



AdBook

-Curtin Singapore-

Advertising 211

Trimester 2A, 2010

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-----PART A-----



Advertisement 1: Page 10 of 225 (Female Magazine)



Advertisement 2: Page 46 of 225 (Female

Executive summary

The big idea for levis advertisements analyzed is women empowerment, by instilling confidence into the minds of the target audience, which aims to simulate women into perceiving a portrayed “life of fame”, success and desirability when levis lady style jeans is worn. Identifying the problem that Levis like other jeans, market their jeans with visuals using beautiful models and involving certain sexual elements.

The Ads created by Lees are formulated differently from Levis, using humor elements to communicate the message towards the audience. Using various bold elements to the advertisement it will portray a interesting , unique and positive brand association in the Consumer’s mind.

By standing out from the competition, It is believed that it would create impact and stopping power with the use of animals as models of the jeans instead of beautiful sexy models. The target market and the mediums used for Lees are similar to the target market profile used by Levis. Using Facet Model, Maslow’s hierarchy of needs, FCB grid model and Vals 2 model, Lees is presented with the appropriate creative advertisements. The Big idea, Message strategy and Message approach encompasses the need for Lee’s to differentiate itself from the competitor as well as trigger a different emotional appeal to the target audience. By doing so it will further assist the Lees brand’s positioning against its competitor ie: Levis.

Medium Details



Name of Magazine: Female

Website: <http://www.sphmagazines.com.sg/magazines/female>

Date Issues: May 2009

Medium used: Print Magazine

Category: Women's Magazine

Published by: Blu Inc Media Pte Ltd (a division of Singapore Press Holdings)

Available in: Singapore, Indonesia and Malaysia

Audience size: Female magazine has a readership of 135,000 (Source: AC Nielsen Media Index 2009).

Audience skew: The magazine's audience skew is females aged between 25 years old and 35 years old. The readers also tend to those who are single or have a double income with no kids (DINKS).

Readership profile: Launched in 1974, Female is Singapore's leading fashion and beauty magazine. Every month, Female delivers to its trend-and brand-conscious readers the hottest looks from the fashion capitals of the world, profiles the biggest designers, and offers the very best in style advice and beauty news, from the most revolutionary of products and services, to the latest up-to-the-minute trends.

Suitability to convey message:

Female magazine is fashion magazine, which targets Singapore female readers between 25 and 35 years old. The brand ads for Levi's jeans are similarly targeted at women between the same age group. The ad suggests that the model representing this segment of consumers who enjoys experimenting with fashion and values the importance of looking attractive, stylish with confidence.

friend in her magazine. From relationship solutions, to fashion and beauty advice, to career guidance, to sex tips, to hot men, to gossip ... CLEO is truly what a girl wants.

Suitability to convey message (How suitable is the brand ad in relation to this magazine?):

Cleo magazine is fashion magazine that targets Singapore female readers between 17 and 29 years old. The brand ad for Levi's jeans is similarly targeted at women between the same age group. The ad suggests that the model representing this segment of consumers who enjoys experimenting with fashion and values the importance of looking attractive and being trendy. The ad uses the 'curvy doll' concept to convey the message. Levi's Ladies Style gives the impression of slender-looking legs and tall stature, which will boost confidence among the young ladies.

Target Audience:

Demographics : Levis Lady's style primarily targets the Females aging from 18 – 30 years who are categorized under Generation Y. They are Single women with minimum income of 12000 Singapore dollars per annum and above. They are of Chinese, Malay and Indian ethnic backgrounds. They are either working at an entry level or studying their post secondary education.

Using the Val's System, Levis Lady's style adopts the segment of Strivers, who are trendy and fun loving (Refer to Appendix A).

Psychographics :They are motivated by achievement and are concerned about the opinions and approval of others. Success is defined by money for strivers, and is essential to have enough to meet their desires. They prefer stylish products that emulate the purchases of people with greater material wealth. Many Strivers see themselves as having a job than having a career and a lack of skills and focus often prevents them from moving ahead. Strivers are active consumers because shopping is both a social activity and an opportunity to demonstrate to peers their ability to buy. As consumers, they are as impulsive as their financial circumstance will allow.

