

CURTIN SINGAPORE

ADVERTISING PRINCIPLES 211

AD BOOK



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Advertisement 1



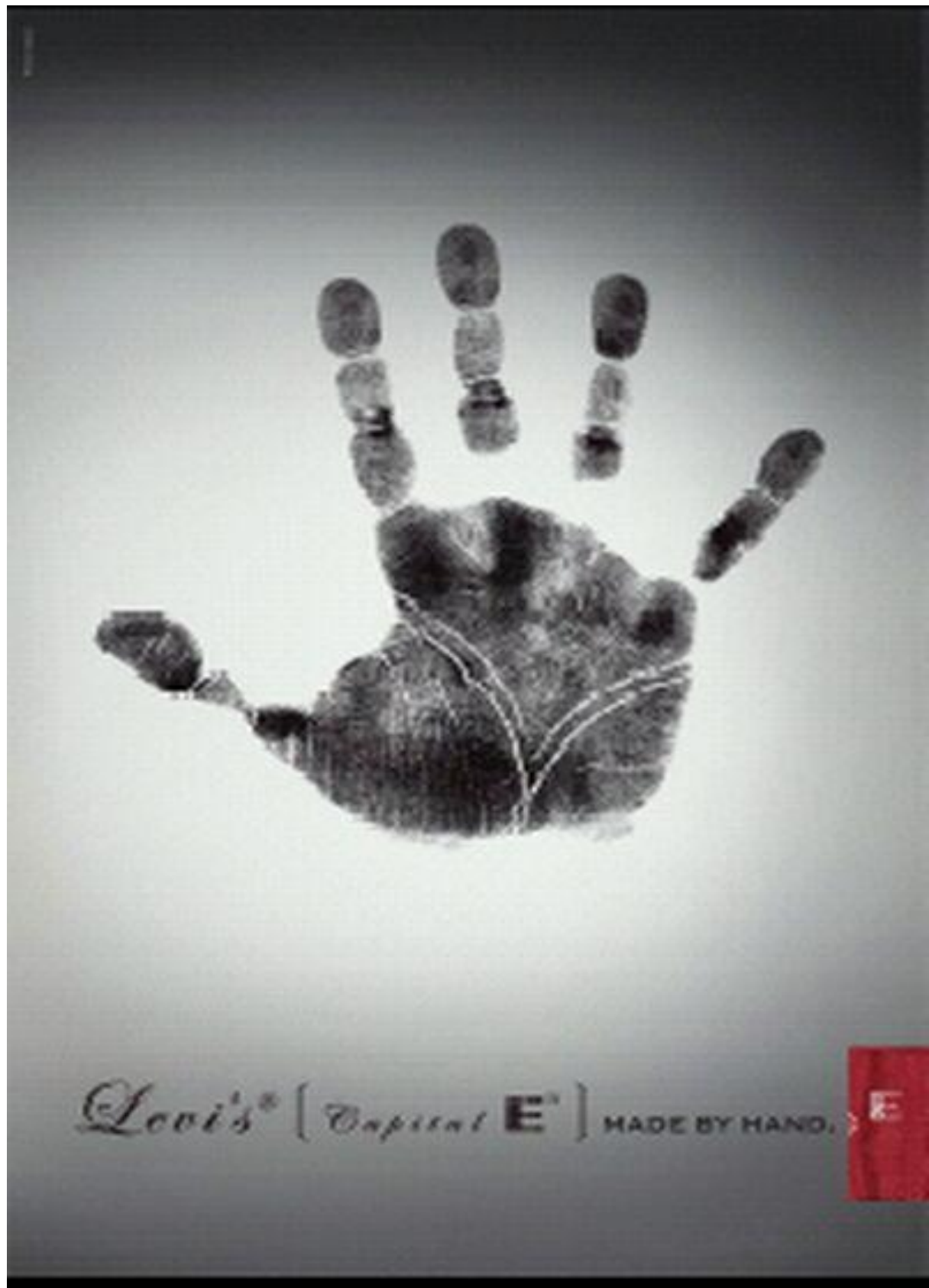
Advertisement 2



Lasts
LONGER
than your
HUSBAND.

Don't know your denim fall. **Levi's**

Advertisement 3



Executive Summary

Levi's was established since 1873 and it is now the most successful, widely recognised and often imitated clothing products in the apparel industry. They have created many creative and effective advertisements that have successfully captured the attention of many consumers in today's society. Hence, we have selected 3 different advertisements of Levi's to conduct an analysis in the form of a 'reverse engineering' of the creative brief. This would help to facilitate the development of advertising strategies and to create 2 new print advertisements for Calvin Klein, thus creating a more competitive advantage in the industry.

Calvin Klein Inc, a fashion brand founded in 1968 by Calvin Klein. Like other fashion brands, Calvin Klein (CK) has established a world re-known monogram: the "cK" emblem. CK Jeans and its corresponding outlet stores in the US and around, carrying the denim and casual collections is maintained by the Warnaco Group. Calvin Klein is now a globally recognized fashion, design and retail company determining the future of fashion design.

Hence, we have created an advertising campaign with 2 new different advertisements for Calvin Klein Jeans in order to minimize the weaknesses and maximize the strengths by fully utilizing the brand name and the positive image.



Medium Details – JUICE

Publication: JUICE

Published by: JUICE Media Pte Ltd

Publisher: David See

Editor: Min Chen

Cover Price: Free of Charge

Frequency: Monthly

Date: Jan 2011, Feb 2011 and March 2011

Page of Ad: Page 22, Page 23 and Page 24

Size of Ad: Full Page Size A4

Total Circulation: 30,000 issues

Target Audience: Male and Female, 18-30 years

Key Advertisers: Guess, Starbucks, Heineken, Feiyue, DKNY Jeans, Pull & Bear, Kronenbourg 1664 and Uniqlo.

