

Analyzing The Impact of Marketing Strategy of Dior on Brand Equity

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Abstract. This article, based on Dior's media and marketing performance during the Paris Olympic Games, describes its marketing techniques in several scenarios. It investigates and explains techniques for improving Dior's long-term brand image and value, allowing it to preserve its position as a fashion industry leader using brand cognition and circle marketing theories. This research sought to analyze the reasons for Dior's brief increase in brand image at the conclusion of the Olympic Games and proposed three viable solutions. First, Dior worked with a sports image ambassador to boost the brand's image and awareness. Dior should continue to work with well-known figures to boost the brand's reputation, reinforce its own brand development, and continually nurture a more distinctive and original brand image. Second, Dior should increase its brand value through targeted content marketing and circle marketing techniques. Next, Dior should prioritize diversity and creativity in content marketing, pay close attention to accurate positioning in circular marketing, and establish differentiated marketing tactics to sustain its leadership and consistently increase brand value. Finally, Dior should highlight its stylish performance at the opening and closing ceremonies. To build long-term fashion leadership, Dior should combine luxury branding with art and design. This study analyzes Dior's marketing strategy in the context of the Olympics and offers recommendations for future growth.

Keywords: Dior; Sports Image Ambassador; Content Marketing; Fashion Performance.

1. Introduction

Paris, France, hosted the highly anticipated Olympic event this summer. As the fashion capital, Paris luxury industries have taken advantage of the Olympic Games' global influence to showcase their brands. Through sponsorship and cooperation, product design and innovation, marketing activities and promotion, market layout and expansion, and other aspects of strategic policy preparation, the Paris luxury industries are enhancing their brand value and expanding their market, demonstrating a fierce and diversified state of competition.

With the backdrop of the Olympic Games in Paris, Dior, one of the world's top luxury brands, aims to enhance its international influence and market competitiveness in various scenarios. This includes implementing brand exposure and image display, engaging in creative activities and product promotion, leveraging social media for marketing and interaction, and adhering to its marketing strategy's brand values. Finally, at the end of the Olympic Games, the brand will present an elegant image of a brief ascent.

Dior, as a luxury brand, not only attracts the attention of consumers in today's society, but it also attracts the analysis of numerous scholars in the academic circle. For instance, Yang used Dior's women's clothing as an exploratory object, examining the issue of design beauty through a theory that embodies the essence of feminine elegance [1]. Moreover, Chen described Miss Dior's eau de toilette using a metaphorical symbol of love. Call it a fragrance full of love—the pursuit of freedom, rebellion, and bold love. Miss Dior is the first "fashion perfume" [2].

Despite the abundance of studies on the Dior brand, most of them delve into the topic of Dior brand elements from a fashion perspective. In the just concluded Paris Olympic Games, Dior's marketing strategy has undergone some new changes, but in the context of the Paris Olympic Games, there is almost no exploration of the strategic policies made by Dior, thus, there is a certain research gap in



this aspect. To address this research gap, this paper will investigate the marketing strategies employed by Dior during the Paris Olympic Games, which resulted in the temporary enhancement of its brand image and value.

This paper examines Dior's marketing strategy during the Olympic Games, examines the way Dior faces market challenges, and offers valuable suggestions for Dior and other luxury brands to develop more effective marketing and coping strategies in the future so that their brands can maintain a long-term advantage in the global competitive market environment.

This research examines Dior's publicity performance in several Olympic Games scenarios as a case study to illustrate events associated with Dior's strategic policy. Based on the observed phenomenon and current state of this event, conduct a thorough analysis of how this event enhances the Dior brand value, considering relevant academic theories. Afterwards, draw conclusions from the analysis and offer Dior well-reasoned feedback and suggestions.

2. Case Description

Dior is a well-known French fashion consumer brand that is affiliated with LVMH. Founded in 1947, Christian Dior maintains its headquarters in Paris, France. Dior's exquisite fashion dresses, fragrances, cosmetics, and accessories have made it a symbol of elegance and classic style. The Fortune Global 500 list has recognized the brand for its exceptional performance in the global market.

Dior's marketing strategy has evolved into a new trend of content marketing, complementing advertising, online, offline, and digital marketing, as well as collaborations with well-known athletes, to further enhance its brand image. The brand primarily targets high-end customers with its products, prioritizing precision and efficiency. Finally, at the end of the Paris Olympic Games, it showcased a graceful, noble, and delicate brand image through a short promotional campaign.

