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# The Facets Model of Effects: An Analysis of Lamborghini and Dove IMC Campaigns

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## Abstract

Integrated Marketing Communication (IMC) has become an essential strategy for brands seeking to deliver consistent and persuasive messages across multiple communication platforms. The effectiveness of IMC campaigns is often strengthened when guided by a theoretical framework that enables marketers to evaluate audience responses and campaign outcomes systematically. This study examines the IMC strategies of two globally recognised brands from contrasting product categories, Lamborghini and Dove to explore how they employ communication strategies to engage different target audiences. Lamborghini represents a luxury automobile brand that emphasises exclusivity and prestige, whereas Dove promotes inclusivity and challenges conventional beauty standards through its Real Beauty campaign. This study employed a qualitative document analysis research design. Data were collected from websites, advertisements, scholarly articles, blogs, and campaign materials related to both brands.

The data were analysed thematically using the Facets Model of Effects as the theoretical framework, focusing on the six facets of perception, cognition, affection, persuasion, association, and behaviour. The findings revealed that both brands successfully incorporated all six facets within their IMC campaigns, although the emphasis differed according to brand positioning and audience expectations. Lamborghini strongly emphasised luxury perception, aspirational branding, immersive digital experiences, and symbolic association, while Dove focused on emotional engagement, authenticity, and self-acceptance through inclusive representations of beauty. Advertising emerged as the dominant communication tool for both campaigns, supported by social media, public relations, direct marketing, and promotional strategies. The study demonstrates how brands across different industries can strategically adapt IMC approaches to strengthen consumer engagement, reinforce brand identity, and influence consumer behaviour. The findings also provide practical insights for marketing communicators to design more holistic and audience-centred IMC campaigns. © 2026, Qualitative Research Association of Malaysia (QRAM). All rights reserved.

## Author keywords

Dove real beauty; Facets Model of Effects; integrated marketing communication (IMC); Lamborghini

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Abstract

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