Website: <http://www.juice.com.sg/>



Readership Profile

JUICE was launched since 2002 and is a free-to-reader magazine that is available every month. It features every aspect of local and international music, fashion and clubbing cultures. Over the years, JUICE has grown to become one of the leading street culture and nightlife magazines in Singapore. Being irreverent, edgy, credible and never afraid to make waves, it has narrowed the gap between the street culture, nightlife industries and its readers by featuring stories of DJs, musicians, fashion gurus, entertainers, artists and club insiders (JUICE Singapore 2011).

JUICE Singapore primarily targets readers from the 18-30 years age group. They are young, affluent, sophisticated and creative who are actively seeking fun and to be updated with the latest trend, gadgets and events. They are also the consumers of nightlife industries, from music to clubs to bars, where they are willing to spend generously on clubbing, alcohol and fashion. On top of that, JUICE is able to attract the readership of both genders – 50% male and 50% female. For that reason, Levi's places their advertisements in JUICE magazine as the readers of JUICE is the exact target audience of Levi's where readers seek to keep up with the latest fashions and trends.



Medium Details – 8 Days

Publication: 8 Days

Published by: MediaCorp Pte Ltd

Publisher: MediaCorp Pte Ltd

Editor: Whang Yee-Ling

Cover Price: SGD\$ 2

Frequency: Weekly

Date: Jan 2011, Feb 2011 and March 2011

Page of Ad: Page 10

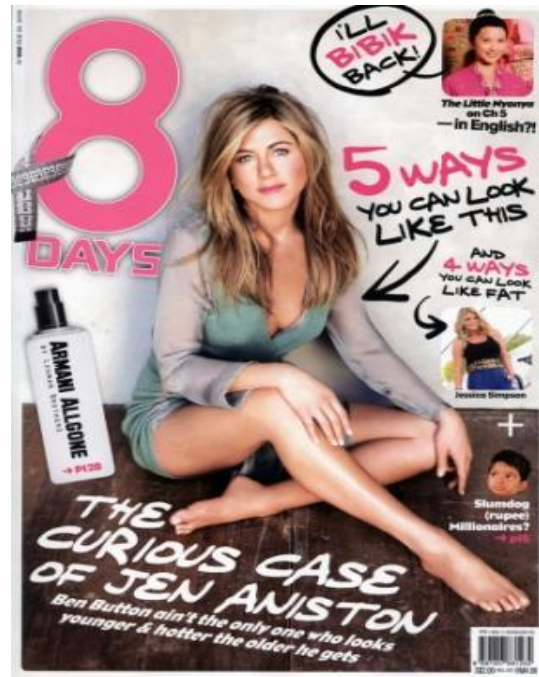
Size of Ad: Full Page Size A5

Total Circulation: 150,000 issues

Target Audience: Male and Female, 20-35 years

Key Advertisers: Armani Exchange, Adidas, Marigold, Pokka, Nikon, Acuvue and FOX.

Website: www.mediacorppublishing.com



Readership Profile

8 Days has been established for 17 years and it is now Singapore's best-selling English-language magazine. 8 Days is a weekly magazine which reaches out to a wide range of audiences that includes PMEB or white-collar workers, aged 20-34. Their readers are avid shoppers who are hungry for the latest trends. It covers a wide range of local and global celebrities, movies, music, TV, shopping/fashion, eating out, health & wellness, gadgets, travel and nightlife.



Target Audience

Gender

Levi's target both the male and females genders. They manufacture their jeans and cuttings to fit each gender specifically. For instance, they have Levi's Engineered specifically for male and Levi's Curve for females (Levi's 2009). In such, their advertisements are exclusively published in unisex magazines such as JUICE to attract both genders.

Age

Levi's has a huge product line where they provide a wide range of products for children to adults. However, they specially target the younger generation which age group falls between 15-30 years (Our Course Work 2011). Their target audiences are younger, fresher, stylish and sophisticated, and wear jeans as fashion. In order to reach out to their target audience, Levi's portrays their advertisements for their jeans as original, youthful, individualistic, rebellious, masculine sexy and freedom. Hence, Levi's advertisements tend to be creative and deliver messages that represent their target audiences.

Education

The advertisements of Levi's are targeted at individuals who are middle to highly educated. The comprehension of their advertising message is correlated with intelligence where they use catchphrases and images to bring across their messages to individuals. As a result, target audiences have to assess the cognitive capacity to understand and interpret the meaning of the advertisement Levi's has. In this case, Levi's target audience are of secondary level and above where they are able to interpret, understand and appreciate the meanings and messages of the advertisements.

Income

The target audience of Levi's are from a middle to higher income range where they have a higher purchasing power. The prices of Levi's products are relatively high; hence, they target those individuals who are able to afford to purchase the brand. On the average, a pair of Levi's jeans ranges between S\$85.50 to S\$155.50.

Consumer Needs

According to Maslow's Hierarchy of Needs, the need that Levi's focuses on is through self-esteem (Bay n.d.). In Levi's, advertisers aim to use the self-esteem needs of individuals to emphasise on how fashionable, stylish and lasting the jeans is and the feel good factors of owning a pair of Levi's jeans. Levi's jeans are tailored to fit and suit each individual; hence when consumers put on a pair of Levi's jeans, they would have a sense of belonging and this would boost their self-esteem and confidence, feeling good in a pair of Levi's jeans.

Consumer Wants

Levi's consumer wants a pair of jeans that is of good quality, easy to handle, comfort and never goes out of fashion over the years, and the assurance that their designs are young and trendy. To address such wants in consumers, they use catchy phrases such as 'Easier

to handle than your boyfriend' in their advertisements indicating that it is easy to handle and it can 'Last longer than your husband'. On top of that, Levi's advertisements also show that their jeans are so comfortable that consumers are reluctant to remove the jeans for laundry.

Consumer Motivations

In Levi's case, the consumer motivation that advertisers are appealing to their consumers would be the desire of having a pair of good quality jeans. It is vital that Levi's jeans are of good quality, fashionable and comfortable. Hence, in Levi's advertisements, advertisers portray that Levi's jeans are made with good quality that are lasting, trendy and fashionable and at the same time, giving comfort to their consumers.

