfies the psychogenic need for dominance, superiority, achievement and exhibition. The ad appeals to those who seek

uniqueness and the power to control one's environment, giving the driver mastery in any arena of life, whether a dark and foggy night or at a fancy social event. We can also see this feeling of dominance and superiority displayed in the ad as the man drives away from the woman, she stares longingly in his direction while he gazes intensely in his rear-view mirror, essentially embodying the power of the Wraith.



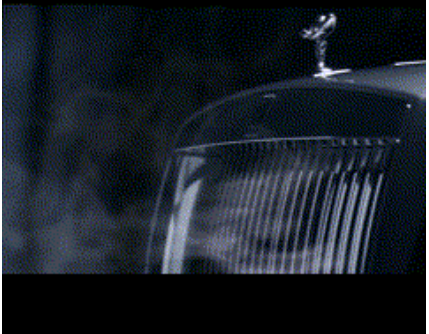
PERCEPTION ANALYSIS

Sight



The ad does a great job of appealing to the senses of the audience as it uses sight, touch, smell and sound to invite viewers along for the ride. The commercial begins with the car seated in darkness as if awaiting to be summoned. As the male opens the door, an orange glow from within the vehicle illuminates the forest, followed by the stark white light of the headlights, aggressively lighting the way. This plays on the sense of sight by giving the perception that once seated in the car the driver will enjoy an aura of warmth, a feeling with which the colour orange is affiliated. On the other hand, the contrasting bright lights of the headlights ensures that the driver can expertly maneuver the forest terrain in the dead of night without assistance (e.g., streetlights). This gives the perception that the lights are of great quality and possess a long range of light, enough for speeding through the darkness, penetrating the foggy forest.

Smell



The ad also plays on the sense of smell. As the camera zooms in on the grille, it is as if the car is breathing in the forest air – inhaling the scent of wood and dirt. One can imagine a beast awakening from slumber, taking a deep breath before heading out into the night. This gives the audience the sense of an unfurling power, that the vehicle is a magnificent beast ready to storm the night.

Touch



The sense of touch is also explored as we see the woman reaching out toward the glass as if she feels the vehicle coming and is reaching out to touch it. As she touches the glass, is it possible that she can feel the vibrations signalling its approach? Or does she feel the vibrations from the thunder? Questions the audience may ask themselves.

The ad also has several textured elements – the audience can imagine the feel of the jewelry on her skin, the fabric of her elegant gown, the drag of her shawl against her skin as she races through the corridor, the wrought iron in her palm as she opens the gate – these are things the target audience would be familiar with. This allows them to relate to the female due to their familiarity with the lifestyle displayed. The use of texture is also used to spark desire for the car itself as we see the male seated in what appears to be plush leather seats while gripping the smooth steering wheel.

Sound is also used to pull the audience in, we hear the roar of the engine as the man speeds through the night. As the orchestral music builds to a crescendo, there is a sense of urgency around the product. Thunder is used in the background to herald the approach of something magnificent. As he pulls alongside the woman, time slows and the audience hears a soft ethereal whisper, “*Feel the power, Wraith*” as the woman remains still, as if enchanted by the mythological being itself.

BRAND PERSONALITY



ILLUSTRATION 1. FOREST WRAITH

are mythical creatures who reside in dark forests or caves. The concept of the ad is in keeping with this mythology as the vehicle is awakened in a dark forest and then effortlessly glides through the terrain for half the ad. In this way the car anthropomorphizes the characteristics of a forest wraith - dark, ethereal, powerful and supernatural.

The Rolls Royce Wraith has a brand personality of Rugged-Sophistication. Rated highly in both traits, the vehicle is strong and tough enough to handle the rough outdoor terrain while maintaining an air of luxury, style and class evident in its sophisticated interior and exterior design. These traits will strongly appeal to the psychographic nature of the target audience.

This personality is in keeping with the overarching brand promise of Rolls Royce - to offer customers the pleasure of traveling in luxury in a high-quality motorcar.

The characteristics of the Wraith are also in keeping with the supernatural creature for which it is named. In folklore, wraiths

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