Two characteristics summarize Dior's publicity and marketing during the Olympic Games. One strategy involves inviting well-known athletes as image ambassadors to align the brand with the Olympics, while the marketing strategy aims to enhance the brand's image, enhance its value, and lead the fashion trend.

On the eve of the opening ceremony, Dior preheated up the brand through various social media channels, including advertising in the museum and cooperation with the media. As can be seen in Figure 1 and 2, Dior brand Ambassador CHARLIZE THERON wore Dior couture series white silk dress, Dior handbags and high heels to attend the Paris Olympics warm-up party; Dior brand Ambassador Rosalia wore Dior 2025 early spring clothing series gold embroidered knitted dress, with Dior lining and high heels to attend the Olympic warm-up party [3].



Figure 1. Charlize Theron [3]



Figure 2. Rosalia [3]

The opening ceremony showed the integration of famous figures and the Dior brand. Figure 3 illustrates how Dior women's art director Maria Grazia Chiuri created a white silk dress for Celine Dion, adorned with thousands of silver beads. On the first floor of the Eiffel Tower, Dion sang the classic Edith Piaf song "Love Praise," marking her triumphant return [4]. Lady Gaga, with a black feathered jacket and satin corset, salutes the French song and dance performer Zizi Jeanmaire.



Figure 3. Celine Dion [4]

Outside the Olympic Games, Dior has carried out multi-dimensional publicity and cooperation. Dior held a portrait exhibition of branded athletes as well as a new exhibition evoking the Olympics to celebrate the close connection between brands and sports. The Cafe Dior of La Galerie Dior Gallery displays a series of photos featuring the Dior athlete ambassadors and their respective specialized projects. These works are very inspiring; they highlight the outstanding performances of the athletes, pay tribute to their perseverance and self-transcendence, and combine fashion and sports, inviting everyone to realize their dreams [4]. In the spirit of enthusiasm and freedom, these works inspire everyone. As a renowned fashion leader, Dior is dedicated to delivering a luxurious beauty experience to its customers. Figure 4 illustrates Dior's launch of the Dior Spa Cruise Experience in celebration of the Paris Olympics. Dior offers three exclusive super luxury SPA cruises on the Seine in Paris, providing guests with a unique beauty and relaxation experience. In the SPA cruise experience activity, they collaborated with INDIBA to introduce a new Dior Frequency SPA care method. This method combines Dior's luxury skincare concept with INDIBA's advanced technology, resulting in a

range of effective beauty care products [5].



Figure 4. Dior Spa Cruise [5]

The shine of Dior fashion at the closing ceremony. As can be seen in Figure 5, French singer Yseult took to the stage of the Olympic closing ceremony to sing My Way with her distinctive artistic characteristics. She wore a special New Look black silk dress made by MARIA GRAZIA CHIURI, and the silk material is like a gentle glow, showing Dior's unique fashion art. Dior not only injected fashion elements into the Olympic Games, but also delivered the brand's tribute to the Olympic spirit [5].



Figure 5. Yseult [5]

During the Paris Games, the number of fans on Instagram, Facebook, Twitter and other social media platforms increased significantly, and the likes, comments and sharing of content and user participation; many mainstream media and fashion magazines reported the activities during the Games; and the brand logo, products or spokesmen frequently appear in news reports, TV broadcast and social media hot search, increasing the brand exposure frequency, which greatly increased the exposure of Dior. Unfortunately, the Olympic Games time is short, they are unable to estimate its full impact, especially because there isn't a lot of official data, the communication activity is the purpose

of the development of the future Dior image, rather than promoting the new series, its goal is in the global collective imagination of the brand into a symbol of French luxury and noble.

3. Analysis on Problems

3.1. Reason on Selection and Cooperation of Athlete Image Ambassadors

Dior chose to cooperate with sports image ambassadors during the Paris Olympic Games, which had a significant impact on enhancing its brand image and popularity. Dior chose renowned athletes from various countries to serve as image ambassadors, a decision that closely aligned with the Olympic spirit, effectively penetrated the athlete fan base, and bolstered the brand's affinity and influence. For example, as the image ambassador of the cooperation with Dior, Beatrice Vio Grandis has successfully enhanced consumers' awareness and goodwill of the brand and increased the global exposure of the brand. According to market feedback and media reports, sales of Dior sportswear brands did increase significantly at the Paris Olympics.