Consumer Attitudes

Consumer attitudes can be changed and replaced. Levi's is often seen as a 'mummy jeans' or work-wear by many consumers, hence it was often thought as unfashionable, boring and dull. Therefore, advertisers are determined to change the attitude consumer has of Levi's. Their advertisements constantly aim to reinforce the youthful perception of the brand by using messages containing humour and originality to create a positive attitude from consumers. Now, Levi's emphasizes on being a rugged, confident, individualistic and laid back brand.

Consumer Personality

The personality traits of Levi's consumers are individualistic, originality, sophisticated and youthful. Likewise, Levi's advertising personality has similar traits of their consumer's personality. As such, Levi's consumers will be attracted to the design, style and how Levi's brings across their messages through their creative advertisements.

Psychographics

Psychographic influences lifestyle and psychological characteristics that have a bearing on how people make decisions. According to the VALS system which uses a specific set of psychological traits and key demographics that drive consumer behaviour, Levi's advertisers are appealing to the Experiencers. They are young, enthusiastic and impulsive consumers where they seek variety and excitement, savouring the new, the offbeat and the risky. In addition, they are avid consumers who are willing to spend a high proportion of their income on fashion, entertainment and socialising (Strategic Business Insight 2011).

With the characteristics of Experiencers, Levi's is able to tap on their impulsiveness and their higher purchasing power to convince them to purchase their product through Levi's advertisements. In addition, with catchy and witty advertising, Levi's would be able to pique the interest of their consumers.

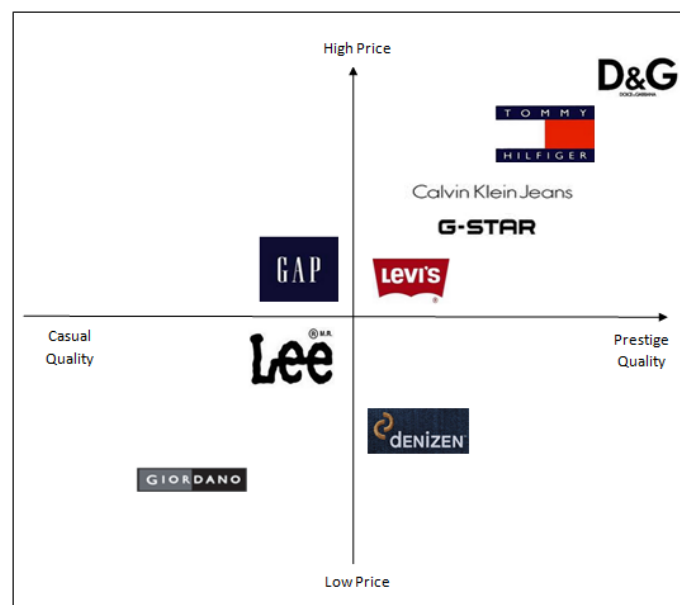


Positioning

Positioning is to establish a location in the consumer's mind based on what the product offers and how that compares with the competition. It determines what place a product should occupy in a given marketplace. (Wells 2009, 248)

Positioning strategies generally focuses on either the consumer or the competition, and both approaches involve the association of product benefits with consumer needs. Many advertisers consider market positioning the most important factor in establishing a brand in the market place (Blech 2009). Generally, positioning differs between countries and market segments. For example, in America and Europe, jeans are seen as casual attire however, in Russia, wearing jeans indicates to society awareness and high status (Vrontis and Vronti 2004). According to the Product Life Cycle, Levi's is at the maturity stage where competition in the industry is intense (Jain and Haley 2009). Hence, it is essential for Levi's to emphasise on the usage of persuasive and reminder advertising.

Perceptual Map of Jeans Market



In relation to the perceptual map above, Levi's is positioned as a better value and quality than its competitors. It positions itself as affordable with comparable quality against competitors such as Calvin Klein Jeans. Levi's also emphasise on the comfort it gives to its consumers where it is comfortable enough to fit into consumers' everyday lives in physical and social sense. In addition, Levi's advertisements perceive itself as durable, casual, affordable, fashionable and youthful. For instance, with reference to Levi's advertisements, using catchphrase like 'Last longer than your husband' shows that their jeans are durable.



Objectives

Advertising has the power to persuade, the power to influence the mind and shape destiny. (Thomas n.d.). Therefore, an effective ad is one that delivers the message the advertiser intended and consumers respond as the advertiser hoped they would (Moriarty, Mitchell and wells 2008, 72). To measure the effectiveness of an ad, the facet model of effects is often used. For Levi's, they used a mixture of headlines, taglines and pictures to illustrate and brings out the key qualities and selling points of their products. Levi's have also been using soft sell approach to target their consumers to grab their consumers attention, reinforce the perception the consumers have for Levi's through positive emotions evoke through the series of advertisements that would induce the consumers into trying and buying their products. The advertisements objectives are very simple, which is to persuade the consumers into purchasing their jeans as they are made of quality denim that are long lasting and brings them comfort.



The Big Idea

The three Levi's advertisements that we have chosen have all display a different message across to the consumers. However, the big idea that the advertiser wants to promote through the advertisements are comfort, quality and long lasting, which many people look for in a pair of jeans. Jeans are typical made of denim which can be rather thick and uncomfortable, but though the advertisements, Levi's wish to break this stereotyping through the ideas behind their advertisements, so that consumers would come forward and give their jeans a chance to prove them wrong. For the first advertisements, it shows a pair of half naked couple with nothing but their Levi's jeans on. The idea behind this advertisement is that even when their jeans needs to be washed and hang dry, they refuse to take out their jeans and would go anywhere and everywhere with it, even if it has to be hung outside the flat, thus it dramatize the level of comfort the jeans provide to the users.

The second advertisement has the headline of "Last longer than your husband", portraying to ladies that investing in a pair of Levi's jeans would not go wrong because it is so long lasting and brings them more satisfaction than their husband could probably offer for them.

