



# PROCESS BOOK

Fayo Adenuga  
Professor Reginald Harrison

A D B R 2 5 4 . O C T O B E R 2 0 2 1

# ASSIGNMENT

For this campaign, you will select a product for an existing brand. Your responsibility is to craft a strong ad that promotes this product which will include a headline, tagline, supportive copy, and visuals. The catch? You'll execute this ad in 4 distinct years: 1920, 1970, 1999 and 2021. You will be expected to manage the proper voice, tone and words for your ad to be effective over those years, without changing the campaign.

**CHANEL**

The Little Black Dress

# RESEARCH SUMMARY

- Chanel was founded in 1910 in Paris, France by Gabrielle “Coco” Chanel.
- The Chanel LBD was created in the 1920
- The style of clothes at the time were colorful and had corsets.
- Most of the women who wore black dresses were widows reeling from the deaths of WWI and the Spanish influenza.
- Women had to start working mens jobs, specifically clerical jobs and couldn't do so with the style of clothes at the time.
- Chanel took advantage of this change and created free fitting, simplistic clothes.
- It was referred to as the ford dress because at the time both the dress design and the car had simple lines and were black.
- Promised quality, accessibility, elegance and class for women.



# TONE

- Confident
- Simple
- Elegant
- Classy



# GABRIELLE “COCO” CHANEL

“At about that time, I remember contemplating the auditorium at the Opera from the back of a box...those reds, those greens, those electric blues made me feel ill. These colors are impossible. These women, I’m bloody well going to dress them in black.... I imposed black; it’s still going strong today, for black wipes out everything else around.”

"In order to be irreplaceable one must always be different."

“A girl should be two things: classy and fabulous.”

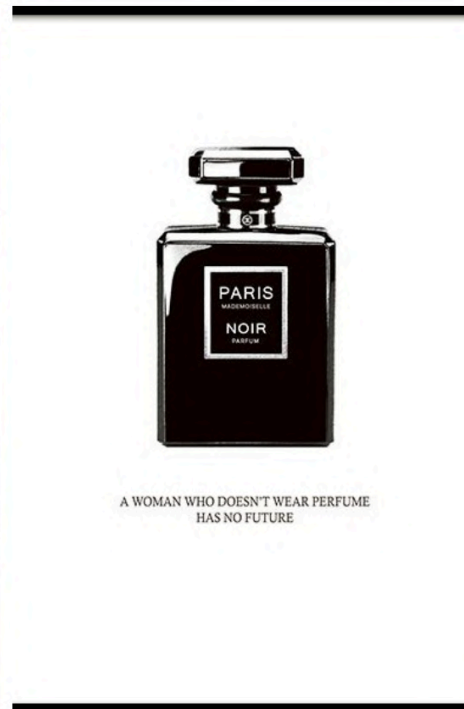
“I don't do fashion. I am fashion.”

“A woman who doesn't wear perfume has no future”



CHANEL ADS

1920





1970

Every woman alive wants Chanel N°5

# CHANEL

© 1970 Chanel, Inc., 1 West 57th Street, New York

**NEW! N°5 SPRAY PERFUME**

N°5 Spray Perfume: 225 measured sprays of Chanel N°5—the most treasured name in perfume—always at your fingertips. Classic black and gold case is leakproof, spillproof. Every woman alive loves Chanel N°5—and now she can take Chanel with her wherever she goes!

**CHANEL**

© 1970 Chanel, Inc., 1 West 57th Street, New York

EVERY WOMAN ALIVE WANTS CHANEL N°5...

**CHANEL**

© 1970 Chanel, Inc., 1 West 57th Street, New York

Every woman alive loves Chanel N°5

# CHANEL

© 1970 Chanel, Inc., 1 West 57th Street, New York

*"There is only one thing in the world more than being vulnerable. And that is not being vulnerable."*  
—Princess Mera Haganoff

To celebrate the spirit of No. 19, Chanel dedicates its glorious fragrance to the world's most irrepensible women.

# CHANEL N°19

Perfume 12.00 fl. oz. 4.00, Spray Perfume 5.00, Eau de Toilette 8.00 to 25.00, Eau de Toilette Spray 8.00, Eau de Cologne 5.50 to 14.00, Bath Powder 7.00

**CHANEL**

© 1970 Chanel, Inc., 1 West 57th Street, New York

THE MODERN WAY TO CARRY SPRAY...

**CHANEL**

© 1970 Chanel, Inc., 1 West 57th Street, New York

**CHANEL**  
jersey  
fantaisie

*Marescot*  
© 1970 Chanel, Inc., 1 West 57th Street, New York

1999



CHANEL



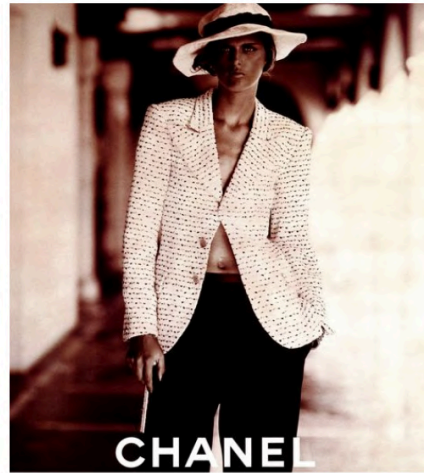
CHANEL



CHANEL



CHANEL



CHANEL



CHANEL



CHANEL

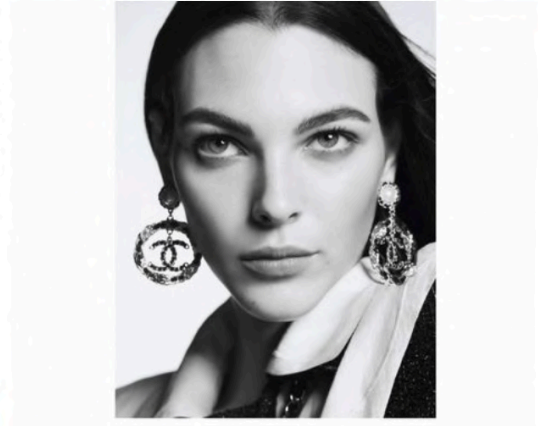


CHANEL

2021



**CHANEL**



**CHANEL**



**CHANEL**

# COPY USED

Color is replaceable black is different (1920)

Classy and fabulous is the standard (1970)

New decade, same Chanel woman (1999)

Fashion changes but the Chanel LBD endures (2021)

FINAL

The Chanel Little Black Dress



Color is replaceable, black is different

**CHANEL**





# CHANEL

Classy and fabulous is the standard





# CHANEL

New decade, same Chanel woman





The Chanel Little Black Dress



# CHANEL

Fashion changes, but the Chanel LBD endures