Specific Needs

The basis of Maslow's theory of motivation is that human beings are motivated by unsatisfied or specific needs, and that certain lower needs need to be satisfied before higher needs can be addressed (Refer to Appendix B). Jeans provides only certain specific needs of the person who is wearing it.

Safety Needs: Jeans can provide warmth, if needed. Even though Singapore does not have four seasons whereby we have really cold weather, but there are still time when the weather are colder especially in rainy seasons.

Social Needs: It is very common for Singaporean to wear jeans for all kinds of events, thus it can be a symbol of belonging to certain groups especially if the group members are jeans-lover. Jeans is very functional because it can be worn to every event, thus it is deemed as very sociable. Singaporeans, being a highly fashion savvy, are concern about the designs and that the jeans are wearable.

Esteem Needs: When a person feels that they "belong" in the society, the urge to attain a degree of importance emerges. In this case, attention is much more concerned. Wearing specially made or designed jeans can change the look of the person wearing it can make the person more sexier or even slimmer. The "need" to feel confident with their outer appearance takes an important role especially for ladies who want to have a more sexual appeal to their appearance, are conscious to appear presentable.

Specific Wants:

Target market for Levi's Lady Style Jeans is the young lady who work or study that wanted to have a better outlook with a nice bottom and perfect figure of leg. Besides the basic needs of a pair of jeans for outing, the wants of the target market will be the additional value for the pair of jeans to make them look better and satisfied their desire. There are several additional values that jeans brands always do, cutting line for better figure look, decorations, attractive colors and more.

Want is a desirable emotion that needs to attract target market by knowing their mind exactly what they want from the jeans to fit them better (Kotler et al.2008, 121).

Through the advertisement, we can figure out some of their target market wants base on their research. In the advertisements, the endorser is having a confidence pose and expression, a fit beautiful lady's jeans on her slim and lengthy leg. The reason is to aim on the wants of target market, they like tight jeans with darker color, shinny stones on it and also nice figure with confidence and attractiveness. The advertisement fully expresses the attractiveness and confidence between the lay and the guy. It may drive the target market to buy themselves a pair of Levi's Lady Style Jeans by fulfills their needs and wants.

Positioning:

Product Positioning concludes the process in which a consumer views the product in comparison to other products (Spence-Stone et al.2008, 193).

A product can be positioned in a particular way so that the idea portrays a specific place in the consumer's mindset depending on what the product offers and the differences the product has with its competitors (Spence-Stone et al.2008, 193).

The positioning of a product can vary depending on the marketer's capability to position or brand in accordance to the product class, attributes, benefits, usage occasions, users and against competitors or away from the competitors (Spence-Stone et al.2008 , 193).

The Levi's Brand Positioning mainly focuses on attributes such as the quality of the jeans, the various designs and the luxurious look of the jeans. The products are moderately priced with affordable mid-range products that emphasis on a high quality that equals to its value. The prices are often in the expected range for the brand. In terms of Application factor, consumers wear Levis to feel acceptance so that the people know about the brand and wearing the brand makes them feel accepted socially. The common product user includes trendy sophisticated individuals who encompass elegance, femininity and sexy like the celebrity endorser. The cultural symbol is derived from the official brand logo with the red tag and the distinctive pocket design.

Desired Reaction/ Objective:

The Levis Lady's Style campaign's main objective aims to persuade the consumers to identify the Levis jeans as the preferred brand when choosing Jeans. It is to reach out to women who want to look feminine and sexy, who are fashion-savvy and self-assured (Marketing To Women 2008).

The advertisements intend to create an emotional connection between the audience with the Brand image to associate the Brand with success, Luxury and Female empowerment.

The Big Idea – Levis Lady's Style:

The big idea for levis advertisements shown here is women empowerment, by instilling confidence into the minds of the target audience, the advert aims to simulate women into

perceiving a portrayed “life of fame”, success and desirability when levis lady style jeans is worn.