The third advertisement shows a handprint with Levi's signature arch on the palm together with the tagline at the bottom "Made By Hand". This advertisement wants to inform their customers that that particular line of Levi's jeans is handmade. It plays with the mindset and stereotyping of the consumers that hand made products often produce top notch quality with a touch of uniqueness as every pair of jeans is different due to the fact that it is hand-made, which is the message that this advertisement wish to bring across to their consumers.

In the clothing industry where it is highly competitive, Levi's has been consistent in sending out the same few messages across to their consumers, which is non other than comfort, quality and long lasting. Unlike their direct competitor, Calvin Klein Jeans where their advertisements often involve half naked couple in intimate positions, selling confidence. Thus, Levi's advertise their jeans in such a way that it relates more to their consumers on a more comfortable and friendly manner, establishing a relationship with them through the long run. Thus putting Levi's and Calvin Klein Jeans side to side, they form a strong contrast, putting Levi's on an advantage as they are able to target a larger group of consumer as compared to Calvin Klein that sets their target market of young adults.



Message Strategy

A message strategy is the primary tactic or approach used to deliver the message theme (Advertising design- message strategies n.d.).

There are two basic approaches to reach out to the consumers and they are very often referred to as the head or heart strategies also known as hard sell or soft sell respectively. The head strategy which is also hard sell is an informational message that is designed to touch the mind and create a response based on logic. The assumption is that the target audience wants information and will make a rational product decision (Moriarty, Mitchell and Wells 2008, 408). The heart strategy also known as soft sell uses emotional appeals or images to create a response based on attitudes, moods, and feelings. The assumption with soft sell strategies is that the target audience has little interest in an information search and will respond more favorably to a message that touches their emotions or presents an attractive brand image.

For Levi's, it is very clear that they have been using soft sell or rather the heart strategy to appeal to their customers. Through their soft selling strategy, Levi's focus a lot on trying to establish a friendly relationship with their customers in order to build up credibility and confidence of the consumers have for their products. Their advertisements are often very clean and clear cut, with two or three things to focus on, minimizing distraction, and focus a lot of their key points and messages that they have constantly been trying to send to their customers. Therefore, in this aspect, Levi's have been very consistent and stable and aims to relate to their consumers, particularly the "feelers" group of consumers and through the emotions evoke from the display of their advertisement to establish comfort and trust between their brand and their consumers.



Message Approach

Advertising appeals aim to influence the way consumers view themselves and how buying certain products can prove to be beneficial for them. The message conveyed through advertising appeals influences the purchasing decisions of consumers. An emotional appeal is related to an individual's psychological and social needs for purchasing certain products and services. Many consumers are emotionally motivated or driven to make certain purchases. Advertisers aim to cash in on the emotional appeal and this works particularly well where there is not much difference between multiple product brands and its offerings (Different types of advertising appeals 2009).

In the series of advertisements that Levi's produces, it conveys a chain of message through the limited choice of words such as "last longer than your husband" to convey the message long lasting instead of just directly and straight forwardly use the word. Besides, in the three advertisements, there are very little information shown about the product and they rely heavily on their soft selling strategy that appeal to the consumer emotions rather than hard selling that requires a lot of facts and information to persuade the consumer into buying the product.

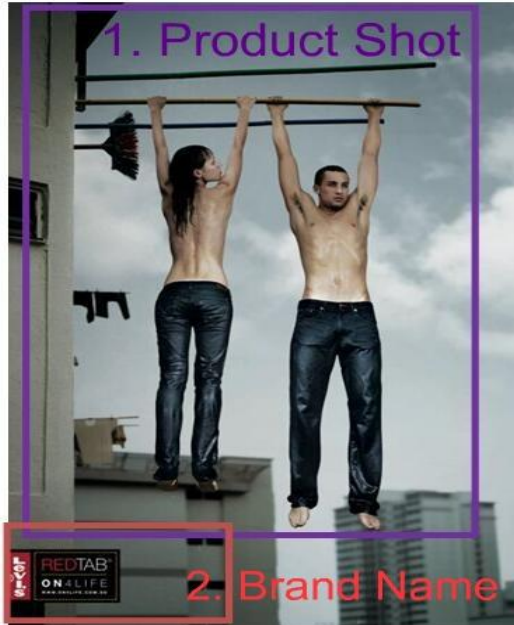


Message Execution

Although the advertisements may not be showing any pair of jeans, the background they use would either be denim background or they would include the signature Levi's "m" arch that is on every pair of Levi's back pocket complete with the red tab. It has been infusing the mindset that denim or the "m" arch logo would straight away result in consumers remembering that they are trademarks of Levi's jeans and not any other brands.

Interestingly, instead of being straightforward and come clean with the consumers that their jeans are long lasting, they uses phrases with an element of fun and teaser in it to make things even more interesting, and makes it stands out with the advertisements containing no other pictures but just the words "Last longer than your husband", making it hard to miss. With such teaser, it enables the consumer mind to at least spend a little more time trying to figure out the underlying meaning behind the message, thus this act would the successfully attain the consumer's attention and stick onto their memory.

