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THE IMAGE OF QUEEN MARIE OF ROMANIA IN ADVERTISING

Summary: As a documentary study based on documents existing in 1918–1930 period, this present paper presents the first use of a Romanian celebrity as a brand endorser on an international marketing promotional strategies. Queen Marie of Romania played an important role in the history and image of Romania. She was a symbol valorised by different companies of those times.

Key words: Queen Maria, advertising, Romania, marketing, brand.

1. INTRODUCTION – THE IMAGE OF CELEBRITIES IN ADVERTISING

In the field of advertising, choosing a celebrity to promote a brand image represents an important aspect for the promotion of the companies and, in the same time, requires important time and effort resources to find the right person to represent the values of a brand.

According to the affective and cognitive theories explaining the efficiency/efficacy of the association between a celebrity and a brand, the efficacy is in direct relation with the positive and appreciative public perception of the celebrity. Moreover, this association increases the favourable predisposition for the advertisement and leads to an intensification of the desire to buy from a specific brand.

The literature discusses the existence of four “F” in the association between a celebrity and a brand: fusion, fame, forms of association and financing. Therefore, when choosing a celebrity for the promotion of a brand, answers for the following questions are required: How well do the features of the celebrity and the features of the brand fusion (correspond)?; How famous is the chosen person?; Which forms of association will work better?; How much can the brand finance?

Related to the forms of association between a celebrity and a brand, we can depict the following forms:

- Celebrity – client – when the celebrity already is a client of the brand and this aspect is already known;
- Sponsorship – the brand sponsors the celebrity to develop or participate to certain activities. This form is often used for sport activities;
- Celebrity testimonials – these testimonials have a high degree of trust;
- Celebrity – employee – this represents a more profound level of association, because the celebrity is the employee of the company producing the brand. This strategy is almost “institutionalised” in the famous fashion companies;
- Celebrity – owner of the brand – this form appears when the celebrity is the owner of the company producing and selling the brand.
- Financing – the celebrity financially supports the development of the brand.

The fascination of the public for celebrities will continue to grow due to the growing role of the entertainment industry in the society. The success rate in creating an intangible capital will increase if the celebrities, their agents and the advertisement agencies will use this promotion technique in an increasingly professional way.

2. QUEEN MARIE – PERSONAL TRAITS INSPIRING THE BRANDS OF HER TIME

Queen Marie was probably the most emblematic figure of the Romanian Royal House, who, by her personality and free spirit, inspired and fascinated the entire world. Considered to be one of the most beautiful queens of her time, Queen Marie was also active in the political life and in the European social life.

“The passions and the hobbies of Queen Marie proves us that she was a queen full of life, romantic, sensitive, and, in the same time, powerful and innovative, who formed her own vision on royalty. She knew how to be a queen and a woman in the same time; her personality registered light and dark, but she always knew to overcome her own passions and interests in the favour of her duty for the Romanian nation.” (Cibotariu, Ș.)

Queen Marie wrote in her autobiography: *“in all the stages of my education and apprenticeship on my life path, I remained a young, healthy and normal woman, welcoming all the joy I had met, and, in the same time, the many imposed duties”*.

Related to her aesthetic sense and her passion for painting, her autobiography, *The Story of My Life*, recounts: *“I had learned well Mercier’s art of using colours, diluted in much water, so my painted flowers preserved, after the painting was dry, a velveting depth recalling the nature and delighting the eyes”*.

3. THE IMAGE OF QUEEN MARIE IN HER CONTEMPORARY ADVERTISING

Queen Marie was in 1918 the most well-known Romanian personality, due to her patriotism and her high elegance and femininity. “Queen Marie was, most of all, an extremely beautiful woman. She was the biggest beauty in all the royal families of those times. It was normal to capture the attention” (Ionescu A.S.)

While staying at Ritz, in the famous Place Vendome, Queen Marie was surrounded by admirers everywhere she went. From her arrival in the Paris Central Station, during all the opera evenings and including all her strolls, voices shouting “Vive la Reine!” and “Vive la Roumanie!” have been heard. Marie’s extraordinary success was systematically supported from the country. The Romanian government asked the queen to meet as many journalists as possible, beside the extremely important meetings with the American president Wilson, the French president Poincare, and the feared French prime minister Clemenceau. The queen’s parlour at Ritz was transformed in a press room, a change not easy to be made, as narrated by the Queen in her journal on the date of 6th of March 1919.

