

Sustainable Marketing Communication to Boost Brand Authenticity: A Study with Reference to Fragrance Industry Al Khanjar

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Abstract—This study presents an advertising campaign analysis for *Al Khanjar for Incense and Perfumes*, a brand that blends traditional Omani heritage with modern luxury fragrances. The campaign focuses on promoting a signature incense or perfume during Oman's National Day, aiming to enhance brand awareness, emotional connection, and purchase intention. Using emotionally driven creative appeals rooted in national pride, cultural identity, and authenticity, the advertisement positions Al Khanjar as a premium and culturally significant brand. The campaign employs a visually rich print poster as the primary medium, strategically placed in high-traffic locations such as malls, airports, and cultural centres to maximize exposure. Targeting middle- and upper-income consumers aged 18–45, the message integrates emotional, persuasive, and informative appeals supported by a limited-time promotional offer. The AIDA model underpins the campaign strategy, guiding consumers from attention to action. Overall, the campaign is expected to strengthen brand recall, enhance engagement, and drive sales while reinforcing Al Khanjar's identity as an authentic and prestigious Omani fragrance brand.

I. INTRODUCTION

Al Khanjar for Incense and Perfumes is a brand that offers traditional and modern fragrances, including bukkhoor, oud and signature perfumes. The selected product for this advertisement could be one of the brand's best-selling incense blends or a new perfume launch.

PURPOSE OF THE ADVERTISEMENT: The purpose of the advertisement is to introduce the product to the audience by highlighting its unique qualities. For example, the advertising can show how the fragrance is made from natural ingredients. It also

aims to attract attention, especially from customers who are looking for high-quality or luxurious scents. This can be achieved through visually rich content, such as videos of burning incense or elegant perfume bottles that immediately draw the viewer's eye.

Another key purpose is to educate and inform the audience about what makes the product special. For instance, the advertising can explain that the oud is sourced from premium wood and carefully blended to create a unique, long-lasting aroma. Moreover, the advertising encourages trial or purchase. Beyond simply raising awareness, it motivates people to experience the product for themselves. This could be done by promoting a limited time offer or featuring customer testimonials that highlight how much they enjoy the scent.

IMPORTANCE OF THE ADVERTISEMENT:

Advertising is important because it allows Al Khanjar to stand out in a competitive market. With many perfume and incense brands available, a strong advertising helps customers remember Al Khanjar and trust the quality of its products. A good advertisement also supports other marketing efforts, like social media campaigns, in-store promotions and online sales.

How this Advertising fits into the Brand's Marketing Strategy:

- Enhances brand identity as a premium, authentic and culturally connected fragrance brand.
- Supports sales growth by reaching potential customers who may not know the brand yet.
- Enhances customer loyalty by reminding existing customers of the quality and tradition behind Al Khanjar products.

II. ADVERTISING OBJECTIVES AND MESSAGE STRATEGY

ADVERTISING OBJECTIVES:

The main goal of this advertisement is to achieve several things at the same time. First, it aims to increase awareness. This means letting more people know about Al Khanjar's new incense or perfume. For example, short videos on Instagram can show how the incense fills a home with a warm scent, helping people notice the product. The advertising also focuses on building brand recall. This means helping customers remember the name "Al Khanjar" whenever they think about perfumes or bukhoor. Using a strong logo and repeating scent-related visuals in the ad makes the brand more memorable. Moreover, the advertising seeks to encourage purchase intent, motivating people to buy or visit the store. This can be done by offering a limited-time promotion, which gives customers a reason to try the product.

CORE MESSAGE

Al Khanjar provides authentic, high-quality perfumes that bring elegance and tradition into everyday life. Its scents combine the richness of Oriental and French aromas, appealing to both lovers of classic and modern perfumes. Example tagline: "Experience the elegance of tradition with the richness of Oriental and French fragrances."

MESSAGE TONE & APPEAL

The tone of the advertising should feel warm, elegant and traditional, while also reflecting a sense of modern luxury. This tone makes the audience feel the value and uniqueness of the product.

The advertisement can use three types of appeal to connect with customers:

1. **PERSUASIVE APPEAL:** Convincing people that the scent is special and worth buying. For example, the advertising could say: "Crafted from pure oud for a rich, long-lasting aroma," emphasizing quality.

2. **EMOTIONAL APPEAL:** Connecting the product to feelings, memories and culture. For instance, showing a family preparing incense during a gathering evokes nostalgia and tradition.

3. **INFORMATIVE APPEAL:** Educating the audience about what makes the perfume or incense unique. This could include highlighting natural ingredients or handcrafted blends, helping customers understand the product's premium qualities.