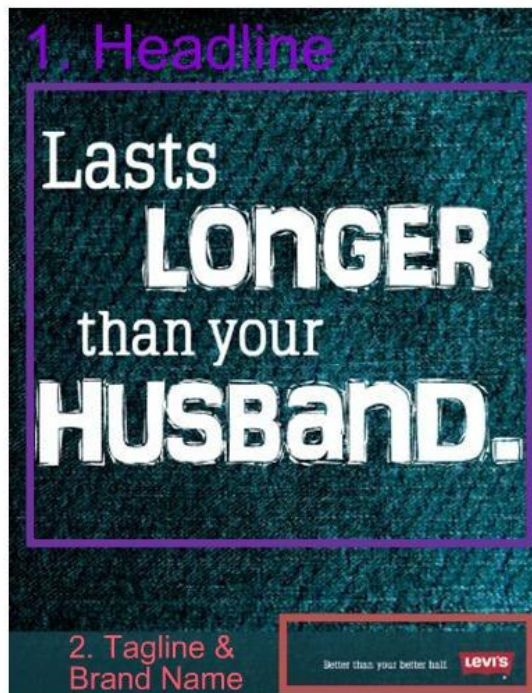
- **Advertisement 1**



For this advertisement, eyes were first drawn towards the main focus of the whole picture, which is the half naked, couple hanging on the bamboo pole outside a flat. This calls out for attention first because the couple takes up about 80% of the print ad, so it is hard not to notice it first. The meaning behind this advertisement did not come off as direct, thus it would set the consumers thinking about the underlying meaning, which fulfils the purpose of an ad – grabbing the consumer attention. After which the eye would shift down to the bottom of the picture

where the brand name and logo is located. The signature Levi's red tab logo is very distinctive, thus one look at it, many would be able to recognize. The whole ad is very simple, with only two focuses, thus it minimizes all other distraction and pulls all the focus to the main concept of the ad which is the couple with nothing but their Levi's jeans, hanging on the bamboo pole.

- **Advertisement 2**



The second ad uses denim as the background, as the whole advertisement does not contain any pictures of Levi's jeans or the signature "m" arch, it therefore includes the denim background as an element of one of the Levi's key features. Against the denim blue background, they use words in white color that form a strong contrast, causing the words to stand out. Besides, the headline occupies 60% of the space in the advertisement, thus drawing eyes to the headline and nothing else. After which eyes move towards the bottom of the ad where the tagline and brand name exist. The tagline says "better than your better

half" and its place beside the brand name, so that eyes would not miss that small little tagline as the consumer searches for the brand behind this advertisement.

- **Advertisement 3**



This advertisement wants to bring across the message "hand-made" to the consumers; therefore, the handprint was in a dark color that is close to denim and also at the palm, and they reinforce Levi's key features by including the signature "m" arch. Eyes were drawn to the handprint due to the large space it occupies in the ad, thus making it the focal point. After which, the eye moves down to the bottom of the ad, where it includes the brand name, red tab logo, and also reinforces the idea of this advertisement by including the short and sweet tagline "Made by Hand", which explains everything that the consumer needs to know about this particular line of Levi's jeans.



Effectiveness

Advertising has the power to persuade, the power to influence the mind and shape destiny. It has the power to change markets and improve profit margins (Thomas n.d.). Therefore, an effective ad is one that delivers the message the advertiser intended and consumers respond as the advertiser hoped they would (Moriarty, Mitchell and wells 2008, 72). The fundamental to the measurement of the effectiveness of interactive advertising is whether consumers are indeed responding and providing feedback. Hence, the facet of effects model is used to determine and show the effectiveness of ads that shows how the market gets attracted and make general opinions about them. In the facet of effects model, it consists of six components that are perception, emotions, association, persuasion, cognitive and behaviour (Facet Model of Advertising n.d.).

Perception

Perception is the process by which we receive information through our five senses and assign meaning to it such as exposure, selection and attention, interest and relevance, awareness and lastly recognition (Moriarty, Mitchell and wells 2008, 156). Exposure refers to whether a marketing communication message reaches the consumers. For the three Levi's advertisements, they can be found in either the Juice magazine or 8 Days magazine. For Juice magazine, the readers of this magazine are usually fashionista, whereby they would particularly seek for opinions and ideas and keep up with the latest trend that is published in the magazine, and usually this group of people happens to fall within Levi's target market range which is 18-30 years old. Therefore publication of ad in this magazine represents that the designs that Levi's produce are up and on par with the current fashion goings, therefore it would be able to achieve effective exposure due to the ability to send out its message in the ad to their main target market. As for 8 days, readers of this particular magazine are usually interested in new products and the latest happenings of movie stars and idols with readers ranging from 18-40, therefore it not only captures the attention of levi's main target group but also the remaining mass.

The next factor that drives perception is selective attention in which it is a process by which a receiver of a message chooses to attend to a message (Moriarty, Mitchell and wells 2008, 156). With high competition level in the fashion industry, it is important that an ad stands out in order to capture the attention of the audience amid all the clutter in the media environment. Thus Levi's ad often uses the key colors and logo to reinforce again and again that when a person wish to buy a pair of jeans, the first brand that they would think of is non-other than Levi's. They make use of pictures, signature logos, denim backgrounds that are

distinctive enough for the consumers to pick out the brand behind the ad almost instantly, thus minimizing the risk of getting their ad being filter out as junk and non-interesting when the consumer browses through the magazines.

The third factor is interest and relevance which refers to a factor in crossing the selection barrier is interest, which means the receiver of the message has mentally engaged in some way with the ad and the product (Moriarty, Mitchell and wells 2008, 156). Achieving the audience attention are just the fundamentals, but to capture and hold the audience interest long enough to register the ad is the challenge. Levi's have been very straight forward and clear cut in the message that it wants to send across, and besides, they have been rather consistent with the key points advertised as it wish for these key points such as Levi's represents quality to sink into the consumers mindset permanently. Though being straight forward, the ad often includes a twist in it, so that it does not come off as too direct and boring, but neither does it appear to be difficult for the consumers to figure out the meaning behind it. This act of the ad would then be able to hold and capture the audience attention and interest for that particular moment as they decipher the whole ad, and with such effort, the ad would then tend to stick to the audience's mind for a longer period of time as well.

Awareness is when an advertisement makes an impression of where something registers (Moriarty, Mitchell and wells 2008, 156). Levi's signature red tab logo and the "m" arch logo has been distinctive, thus when consumers look at the ad, they are able to recall almost instantly the brand name and products.

Lastly, recognition is a measure of perception and is used to determine awareness (Moriarty, Mitchell and wells 2008, 156). The three different ads, though trying to send out different message, it all aims to reinforce the key qualities of a pair of Levi's jeans. With the signature red tab logo and "m" arch logo and for the fact that they have been in the market for a relatively long period of time, it is not difficult for the audience to achieve the "recall" factor as the key points and features are distinctive.