Theoretically, cooperating with athlete image ambassadors can enhance the brand's image. Meng Yuan, in his exploration of brands and their cooperation with sports ambassadors, applies the "event marketing and brand cognition" theory [6]. He discusses the Oakes air conditioning during the Hangzhou games, Malone's role as a quality life ambassador in product design, and the consumer's intention towards brand recognition [6]. He confirms that choosing and collaborating with image ambassadors can enhance the brand image [6]. Moreover, Xie looks into how credible a sports star endorsement is in relation to brand assets [7]. He uses brand relationship as a mediating variable to show the effect of sports star spokesperson credibility on brand relationship and brand assets [7]. He also shows that consumers will have a stronger impression of the brand when a sports star spokesperson is involved, which will increase brand awareness and influence [7].

3.2. Reason on Content Marketing and High-end Customer

Through precise content marketing and circle marketing, Dior has improved its brand value. In the brand athlete portrait exhibition and Dior SPA cruise ship experience activities held by Dior, the brand conducted targeted promotion and communication for high-end customer groups through social media platforms, which strengthened the uniqueness of the brand, attracted the wide attention of high-end customers, and enhanced the influence of the brand in the high-end market.

Theory supports both Dior's content marketing and circle marketing. Li Lei, for example, explores content marketing theory review and pattern analysis. Using "content marketing theory," enterprises create and share valuable content to attract customers, convert potential customers into actual customers, and turn ordinary customers into loyal customers through marketing activities. This approach helps enterprises retain existing customers, cultivate new ones, and build a strong brand [8]. Another example is Chen Shijiang's view of the "technology era of interactive thinking led by circles," which demonstrates that using circle marketing theory can result in an improvement in brand value [9]. Those who can participate in the Dior SPA cruise ships belong to a specific high-end customer segment. For Volkswagen, these high-end circle customers are equivalent to brand ambassadors, who maintain Dior's loyalty and attract high-end customers. Dior's precise marketing content plays a crucial role in promoting its brand value. Because the brand value and the price of high-end customers are equal, the brand value of Dior has risen to a circular shape.

3.3. Reason on Fashion Performance

At the opening and closing ceremonies, Dior successfully blended the brand image with Parisian luxury and art, thereby enhancing its global reputation. The performances of Celine Dion and Lady Gaga in the opening ceremony and Yseult at the closing ceremony showed the fashion influence of Dior, bringing the attention of hundreds of millions of audiences around the brand and proving the fashion performance of Dior brand image building.

The Dior brand, which aims to lead the fashion industry, has theoretical support. For instance, Cheng Bin conducted a study on the image-building of luxury brands from a marketing and public relations perspective, exploring strategies to enhance the brand's reputation [10]. Through fashion performance in major events. Luxury enterprises can use marketing techniques such as event communication and fashion concepts to build their brand image and lead the fashion to the brand. Simultaneously, as culture evolves and incorporates various art forms, a natural interplay emerges between music and costume design. The profound cultural connotation and rich expressive forms of music significantly influence the color and pattern of fashion design. Li Yong explored how music influences color expression and pattern design in costume design [11]. Celine Dion in a Dior dress, the classic Eiffel Tower song "Love Hymn," Yseult's "My Way" in a custom New Look black silk dress, and their singing and Dior costumes added an indelible color to Dior's fashion [11].

4. Suggestion

4.1. Establishment of The Brand Image

At present, the overall brand image of the luxury market is one of diversification, high end, inheritance, and innovation. Conversely, within the context of high-end luxury brand marketing, Dior has historically been associated with an elegant, noble, and delicate brand image. Based on the aforementioned background, this article suggests that Dior, during the Olympic Games in Paris, made a timely summary of their brand image, improved their marketing strategy, continued to collaborate with renowned innovators, and, with the help of their public influence, enhanced their brand awareness and reputation. At the same time, they strengthened their brand construction, continuously created a more distinctive and unique brand image, and successfully realized their brand image.

This theoretical basis enables Dior to sustain the long-term and stable promotion of its brand image through innovative collaboration with well-known figures, thereby strengthening its brand construction. Zhang Jianing, for instance, conducted a study on the correlation between the celebrity effect and business operations [12].

