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The psychology behind star power and female archetypes in jewelry branding case study: Zoughaib & Sons (Haifa Wehbe) vs Moukarzel ("J'ai Envie") Lebanon-2013

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Abstract
Celebrity endorsement and emotional branding are two prominent strategies used in marketing to shape consumer perceptions and build long-term brand loyalty. Jewelry advertising, in particular, provides a strong platform for examining how feminine archetypes are represented and communicated to targeted audiences. This case study focuses on two Lebanese jewelry brands, Zoughaib & Sons and Moukarzel, which employ distinct advertising strategies: The former through celebrity endorsement featuring Haifa Wehbe, and the latter through emotional appeal in the campaign "J'ai Envie".

The primary objective of this study is to analyze how these different approaches construct feminine identities in branding and to evaluate their psychological and cultural impact on consumer behavior. A qualitative methodology was applied, utilizing content analysis of the commercials alongside theoretical frameworks, including McCracken's Meaning Transfer Model, Gobé's Emotional Branding Theory, and Jung's Archetype Theory.

The findings reveal that Zoughaib & Sons successfully project the "lover" and "ruler" archetypes through Haifa Wehbe's seductive and dominant persona, enhancing the brand's luxurious image and consumer loyalty. In contrast, Moukarzel's emotional storytelling constructs the "innocent" and "explorer" archetypes, focusing on romance, individuality, and self-expression, thereby appealing to modern and aspirational women. Both strategies demonstrate that psychological associations, whether through celebrity figures or emotional connections, play a decisive role in influencing consumer perceptions and brand value.

In conclusion, the study underscores the importance of aligning marketing strategies with cultural contexts and consumer identities. It also highlights future opportunities for exploring the role of digital platforms, influencer marketing, and cross-cultural variations in shaping consumer-brand relationships.

Keywords: Celebrity endorsement, emotional branding, consumer psychology, archetypes in marketing, jewelry advertising, feminine identity, brand loyalty, marketing strategy

Introduction

Commercials play a huge role in marketing, specifically the way a product is being portrayed in television ads in order to aim the right target audience with the best image showcasing the value of the product. Celebrity Endorsement is a marketing strategy where a well-known public figure presents a product in a commercial to attract sales and more views such as Zoughaib & Sons, starring Haifa Wehbe. Emotional Appeal is a marketing approach that creates a connection between the audience and the brand leaving a lasting impact on their loyalty, much like Moukarzel "J'ai envie" formed by appealing to feelings (happiness, love, nostalgia…), values (luxury), and personal experiences (fame, upper-class) where the target audience can relate rather than the jewelry being just a product for selling. Zoughaib & Sons is a luxurious jewelry brand founded by Mr Doumit Zoughaib established in 1981, targeting achievers and achievers plus since it's a highly priced brand in the marketing field. Using celebrity endorsement strategy, Zoughaib & Sons starred Haifa Wehbe, a famous Lebanese artist in the Middle East, portraying her with the jewelry product in order to achieve a wider audience, including her fans, which creates a bigger image for the brand as much as extended attention.

On the other hand, Moukarzel founded by Jean-Claude Moukarzel in 1994, is also a jewelry brand targeted for achievers and achievers plus. Moukarzel jewelry "J'ai Envie", represented their work in a commercial utilising the emotional appeal critique, by advertising their product based on what their audience want to watch and relate to. This creates a connection between the viewers and the product emphasizing the loyalty of the consumer. Between Zoughaib & Sons and Moukarzel, two women were portrayed in separate jewelry marketing strategies showing the different types of women targeted in each commercial. This case study will examine how celebrity endorsement and emotional appeal approaches construct the archetype portrayed through feminine identities in jewelry marketing commercials.