Affective/Emotions

Affective responses mirror our feelings about something and it describes something that stimulates wants, touches the motions, creates liking and elicits feelings (Moriarty, Mitchell and wells 2008, 157). Advertisements therefore evokes feelings that could results in wants and liking from the consumers towards a particular product or brand, ultimately inducing the consumers to make the purchase. The Levi's advertisements are created in such a way that it brings out the key points and qualities of their pair of jeans, creating a positive impression

and feeling about their brand, therefore triggers the consumer to visit the stores to try and feel the cutting of the whole package of the pair of Levi's jeans.

Association

Association is the technique of communicating through symbolism, thus it is the primary tool used in brand communication. It is the process of learning to make symbolic connections between a brand and desirable characteristics and qualities (Moriarty, Mitchell and wells 2008, 162). Levi's has been quite successful in this area, especially with their signature red tab logo that is sewn to the right butt pocket of the jeans and the "m" arch threading on both the butt pockets. It is so successful that one look at it, consumers are able to associate Levi's jeans to it, and remember the good quality the pair of jeans provides for the owners.

Persuasion

Persuasion is the conscious intent on the part of the source to influence or motivate the receiver of a message to believe or do something. Persuasive communications create and change attitudes and create convictions which are important goals of most marketing communication (Moriarty, Mitchell and Wells 2009, 163).

In Levi's advertisements, they focus on sophistication and quality of their jeans which enabled them to create a positive impression and feeling about their brand hence, motivating consumers to purchase and creating conviction. Consumers can easily understand and interpret advertisements as they are direct and straightforward. The advertisements require a low-involvement from consumers since it has little process of responding to the message or decision making.

Cognitive

Cognition refers to how consumers search for and respond to information, as well as how they learn and understand the ads. It applies to large purchases such as cars, computers and major appliances. In addition, cognitive processing compliments feeling and thinking (Moriarty, Mitchell and Wells 2009, 159).

Levi's advertisements focus more on consumers' emotions rather than the rational aspect of providing facts, information and explanations of their products. Adding on, Levi's is able to differentiate itself through its brand logo and they way they convey their message through their advertisements. Their advertisements have achieved recognition through their copy points where consumers are able to recall the advertisement message, remember seeing the advertisement or the brand.

Behaviour

The behavioural response involving action of some kind is the most important goal in advertising. The goal of the advertisement is to get people to try or buy their product (Moriarty, Mitchell and Wells 2009, 165).

Levi's uses 'call to action' in their advertisements where they convince and motivate consumers to purchase through their advertising message. For instance, they use catchphrase like 'Last longer than your husband' to pique consumers curiosity on the durability of their jeans, hence motivating and influencing them to purchase the product.



The Problem

CK in comparison to Levi's has been seen to be a high-end brand which in other words it also means that it would cost more to own a pair of CK jeans. The challenges facing its advertising campaign since its launch is the used of what may proclaimed to be 'controversial images'. It is perceived by many that CK ads are too sexual. The risk in such ads is that even though it may be accepted by consumers of the Western countries, it would not reflect the same for Asian countries due to the difference in culture and values. As such, the new CK campaign aims to reach out and connect to the consumers who are not receptive towards the current advertising campaign. It would compete with Levi's to use a more vibrant but yet conservative way of capturing the attention of consumers.



Target Audience

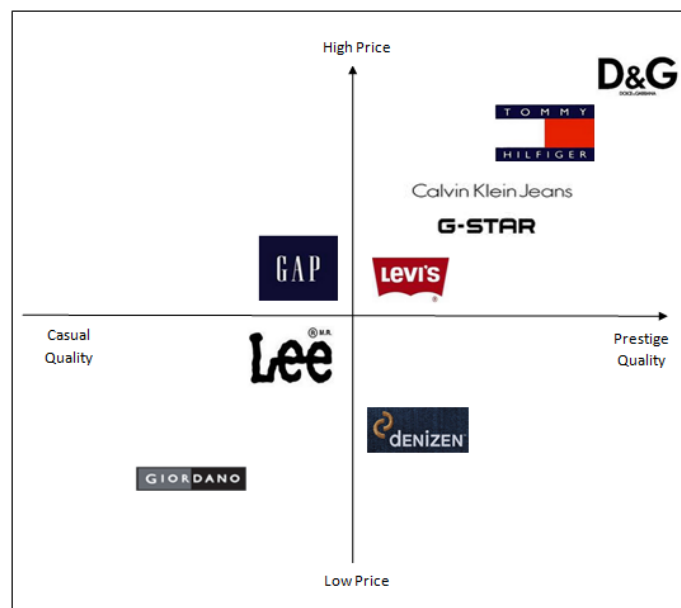
The targeted audience of Calvin Klein ads follows closely and remain mainly the same as those of Levi's. The target audience of CK Jeans would be young working executives and also the medium-high income class who are generally between 25 to 35 years old with education level of tertiary and above. CK consumers seek sophistication, sleekness and status when owning a pair of CK jeans. The price range for CK Jeans is from \$250-\$350, which is priced slightly higher than Levi's. The higher pricing would not be a disadvantage to CK as the jeans is perceived to be of better quality and has a better brand image. The idea for the new ads is to pitch directly against Levi's and create an image for Calvin Klein Jeans.



Positioning

CK Jeans in the minds of consumers is jeans which are priced higher and is perceived to be of better quality when compare to Levi's. As such, the ads in the new campaign aims suggest to consumers in the market that even though it is priced higher as compared to other brands, it is still affordable so as to compete directly against Levi's. To communicate to consumers the uniqueness of CK Jeans.

Perceptual Map of Jeans Market



Consumer Insights

As the target audiences of CK are working adults of the middle and high income group it is perceived that when seeking for products they would be more willing to spend on brands which products are known to be of better quality. Another consideration to factor in when seeking for products is such that the products would somewhat represent not only their personality but also acts as their status symbol.