III. TARGET AUDIENCE AND SEGMENTATION:

DEMOGRAPHIC SEGMENTATION

The main target audience for Al-Khanjar perfumes is men and women aged 18-45 since the brand is presenting itself as modern but is it surprised with traditional, thus it could be a good option for any young adult as well as mature customer. High-middle income level brackets of people are trustworthy of the product since luxury perfumes typically gain attention from customers who are put quality as a priority and can afford more expensive fragrances. The education levels of those customers are mainly secondary, and the unconscious ones are the ones who tend to understand symbolism and brand heritage. Their products are, in fact, a great option for people who are looking for gift ideas, especially on national festival days.

PSYCHOGRAPHIC SEGMENTATION

The psychographic characteristics of the target audience consist of people who have strong feelings for class, luxury, and cultural pride. They are fond of high-end perfumery, like commemorating their national identity, and prefer items that exhibit cultural refinement and emotional depth. They are the modern, eco-conscious people on the lifestyle scale who are more involved in traditional-sophisticated experiences. These people often buy perfumes not just for themselves but also because they think they look good on them, it is a part of their culture, and they are symbolic to the person who gave it to them that way.

SOCIOGRAPHIC / CULTURAL SEGMENTATION

The brand has made a cultural approach to the people who show that they are aligned with the Omani traditions, are proud to be Omani, and carry the Omani Khanjar as a symbol of pride. The advertisement becomes impressive to people who regard cultural values, genuine items, and national holidays as very significant. The design also represents some features of the architecture of Oman, colors of the national flag, and national symbols, which directly relates it to the

National Day context. In terms of social class, the target is the middle and upper class who regularly buy luxurious fragrances for holidays and cultural programs.

WHY THIS TARGET GROUP?

They were selected primarily for their emotional attachment to the Omani heritage and their financial ability to buy premium fragrances. Their message is consistent with their ideas as it shows the Khanjar, the symbol of heritage, and at the same time gives exclusive offers (55% discount), thus activating both the emotional pride and the value-driven motivation.

IV. CREATIVE APPEAL AND DESIGN CONCEPT

TYPE OF APPEAL

Advertising is dependent mainly on the emotional aspect and is based on themes of national pride, cultural identity, and nostalgic memories. The emotional bond is strengthened through a connection made between the fragrance and Omani culture, in addition to providing a discount in the form of a celebration on the National Day. There is also a little rational appeal through the "55% OFF" message that encourages a purchase by giving a significant financial advantage.

CREATIVE CONCEPT

The creative idea of the campaign is "Heritage Meets Celebration." The design features both the beauty of the product and the cultural mark of the Omani identity. The ripped-paper style effect is used to show the fragrance as a "hidden treasure"; thus, it is a symbol of the revealing of the tradition both brand and the perfume itself.

COLOUR SCHEME VISUALS & SYMBOLS

Crafting the advertisement with a sophisticated and chic color palette juxtaposed with soft grey, matte stone textures, and metallic gold details makes it visually appealing and gives it a luxurious and premium feel. The gold detailing—which is present in the perfume cap, logo as well as typography—bears a symbol of heritage, esteem, and celebration; thus, it melds perfectly with the meaning Oman's National Day. The sky-blue backdrop not only provides harmony and softness but also features the central product brilliantly. The introduction of broken black

stone pieces introduces a high visual drama, which mirrors the resilience and traditional values; as well, it conveys the beauty of deserts found in Oman. These deliberately chosen colors and marks illustrate national pride in a very modern, chic, and outstanding way thus; in this manner, the design becomes eye-catching and evokes emotions in the Omani people who are marking this vital moment.

VISUALS & SYMBOLS

The visuals and symbols in the advertisement function in a concerted manner to achieve a convincing cultural and emotional impact; the Khanjar logo helps to reinforce identity, heritage, and national symbolism whereas architectural Omani elements in the background put the scene at deep cultural relevance. The perfume containers spotlighting luxury and premium craftsmanship, are placed in the paper tearing effect which gives the exclusive, discovery, and modern creativity impression. Also, the bright font used for the discount makes it noticeable at once and brings the offer to the attention of the public.

REASONING FOR DESIGN CHOICES

The design choices were purposely picked to make the users feel emotional pride of being Omani, show the combination of luxury and tradition typically associated with the perfume, and get attention through a loud and happy, and patriotic character. Together, they link the product to memory, history, and the National Day spirit and the result is that the message is appropriately addressed to the audience that is culturally aware and appreciates both identity and luxury.