Literature Review

A) Celebrity Endorsement

Recent research made by Tor-Kadiogly C & Bozygit S (2025) [9], "Celebrity Endorsement on Gender-Based Conspicuous Consumption", critically analysed the effect of utilising the marketing strategy celebrity endorsement have on the consumer behaviour based on their gender. Since it is prominent that male and female consumers engage in consumption behaviour for different goals, this study focuses on exploring the influence of celebrity endorsement in commercials on conspicuous consumption tendencies within the context of gender. The conspicuous consumption of females is significantly increased by integrity and attractiveness of the celebrities. However, celebrity knowledge has a negative impact, indicating that although women are influenced by the attractiveness and integrity of celebrities, a concentration on competence might decrease the urge for conspicuous consumption. On the other hand, there is a positive impact on the male conspicuous consumption, neither the integrity nor the attractiveness of the celebrities' endorsers a negatively impact on the male consumers. This comparison indicates that the celebrity endorsement strategy has an impact on female consumers more than the male consumers. Furthermore, Crespo FC, *et al* (2024) [1], conducted a research study The Effect of Celebrity Endorsement on Brand Equity: A Cross Cultural Comparison, where they discussed the way celebrity endorsements shape brand equity through distinctive cultural contexts. This study emphasizes the importance of the use of celebrity endorsement marketing strategy in cultural contexts. Adapting this marketing strategy play a huge role in the alignment of cultural values with the perceptions of the consumers, on account of the fact that strategies that are effective in one societal setting most probably will not achieve the same results in another. Some previous findings have relieved a positive impact through the lens of celebrity endorsement. Nevertheless, some researchers have proved that this strategy might not "necessarily improve advertisement likability" where the reliability of the consumer plays a huge role in the effectiveness of the product. Moreover, a celebrity's credibility may influence the consumer's behaviour positively, which gives a better image and value to the brand, what intentionally leads to a visible increase in consumer interest to the brand through the use of celebrities in advertisements (Macheka T, Quaye ES and Ligaraba N, 2024) [5]. Macheka T, Quaye ES and Ligaraba N, (2024) [5], further argue the brand loyalty this strategy creates, especially with the reliability to the fans of the influencer used in advertising the brand. Young females especially, create a one-sided relationship with the celebrity making them grow a personal attachment to the brand which enhances sales and benefits the brand itself.

B) Emotional Appeal

In their 2024 research study titled "The Role of Emotions in Consumer Decision-Making: Analyze How Emotional Appeal in Marketing Affects Consumer Behavior", N. Rakeshyanand and Dr. R. Thamilselvan have examined the way the use of emotional appeal marketing strategy has a major hand in "influencing how individuals perceive, evaluate, and choose products or services", what builds brand loyalty through the costumer behaviour. As much as emotions manipulate the target audience's behaviour towards the brand, cultural appeal also affects the way a consumer might perceive the product since it becomes very approachable in buying to product developing further attachment with the brand. Stephane Ganassali & Justyna Ganassal (2025) [2] contend in the study "Speak to their hearts! Enhancing consumer social responsibility through emotional appeals", the encouraging effect consumer social responsibility (CnSR) has on the choice of the buyer approaching the product, enhancing a good reflection on the value of the brand also leaving a brand loyalty attitude. In addition to all of that, emotional appeal marketing strategy plays an important factor in establishing brand loyalty towards their consumers leaving a lasting impact on their mind, which uplifts the brand's value and image. Besides, Mohammadi M, *et al*. (2024) [7] imply in their research study under the title "Providing a model of emotional and rational appeals in video marketing based on social networks", the significance of utilizing emotional appeal strategy in videos marketing on social networks. Though, to have a more solid outcome for the brand value through the audience, it is fairly relevant to use rational information to support consumer decision-making. They further explain that grabbing the attention of an audience is very prominent regarding video marketing on social networks, "attracting attention" of the view's video which pushes their decision to continue the ad. All the above, in brief, indicate the magnitude emotional appeal in marketing has on the consumer behaviour lasting impact, valuing the image of the brand and pushing it forward to better competition with other brands.

Theoretical Framework

As far as the arguments that have been established supporting this case study, three theories will be introduced and further analysed. First, Grant David McCracken (1990) [6], throughout his book "Culture and Consumption: New Approaches to the Symbolic Character of Consumer Goods and Activities", pioneered Celebrity Endorsement Theory via Meaning Transfer Model. According to McCracken (1990) [6], using the Meaning Transfer Model connected to celebrities are integrated into consumer goods, shaping customers' attitudes and actions. In his point of view, the motive behind the success of celebrity endorsements is the cause of the symbolic worth celebrities give the items. Second, Emotional Branding Theory (Consumer Psychology) was first introduced by Marc Gobé in 2001 [3]. He established a book under the title "Emotional Branding: The New Paradigm for Connecting Brands to People" where

this theory was dissected and defined. The Emotional Branding Theory, in brief, directs "humanizing the brand" and making it reinforce with customers on a personal level proceeding of initiating "deep, emotional connections" between a brand and its consumers. Third, Carl Jung (1959) introduces the Archetype Theory in his book "The Archetypes and the Collective Unconscious". In Carl Jung's book, Archetype is defined as "forms or images of a collective nature" that basically locate in ever individual's unconscious without having to think about it twice.

Methodology

This study will qualitatively examine how celebrity endorsement and emotional branding approaches construct the archetype portrayed through feminine identities in both jewelry marketing commercials: Zoughaib & Sons and Moukarzel, separating the different approaches based on the two seducing and elegant female categories. Each of these ads will be examined through the lens of the three theories listed and explained in the theoretical framework. The analysis will prioritize the use of the psychology of appeal in relation to advertisements; as for music and feminist theories, they will not be discussed.