Therefore, when it comes to seeking for a pair of jeans, they would not only consider the basic factor of comfort but also the quality of the material and the overall presentation of themselves when they are in that particular pair of jeans.

Advertisement 1



Advertisement 2





Medium Details – ELLE

Publication: Elle Magazine

Classification: Women's Magazine

Publisher: MediaCorp Publishing (MediaCorp Pte Ltd)

Cover Price: SGD5.00

Frequency: Monthly

Size of Advert: Full Page size A4

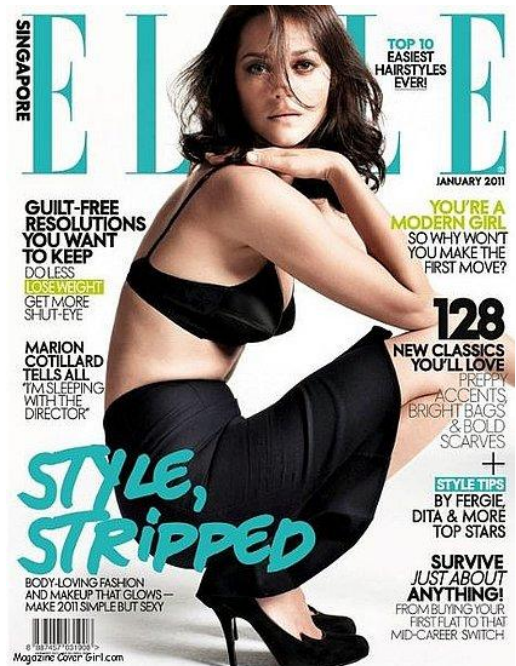
Circulation: 40,000

Target Audience: Females, 20-40 years old

Target Audience: Male and Female, 18-30 years

Key Advertisers: Gucci, Chanel, Lancome, SK II, DKNY Jeans, Burberry and Mango.

Website: www.mediacorppublishing.com



Readership Profile

ELLE was launched in 1993 and its said to be more than just a regular off the shelves fashion magazine, ELLE sells itself to be a style magazine. It helps to create a platform between designers and women. It features not only the latest fashion trends and designer clothing but it also advises women on how to wear them in their daily lives. The raising success of ELLE is due to the vast variety of styles it offers to cater to every woman. These include designer clothes, luxury items and even sportswear. ELLE's message to every woman is "Wear It Your Way" therefore encouraging woman to feel free and be bold in creating their individual style. ELLE believes in inspiring and introducing new styling ideas to women and not just dictating.

ELLE's targeted readers are between the ages of 20 to 49 years old and 93% of which are female readers (Lagardere, n.d). The socio-demographic profiles of ELLE's readers are such that 46% of them are between the ages of 20 to 39 years old which coincides with the targeted audiences of CK Jeans.



Medium Details – Men's Health

Publication: Men's Health

Classification: Men's Magazine

Publisher: Blu Inc Media Pte Ltd (SPH)

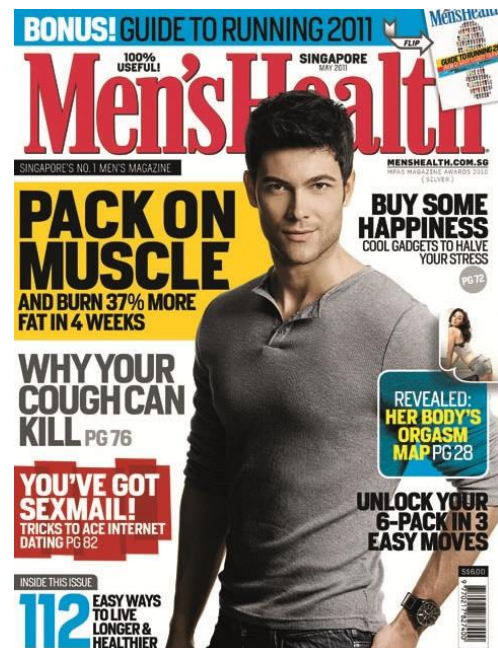
Cover Price: SGD6.00

Frequency: Monthly

Size of Advert: Full Page size A4

Circulation: 30,000

Target Audience: Male, 25-35 years old



Key Advertisers: Billabong, Bvlgari, Heineken, Hyundai, Kenneth Cole, Lacoste, Nautica, Rado Switzerland and Samsung.

Website: www.menshealth.com.sg

Readership Profile

Men's Health was launched in 2003, since then it has quickly established itself as the magazine for urbane active men. It features issues on men's fitness, health tips, dating, travel and even the latest fashion and styling trends. The success of Men's Health is such that it presents information to its readers in an approachable and yet professional manner (SPH Magazines, n.d)

Men's Health targets readers between the ages of 25 to 35 years old who are mostly professionals, managers, executives and businessmen (Marketing Interactive, 2007). Its targeted readers match exactly to those of CK Jeans. Thus, readers would be able to easily relate to the selling idea of CK Jeans.



Medium Details – JUICE

Publication: JUICE

Classification: Fashion Magazine

Publisher: David See

Cover Price: Free of Charge

Frequency: Monthly

Size of Ad: Full Page Size A4

Total Circulation: 30,000 issues

Target Audience: Male and Female, 18-30 years

Key Advertisers: Guess, Starbucks, Heineken, Feiyue, DKNY Jeans, Pull & Bear, Kronenbourg 1664 and Uniqlo.

Website: <http://www.juice.com.sg/>



Readership Profile

JUICE was launched since 2002 and is a free-to-reader magazine that is available every month. It features every aspect of local and international music, fashion and clubbing cultures. Over the years, JUICE has grown to become one of the leading street culture and nightlife magazines in Singapore. Being irreverent, edgy, credible and never afraid to make waves, it has narrowed the gap between the street culture, nightlife industries and its readers (JUICE Singapore 2011).