V. MEDIA CHOICE AND JUSTIFICATION

1. PRINT POSTER (OUTDOOR/INDOOR ADVERTISING) IS THE CHOSEN MEDIUM:

A print poster was selected as the campaign's medium, carefully crafted to convey Al Khanjar's brand identity and values. The poster will be utilized in both indoor and outdoor settings at various physical touchpoints.

2. RATIONALE FOR THE MEDIUM:

For a number of reasons, a print poster is the best media for this campaign: Wide Target Audience Reach: Posters are quite successful in reaching a variety of groups, including families, students,

professionals, and visitors, because the target audience is the general public with no demographic restrictions. Maximum exposure is guaranteed when posters are visible in high-traffic areas.

Powerful Visual Impact: Al Khanjar's tradition, grace, and workmanship can be emphasized by the brand through a poster. Its visual format facilitates immediate recognition and fosters an emotional bond with viewers.

High Budget Advantage: To enhance effect and strengthen a strong brand presence, high-quality printing, premium finishes, and large-scale placements (such as malls, airports, and public squares) can be used with a high campaign budget.

Support for Several Campaign Goals: A poster successfully advances each of the following campaign objectives: raising awareness of the brand, improving the image of a brand, bringing in new clients and promoting goods or collections.

3. PLAN FOR MEDIA PLACEMENT:

- **Exposure Frequency:** The poster campaign will run for six to eight weeks, guaranteeing regular and recurrent exposure. To guarantee that viewers see the advertisement several times during their daily routines, posters will be positioned in high-visibility regions.
- **Placement Locations:** The posters will be put up in key, busy areas such as large retail centres in Oman, Arrival sections and airport terminals, Destinations with cultural and historical significance, Principal commercial thoroughfares, Campuses of universities and Community centres and cafes

VI. EXPECTED CONSUMER RESPONSE

Because of the campaign's powerful visual impact, cultural significance, and thoughtful placement in busy areas, consumers are anticipated to react favorably to the Al Khanjar poster commercial. The poster's quick attention-grabbing design and communication of the brand's heritage, craftsmanship and premium positioning would probably pique viewers' interest and foster an emotional bond. Customers are therefore anticipated forming a closer relationship between Al Khanjar and authenticity, luxury, and national identity.

A notable rise in brand recognition is one of the main anticipated results. The poster's constant presence in shopping centers, airports and other public spaces will guarantee that a sizable portion of the populace learns about the company and its products. It is anticipated that this increased awareness will also result in increased consumer engagement, whereby customers actively look for additional information about the brand, visit its website or social media pages, or peruse its product selection in-store.

Additionally, it is anticipated that the campaign would boost sales, particularly among customers who appreciate traditional craftsmanship or are looking for high-end accessories and presents. The cultural symbolism depicted in the images may help pique the interest of visitors and foreigners.

The campaign's effectiveness can be assessed using several measurement techniques. Surveys evaluating recognition and recall conducted before and after a campaign can be used to gauge brand awareness. Website traffic, social media interactions, and questions received during the campaign period can all be used to measure consumer engagement. Increased demand for featured products, shifts in shop foot traffic and sales growth can all be used to gauge sales performance. The brand may also examine consumer feedback and carry out quick surveys at retail locations or online for a more thorough assessment.

Overall, the anticipated customer reaction is in line with the campaign's goals, guaranteeing increased brand awareness, more engagement and quantifiable gains in market performance.

VII. MARKET IMPLICATION:

The AIDA Model, a traditional advertising paradigm that describes how consumers go from first exposure to final action, is used in this campaign. Attention, Interest, Desire and Action are the four main phases of the model. The Al Khanjar poster supports the campaign's goals of raising awareness, engagement, and sales by skillfully guiding customers through each step.

• PAY ATTENTION

The poster's powerful imagery that reflects Omani heritage immediately draws in customers.

High visibility in busy areas is ensured using striking imagery, cultural symbols, and high-end design features.

Attention levels are further increased by large-format and backlit locations.

• INTEREST

-Important visual signals, such the Khanjar's skilled craftsmanship, sophisticated colors, and succinct but powerful language, pique the viewer's interest as soon as they see the poster.

-Deeper involvement is stimulated by the design, which invites viewers to stop and take in the intricacies.

A captivating visual narrative that maintains attention is produced by fusing contemporary branding with traditional symbols.

• DESIRE

By portraying Al Khanjar as a high-end, culturally significant commodity, the poster arouses desire.

Customers are emotionally impacted by visual focus on authenticity and excellence, which fosters a sense of pride and national identity.

Customers are encouraged to see the product as a valued and significant property rather than just an accessory because of its emotional appeal.

• ACTION

By positioning the advertisement near easily accessible retail locations, strategic placements in malls, airports and business areas enable quick response.

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