Queen Marie – the first royal representing the image of a perfume

The House of Houbigant for perfumes was established in the 18th century by Jean-Francois Houbigant. At the early age of 23, he created Eau D’ Houbigant, which became the perfume preferred by the aristocrats of those times.

In 1922–1923, Queen Marie appeared in a series of advertisements for House of Houbigant in the USA magazine National Geographic. The queen’s favourite

Figure 1. Advertisement in the magazine National Geographic



perfume was Mon Boudoir, a mixture of violets and jasmine fragrance. According to the campaign slogan, “today, as in the times of Marie Antoinette, the noble women prefer the fragrances of the House of Houbigant to any other brands. Houbigant is Queen’s Marie of Romania perfumer”. As homage to the queen, The House of Houbigant decided to retire the product from the market in 1938, when the queen died.

“Queen’s Marie of Romania perfume, 1922 – for more than a century, the Houbigant have been well-known in Paris as perfumes for the connoisseurs. These perfumes are inimitable from the time of Marie Antoinette, the first patron of this French House. The new generation of perfumes are more refined, still maintaining the significance of the name Houbigant. More than ever, the name is the symbol of an incomparable quality. All the famous Houbigant fragrances are now available in America, including Le Parfum Ideal, Quelques Fleurs, Un Peu D Ambre, Le Temps des Lilas and Mon Boudoir.”, shows an advertisement text in National Geographic, 1922.

The fragrance was relaunched on the market in 2018, with the support of Beautik Haute, the royal perfume supplier of the Royal House of Romania, in order to celebrate the Centenary of the Big Union from 1918.

Queen Marie – the image of cosmetic products

In 1927, Queen Marie becomes the image of Pond’s face creams, produced in the USA. Solicited by the agency J.W. Thompson, the queen accepted to recommend the benefits of the products in the American magazines.

Queen Marie's dressing table, personal one which she carried through the years of Romanian captivity since the year 31.

HER MAJESTY, MARIE, QUEEN OF ROMANIA
Portrait by Philip A. de Lario

NO ROYAL GUEST who has ever visited America has been so widely welcomed as our Queen Marie.

French in her own mind, gentle, in spirit of years crowded with unexpected events, she has a beautiful complexion, fine skin, and lovely natural color. A skin which speaks for itself of the care she has taken and always given it.

She has just seen her Majesty, visiting Queen Baudouin, was pleased to permit the Pond's Cream Company to quote her words expressing her faith in the efficacy of Pond's The Cream.

A subsequent letter, written in February, still says: "Her Majesty wishes me to advise, as to Pond's Cream, it gives her daily greater satisfaction."

If you don't already know and depend upon this delightful cream of Pond's you should buy yourself, without cost, by clipping and mailing the coupon below. You will receive five sample tubes of each with instructions for using Pond's Cold Cream for the day having that keeps the skin supple, fresh, young, Pond's Vanishing Cream for self-protection and a lovely erasable of face, best in the vogue today. The Queen of Romania's lineaments may also be yours.

The Pond's Face Creams, Dept. 31, 117 Hudson Street, New York City.

Please send me five free tubes of Pond's The Creams, Name _____ Street _____ City _____

Woman's Home Companion January 1927

All part of what you request with Her Majesty's personal note and that of Pond's Cold and Vanishing Cream, which Queen Marie keeps for constant use in her dressing table.

Pond's Creams are also highly praised by Her Majesty, the Queen of Spain, The Duchess of Guano, The Princess Marie de Bourbon, Mrs. National Endowment, Mrs. Richard Vandenberg, Miss Alice Murray.

Figure 2. Advertisement in National Geographic magazine

Source: <http://www.tkinter.smig.net>

The producing company initiated an advertisement national campaign in the USA but, after eight years of intense advertisement, the sales began to decrease. The company approached a new concept, promoting the cream through the image of the European royal families. The principle of the campaign was the association between the personal image and success, which is a principle very often used also in the contemporary advertisement. Queen Marie was the first queen associating with these products, leading to a significant increase of the sales.