4.2. Suggestions on The Promotion of Brand Value

In recent years, luxury brands' value has shown a complex state of overall steady but slowing growth, accelerated digital transformation, and continuous improvement of brand value. During the Olympic Games, Dior effectively enhanced its brand value through a carefully planned content marketing strategy and a circle marketing strategy. Therefore, this paper suggests that, firstly, Dior should pay attention to diversity and innovation in content marketing through high-quality graphics and video; secondly, Dior should pay attention to the precise positioning of target groups in circle marketing, understand the needs and preferences of different circles through market exploration and data analysis, and then develop differentiated marketing strategies. This precise positioning enables Dior to better reach target audiences and improve its marketing effectiveness.

The Paris Olympic Games effectively demonstrated how the combination of content marketing and circle marketing can enhance a brand's value. Mention above of Li lei's "content marketing" [8]. Chen Shijiang introduced "circle interaction thinking" [9]. Opinion is the theoretical basis. Therefore, this paper suggests that Dior should prioritize storytelling, high-quality visual content, and user-generated content in its content marketing strategy. This approach should focus on accurate positioning, target scope, spheres of customization, and cross-border cooperation. By combining these strategies, Dior can establish closer ties and interaction with various user circles, thereby maintaining its leadership position and enhancing its brand value.

4.3. Suggestions on Embodiment of Brand Fashion

Nowadays, luxury goods reveal a fashion performance characterized by the deep integration of culture and values, personalization, and customization. With its unique brand charm, Dior always pursues elegance, innovation, and noble and delicate fashion goals.

In this case, the article suggests that Dior should combine the shaping of brand luxury with art and music to achieve long-term fashion brand success.

At the opening and closing ceremonies of the Olympic Games, Celine Dion and Yseult dressed in Dior exclusive dresses and long skirts demonstrated the perfect integration of product design and art. This combination not only enhanced the connotation and image of the Dior brand, but also brought more surprises and inspiration to the fashion and art circles. The integration of brand building and art to realize the vision of leading fashion also has a theoretical basis; for instance, Xu Qian discussed how the Rolls-Royce Bespoke 2022 advanced customization edition created the most delicate and colorful art model [13]. Simultaneously, the amalgamation of brand and music, a hybrid form of artistic expression, effectively communicates the fashion concept, emotional significance, and aesthetic aspirations of the brand through the medium of emotional resonance. This combination also provides consumers with a more diverse and personalized fashion experience, which can help Dior achieve long-term fashion leadership for the brand.

5. Conclusion

This paper, set against the backdrop of the Olympic Games in Paris, investigates Dior's marketing strategy across various scenarios and delves into the question of why Dior maintains an elegant image at the end of the Games. This paper provides a brief overview of the Dior brand's marketing performance, starting from the eve of the opening ceremony, continuing through the opening ceremony outside the Olympic Games, and concluding with the closing ceremony. It highlights the brand's efforts to enhance its value through precise content marketing and circle marketing, with art leading the way in fashion.

Through the above analysis, the image ambassador can enhance the brand image, content marketing and circle marketing, image shaping leading fashion, and so on and other theories, to provide Dior with the opportunity to improve the brand image, enhance the brand value, and lead the brand fashion suggestions.

Combining the characteristics of a diversified brand image, complex brand value, and personalized brand fashion in the current luxury market, Dior should first innovate with famous people in terms of brand image building. At the same time, Dior needs to combine content marketing and circle marketing to strengthen their brand construction, maintain the long-term stability of their brand image, and improve their brand value. Firmly establish a close connection with the users of each circle. Maintain a competitive edge and consistently enhance the brand's value. In the realm of fashion, Dior aims to integrate its luxury brand with art and music to establish itself as a long-term leader in the fashion industry.

Implementing these strategies will be critical for Dior to maintain its leadership position in the highly competitive luxury market. This paper's analysis bridges the gap in understanding Dior's marketing strategy in the context of the Olympic Games and offers valuable insights for future strategies that could foster Dior's growth. Due to the short duration of the Paris Olympic Games, there is a lack of official data and investigation on Dior's sales volume and influence during the Olympics, which has certain limitations. This paper can compensate for this deficiency by adding more surveys to further explore and collect public opinion and specific sales data.

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