Analysis and Findings

After conducting research and based on academic relevant articles, this paper will delve into the application of the three marketing theories previously listed and explained: Meaning Transfer Model Theory (Celebrity Endorsement), Emotional Branding Theory and Archetype Theory. The use of these frameworks will dissect and scrutinise each of them relatively to both jewelry ads namely, Zoughaib & Sons starring well-known Lebanese figure Haifa Wehbe and Moukarzel's "J'ai Envie": The French Adventure. The purpose of the analysis will be to determine the application of each theory in the advertisements' visual and emotional techniques as much as their design to the storylines in ordered to appeal to consumers, the stimulus celebrities have on brand perception and the assimilation of brand storytelling symbolic archetypes. In doing so, this study aims to provide a comparative viewpoint that emphasises the unique marketing strategies each brand has used, as well as their psychological and cultural appeal to their target audience.

In the making of Zoughaib & Sons advertisement, the jewelry brand applied the theory of Meaning Transfer Model utilising Celebrity Endorsement method extracted from this theory (McCracken, 1990) [6]. The application of such strategy in marketing directs a specific target audience in order to reach their goal. McCracken's (1990) [6] meaning transfer theory can be broken down from culture to celebrity then to product and lastly to consumer. This three-stage celebrity endorsement process, within meaning transfer theory, is powerful in ads because they help consumers construct identity. Zoughaib & Sons chose to consume Lebanese artist Haifa Wehbe as the star of their advertisement, which leads to reach not only their demographic and psychographic goal, but also a wider audience beyond achievers and achievers plus, explicitly her fandom base. A jewelry brand such as Zoughaib & Sons, already with a distinctive image, value and high-quality product, aimed to attain bigger audience using a known figure with the attention of her fans. In other words, the employment of McCracken's theory of celebrity endorsement in marketing, such as Zoughaib & Sons did, gave a boost of sales for this brand what higher the competition with other brands, making it more valuable and distinctive. Furthermore, 49-year-old star Haifa Wehbe has been known for her vocal skills not only in Lebanon but also in the Middle East, who is loved and appreciated by her supportive crowd. Such a star like her has a big influence on her audience which gives an increase for the brand consumer loyalty leaving an impact on audience for the brand. This positive association creates, through the benefit of a celebrity's image, reputation and popularity, a bond between the brand and the audience. So far, there are multiple benefits to the usage of the celebrity endorsement theory application counting, first, building trust and credibility since people tend to trust familiar faces, especially if this famous figure is using the product, and it gives the audience a push of believing the high-quality in use. Second, attracting the attention to the product through the influencer comes in first hand when this strategy is consumed. Third, it increases brand awareness through the exposure of the brand via familiar faces and if someone hasn't heard of the brand, this exposure help reach a wider audience. Fourth, fans are known for a one-sided relationship with their favourite artist which creates an emotional connection between the audience and the brand giving it more disclosure and greater sales. Fifth, there's a concept called the "halo effect", meaning when fans use the same product their idol is using, what also gives an advanced enhancement for the brand image. At last, the artist selected for such luxurious brands has to be relevant to its image. Haifa Wehbe is a perfect example for the expenditure of celebrity endorsement theory since it reflects positively on Zoughaib & Sons' luxurious jewelry brand.

The importance of creating a deep emotional and personal connection between a brand and the audience is emphasised in Marc Gobé's theory of Emotional Branding (2001) [3], which Moukarzel's "J'ai Envie: A French Adventure" applied in this ad, selecting emotional appeal rather than the product features as a first-hand priority. According to Gobé, the theory implies the portrayal of emotional appeal and storytelling in advertisement, further giving an identity and creating brand loyalty, balancing the value of the product's image. "J'ai Envie" is French for "I desire", which significantly symbolises the idea behind the product revealed in the ad. In other words, elegance, romanticism and desire are the three-aesthetics shown in the advertisement leaving an impact on the targeted audience who are modern women and / or aspirational consumers. Paris is known for being "the city of love", and that underlines the narrative of love and desire which encourages couples to buy the jewelry, advancing the value of the brand for being more worthy and high-priced. On the other hand, the visuals in Parisian streets and choice of nostalgic, elegant and romantic music played by an orchestra band by Walid Sarrouh, enhance the campaign's emotional branding and bring more life to it, touching the hearts of the audience and giving them an impactful experience. In addition to that, there is a clear representation of the lifestyle and identity to the product, giving each viewer, specifically women, the full experience to imaging herself living the life rendered in the ad and that gives a push to try and enjoy the product as it is shown in the advertisement. As far as it goes, an ad can leave an emotional loyalty trace on the consumer making the jewelry a romantic memory fixated in the audiences'

brain and aspiring others to buy the product. This is exactly what was conducted in the "J'ai Envie" ad produced by Moukarzel. Based on all the arguments so far, the implementation of emotional branding was supervised for the application of the Moukarzel "J'ai Envie" advertisement following Gobé's theory. The usage of this theory for this jewelry brand built emotional loyalty, brand segmentation and deeper consumer connection. Unlike Zoughaib & Sons' ad starring Haifa Wehbe, this marketing method is more traditional and rational.