JUICE Singapore targets readers from the 18-30 years age group. They are young, affluent, sophisticated and creative who are actively seeking fun and to be updated with the latest trend, gadgets and events. They are also the consumers of nightlife industries, from music to clubs to bars, where they are willing to spend generously on clubbing, alcohol and fashion. On top of that, JUICE is able to attract the readership of both genders. As such, placing CK ads in JUICE would aid in connecting readers who seek to keep up with the latest fashions and trends.



The Big Idea

The big idea of CK's new campaign is to reinforce to consumers that jeans are no longer like what they were when it was first introduced instead, it is now a new combination of fashion and fun. The transition of its style and design over the years has made jeans a must have in every consumer's wardrobe. Jeans today not only symbolizes rugged or casual but represents fun and active.

Each of the ads is accompanied with a simple and short tagline. These taglines match with the idea of the campaign which is to combine fashion together with fun. One of the taglines "freedom to fly with Calvin Klein" suggests to the targeted audience that when the out on a pair of CK Jeans, they would not feel restricted but instead they are given the 'freedom' to be active and enjoy fullest on whatever they are doing. The other tagline used in the second ad 'a Calvin Klein for everyone' suggest that regardless of age, gender, body-type or even personality there would be a CK Jeans suitable for everyone.

The big idea is thus being communicated through the visuals of the models appearing in the ads which help to stimulate the image of the big idea in their mind. In addition, the ads have been kept simple so as allow the focus to be on the product.



Message Strategy

A message strategy is the primary tactic or approach used to deliver the message theme (Advertising design- message strategies n.d.). It is essential in achieving advertising objectives which is to attract the attention of its targeted audiences and to encourage them in buying.

The message which CK Jeans' ad is sending involves approaching its audiences through the heart and the head. The taglines which have been used are short and direct therefore the message of the ad can be easily understood by the audience which aids in them being able to connect to the message sent. Both taglines also create a positive image and feeling towards CK Jeans which adds value to the brand itself.



Message Approach

Advertising aims to influence the perception which the audiences already have. The selected series of Levi's ad uses emotional appeal to communicate and connect with its audiences. "Emotional appeal relates to an individual's psychological and social needs for purchasing certain products and services" (Different Types of Advertising Appeals, 2009).

In the new campaign, CK touches further into emotional appeals by looking specifically at personal and social appeals to communicate and connect with the targeted audiences. Minimal information is given for both the ads in the new campaign as its relying on the visual images to stimulate personal emotional appeal.



Message Execution

Advertising today is an important and effective medium in creating awareness and getting the attention of its audiences in a short period of time. The message which is being conveyed through the ad has to be appealing and influence its audiences to want to make a purchase. CK has all along been seen using sex appeal in their campaign to raise curiosity of its audiences which results in strong feelings of the ads (Different Types of Advertising Appeals, 2009).

However, the new campaign uses more of the personal and social appeal to encourage the audiences to purchase by including driving forces such as joy, happiness and the status symbol of CK. These messages are conveyed through the taglines "freedom to fly with Calvin Klein" and "a Calvin Klein for everyone" to reinforce the fact CK Jeans allows you to move freely and that it suits everyone. Instead of overloading the audiences with facts and information, the new campaign chooses to appeal to the emotions of its audiences.



Eye Movement



The design layout for both ads in CK's new campaign adopts that of a picture window. The product image clearly dominates majority of the ad's space. Attention would first be drawn to the five pair of jeans. The first ad, the jeans stand out and draws attention of the audiences as 90% of the ad is in grey scale which leaves the focus on the only coloured jeans. The second ad also focuses on the jeans as there are no other designs in the ad to distraction the audiences. After which the attention would be drawn to the only wordings in the ad which are the tagline and the brand name. The tagline matches the visual image which is present as the models in the ad are jumping which is being seen as 'flying' and that regardless of gender or personality there is a CK Jeans which is suitable for each individual. In addition, Calvin Klein is easily recognized by all and both the ads are very simple, straightforward and direct in conveying its message to the audiences.





Effectiveness

Advertising is described to be effective when it has successfully create an intention to purchase and consume a product. **Facets model** shows the effectiveness of ads that means the how the market gets attracted and makes general opinion about them. It consists of 6 components which are Perception, Cognitive, Affective and Emotions, Association, Persuasion and Behavior (Facet Model of Advertising n.d) Therefore, Facets model will be a useful tool to achieve advertising effectiveness for CK Jeans ads.

Perception

The processes by which we receive information through our 5 senses (sensation) & assigning meaning to the information received. For example, exposure, selection and attention, interest and relevance, awareness and recognition (Advertising 2009). First of all, the ads are featured in Fashion-related magazines such as Elle Magazine and Juice Magazine. All these magazines reaches to the targeted audience easily, therefore the exposure of these ads to the target audience has been achieved. The ads in the new campaign adopt two different taglines, “freedom to fly with Calvin Klein” and “a Calvin Klein for everyone”. It changes CK’s usual campaign image from sexual to a fresh and energetic. The ads images are taken in Singapore Botanic Garden; the green environment represents a healthy and young image.

Emotions

Emotions mirror our feelings about the brand (Advertising 2009). The ads in the new CK Jeans campaign emphasize the fresh and positive image towards CK jeans. The new ads are simple, yet it evokes positive feeling in viewers by looking at the ads.

Behaviour

The behavioural response involves an action of some kind and it is the most important goal in advertising. The goal of the advertisement is to get people to try or buy their product (Moriarty, Mitchell and Wells 2009, 165).

Unlike Levi's which emphasize on the quality and durability of their jeans to attract the attention and to motivate consumers to purchase. CK Jeans motivates consumers by using the brand name, brand image and emphasize CK is better than Levi's. CK emphasizes on feelings to create a connection with the brand and its image. In order to display the uniqueness about CK Jeans, these points in the new ads wants to catch the consumer's attention by making them feel that when they put on a pair of CK jeans it suggest that they good taste and has higher social status.

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