Figure 3. Advertisement
Source: contrasens.ro

What the most beautiful Queen in Europe says about the care of the skin

What the most beautiful Queen in Europe says about the care of the skin

HER MAJESTY, MARIE, QUEEN OF ROMANIA

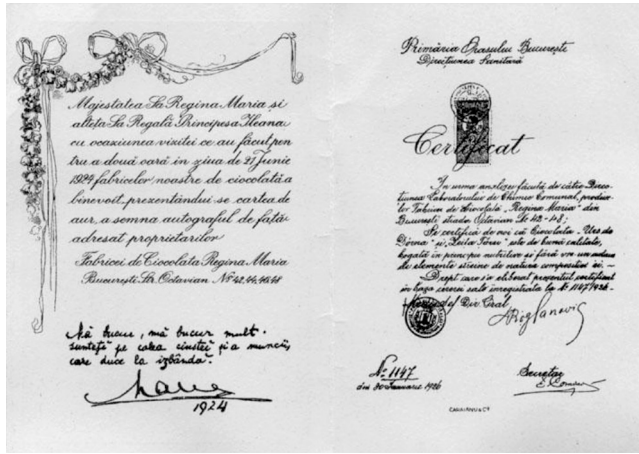
FREE OFFER

The cosmetic products were supplied in silver recipients marked with a logo designed by the Queen – an image with the Romanian crown above the letter M. According to the advertisement in the National Geographic magazine in 1927, “no royal guest visiting America was so praised for beauty as Queen Marie. Her youth and vitality remained untouched by the many years of exhausting activity. The Queen has a beautiful, firm and fresh complexion, with a pleasant natural colour, showing Her Majesty’s care. For more than two years, Her Majesty allowed Pond’s company to use her words expressing the trust in the efficacy of Pond’s products.”

Queen Marie – the brand image alimentary products

The industrialist Grigore Alexandrescu from Bucharest, one of the founders of the Romanian light industry, founded in 1919, together with two other businessmen, Roman Căpăiñă and Constantin Grigorescu, a chocolate and sugar derived products called “Queen Marie”, in the honour of Queen Marie of Romania.

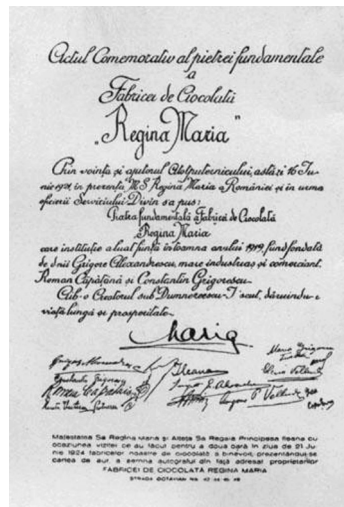
Figure 4. The guest book of “Queen Marie” chocolate factory (left) and the Certificate of quality for the products of “Queen Marie” factory (right)



Queen Marie visited the factory named after her in 1924, together with Princess Ileana, and left a testimonial in the guest book: “I’m happy, I’m so happy, you are on the path of honour and work, leading to glory”. After the visit, impressed by the welcoming warmth of the people, the Queen declared: “For sure, I raised the value of this factory, since I am a queen!” acknowledging the plus added to the brand capital of the company.

The Head office of the Chemistry Laboratory issues a certificate of quality for the products of “Queen Marie” chocolate factory, according to which “Urs de Dorna (Dorna Bear) chocolate and Zeița Țării (National Goddess)chocolate are of good quality, rich in nutrients and without any additives”.

Figure 5. ”The commemorative code of the corner stone of the chocolate factory”



The collections of photographs from the National Museum of History of Romania includes an image of „Queen Marie” chocolate booth. The chocolate replicas were appreciated real delicate works: the carriage à la Daumont offered to Queen Marie in 1921, the statue of the Queen made of sugar, the bust of Princess Ileana, and other sweet jewels.

Figure 6. The booth of the chocolate factory “Queen Marie”



Source: expo1921.mnir.ro

The Queen Marie of Romania was, under many aspects, an example by her beauty and elegance, intelligence and culture, grace and powerful presence, devoutness for her country and family, and her talent as ambassador; therefore, her image was the most frequent image in the advertisement of the '20s.

145 years from the birth of Queen Marie of Romania were celebrated on the 29th of October 2020.

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OBRAZ KRÓLOWEJ MARIII RUMUNII W REKLAMIE

Streszczenie: Jest to studium dokumentalne, oparte na materiałach istniejących w latach 1918–1930. W artykule przedstawiono pierwsze użycie rumuńskiego „celebryty” jako endorsera marki w międzynarodowych marketingowych strategiach promocyjnych. Rumuńska królowa Maria odegrała ważną rolę w historii i wizerunku Rumunii jako kraju. Była symbolem docenianym przez różne firmy tamtych czasów.

Słowa kluczowe: Królowa Maria, reklama, Rumunia, marketing, marka.

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