In his book "The Archetypes and the Collective Unconscious", Carl Jung (1959) introduces to the archetype theory, universal symbolic figures that make up the collective unconscious that are shared by all individuals. For example, the "ruler", the "explorer", the "innocent", and the "lover", are acts of emotions that reach cultural boundaries and obtain strong psychological reactions. In branding, it is important to apply methods such as the archetype theory in order to have a solid outcome, arouse strong feelings in consumers, to grow identity and influence customers' perceptions. Both Zoughaib & Sons and Moukarzel apply this archetype strategy in their commercials, aiming to reach the right target audience with the best message behind every ad. Starting with Zoughaib & Sons' advertisement starring Lebanese pop icon Haifa Wehbe, both archetypes "lover" and "ruler" were explicitly shown in this ad: "lover" archetype stands for sensuality and desire, whereas "ruler" archetype positions as power, elegance and prestige. The clear skin showing of the pop star and confidence with sexual symbolism through her gaze, seducing performance and luxurious style, all align with the "lover" archetype. As for the camera angles, lighting, and her slow elegant movements, showcases her dominance and sophistication, emphasizing the "ruler" archetype in the process. With the use of these two archetypes previously explained, a famous figure like Haifa Wehbe, has a humungous influence on consumers, mainly her fans which shifts the value of the brand to a higher level of qualification. With the use of this theory, it creates an emotional bond between the brand and the consumer, in this case, it arises the audiences' fantasy of beauty, admiration, and luxury. Furthermore, this archetypal representation improves Zoughaib's brand as bold, glamorous, and elite. In contrast, Moukarzel's "J'ai Envie" campaign provided the "explorer" (individuality and freedom) and the "innocent" (purity and self-love) archetypes for their commercial in advance. Those two archetypes indicate the exploration of the targeted viewers, counting individuality and freedom; where it also designates the purity and innocence portrayed through the ad, also showing self-care and self-love. These choices of archetypes and focus on context more than the body itself, navigates the audiences' choice of persuasion to the brand. Unlike Zoughaib & Sons, Moukarzel did not utilise a celebrity figure in the process of the advertisement, but rather focused on the lifestyles and relatable content for the viewers' pleasure. This process shifts the focus from fantasy to emotional truth. To continue, the tagline choice "J'ai Envie" translated to "I desire", is a choice of introspective longing rather than external validation. All of the arguments and indications so far, attract modern, independent women who assess jewelry as part of their identities and not just as an object of their desire. Overall, in comparison between Zoughaib & Sons and MoukrzelI, the first used archetypes highlighting fantasy, seduction and status and the second underlining authenticity, self-expression and individuality. Jung's (1959) theory offers a powerful framework for comprehending the negotiation of each brand's identity, femininity, and customer desire by distinguishing the core. These advertisements address the consumer's desires for both their identity (who they want to be) and their lifestyle (what they want to wear) by expending archetypes.

Conclusion

In summary, this case study investigated the use of jewelry ads through emotional appeal and celebrity endorsement to shape and represent feminine archetypes. Zoughaib & Sons jewelry invokes the seductive and dominant feminine archetype through the lens of Haifa Wehbe's dazzling persona, while Moukarzel's "J'ai Envie" campaign based on desire and emotional fragility, generate a more romantic and reflective identity. In marketing, the choice of strategies plays a huge importance to how it is going to reflect the brand, especially its image and value. Both Zoughaib & Sons and Moukarzel jewelry brands positively used each of the theories explored in this case study. In both advertisements, the portrayal of women as agents of want and ambition rather than passive objects, modernises traditional notions of femininity while also reinforcing them. Finally, based on all the research conducted and analysed, the figure used and applied in advertisements can change the way the brand is being tackled. So, a good utilisation of theories and marketing strategies for a brand approach gives or takes away the value and building of the company's image, or the product itself, in the process of creating those television ads. But what are the potential implications or consequences if these theories and marketing strategies fail to achieve their intended outcomes?.

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