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Media Messages in a Macy's Jewelry Commercial

Why do women love jewelry as much as they do? Of course, it is not a fact that all women love jewelry, but it is a known stereotype of women. People believe that a woman's love can be bought with jewelry. In a recent television commercial for Macy's jewelry, this belief is acted out by making it seem as if romance is something that can be purchased. This advertisement hides messages within its use of color and also by making illogical conclusions.

Macy's Jewelry produced a commercial in 2007 that seems to be selling romance rather than jewelry. The commercial begins with a man surprising his wife with a jewelry box as she wakes up. As the commercial continues, more and more couples are shown giving and receiving a gift from Macy's Jewelry. The women all smile happily after receiving their diamond and graciously thank their significant other. The end simply zooms out to show the three happy couples walking down the city street together, all in different directions.

This particular jewelry commercial instills the idea that love can be bought with jewelry through its beautiful use of color. The entire commercial is shot in black and white. This trick gives the commercial a romantic feel. Not does it seem romantic because there are happy couples all throughout the ad, but everything seems to look more artistic, romantic and classic in the black and white depiction. The couples as well as the

beautiful city streets look flawless in this black and white setting. However, not everything is without color. The Macy's colors are red and white with a star. The ad shows all of the jewelry boxes as well as the Macy's shopping bags in their red color. Nothing but these bright red items is shown with color. The red will not only make you think of the company, Macy's, but is also symbolic of love. Red is a warm color which invokes happy emotions and makes one feel good. It is also the traditional color of love and passion, which fits perfectly into this commercial. The contrast of the red up against the black and white is particularly strong and eye-catching. It makes the vibrant red Macy's boxes and bags stand out that much more. Our eyes are naturally drawn to the little red boxes that in theory hold romance. The colors in the ad were chosen specifically to make viewers feel the romance of the commercial and ultimately the romance of the product.

The major message in this commercial is an illogical one. Macy's jewelry is giving viewers the big promise. In this case, it is promising love. From the beginning, the only people shown are couples. Throughout the ad, words flash across the screen such as "love", "devotion" and "amore". The advertising company wants us to not just see, but read the character's emotions off of the screen. It is almost as if they need to prove that they are in love and it was the gift of a diamond necklace that initiated this strong feeling. At the end of the commercial, the Macy's name and logo appears as usual however this time, there is a subliminal message. Under the Macy's name, the phrase "the diamond store" flashes. The middle word changes very quickly to display other related words such as "pearls", "earrings", "necklaces" and "bracelets". Because jewelry is being advertised, this makes perfect sense. However, after the word "bracelets", the word "romance"

flashes and quickly changes back to saying “watches” and “jewelry”. This little word might not be noticed because it is flashed so quickly, but it is subconsciously understood. It seems as if the store wants the audience to believe that Macy’s can actually sell romance. They want people to believe that with their product, affection can be bought, which will eventually be led to romance. Love and romance are ideals that everyone dreams of, making this advertisement a personal one. Macy’s knows that people want romance, they believe their jewelry will create romance, and therefore people will want buy their jewelry, disregarding the fact that a department store cannot sell feelings. This commercial is making a promise that it surely is not able to consistently deliver.

Elements of color usage and illogical conclusions such as guaranteeing the “big promise” are seen in this Macy’s jewelry commercial. Love and romance are promised through the classic black and white style and also in a subliminal message. This conclusion is highly irrational. No object can guarantee love and no store can put a price on romance. Macy’s jewelry was mistaken when they believed that they could sell romance and emotions in their stores. Nevertheless, customers will continue to be vulnerable toward false promises in advertisements and companies will never think twice about misleading them.