Ad1 – The use of color contrast of the dark background, and the glossy red sofa with the women model lying down portrays sophistication; in addition, the use of a well-groomed male model in a suit positioned at her feet indicates his service to her. It can be inferred that the women wearing the jeans have power and authority above him, that of which the male has no ability to resist the desire to serve her.

Ad2 – The use of dark colors can be seen again in the second advertisement, with a silver wall in the background, this gives a classy and sophisticated touch to the advertisement. The female is now seen backed face, allowing her to display the diamond studs on the jeans which forms the trademark jeans pocket design of Levis jeans. While in such a pose, the model head is turned back as though she is looking into the camera with her hands on her hips. This allows the model to showcase her figure as her position creates curves with the outline of her body. While in such a position, her earring and wrist accessions are visible, adding up to her sophistication level. A male model in a black suit can be seen walking towards her direction, having him in the picture would associate that he is of her company, which can also be perceived that wearing a pair of levis jeans would empower a women with such confidence that a dress or formal wear is not needed to earn the company of a well groomed man in a suit.

Ad3 – From the scene in this advertisement, it can be inferred that the female is a celebrity, having a camera in the background, a tall lighting stand, a clothing rack and the dressing table with light bulbs around the mirror frame. The model is shown with her back faced allowing the display of the diamond studs on the jeans which forms the trademark jeans pocket design of Levis jeans. The model’s face can be shown in the mirror preparing. Inferring from this ad, having a women of statues and fame wearing jeans, when the target audience looks at the ad it will invoke aspiration in women, simulating the wants to successful by purchasing the jeans.

Message Strategy

Four categories of consumer decision makers and corresponding message strategies (Refer to APPENDIX A) .

All 3 advertisements by Levis uses the “feelers” found in the FCB Grid (Decision makers and corresponding message) (Refer to APPENDIX A).

Relying largely on the usage of appeal and imagery creates an affective strategy that touches on emotions appealing to their audience.

Advert1 – The use of Dim lighting and a dark background, with the contrast of a glossy red sofa, by having a spot of red in a dark background is used to draw the attention of the eye. According to color psychology, the use of red resembles Sex and Passion (Cambell, 2008) leading eye movement to the woman model who is dressed in black, posed lying down on the red sofa in a somewhat sexual position, in addition, the use of a well groomed male model in a suit positioned at her feet reinforces the sexual tension between the two. The female model is dressed in black; black according to color psychology represents sophistication, elegance, seduction and mystery (Cambell, 2008). By using such visual imagery greatly appeals towards women who want to be perceived to be of sophistication, elegance with a degree of sexual attractiveness.

Ad2 – A black background, and models dressed in black are used in this advertisement; black according to color psychology represents sophistication, elegance, seduction and mystery (Cambell, 2008). Displayed in contrast with the black background is the use of silver on the wall, and on the accessories worn on the female model (earrings & bracelet). Silver indicates prestige according to color psychology (Cambell, 2008). By using such visual imagery would greatly appeal towards women who want to be perceived of being prestigious with elements of sophistication and elegance.

Ad3 – Instead of using color, ad3 focuses more on physical elements to appeal to its audience. There is the presence of a camera, a tall lighting stand, a clothing rack and a dressing table with light bulbs around the mirror frame. These physical attributes indicate the life of a celebrity and the imagery as a whole would appeal to women who are inspired to live a life of fame and success.

Think/Feel:

AD 1 – In this advert, the image initiates the audience to think of female empowerment and that the endorser in the ad is confident with the posture and the situation she is in makes the audience to think that she is someone popular with a high earning capacity and that she is very successful. The male counterpart in the advert leads the audience to think of attraction factor from the opposite sex. It also makes the audience to think about how the woman has a dominance and control in the situation. The atmosphere shown makes the audience think of exclusive access and a glamorous backdrop. These elements ideally lead the audience to think of their personal success, appearance and their wants. The audience will feel motivated and feel proud to be a woman of her career achievements and her circle of acquaintances.

Ad2- The same idea from the previous advertisement is delivered in this advert as well. It includes the same elegant atmosphere, but with a more classy and sophisticated feel than the previous advertisement. In this advertisement it also shows the diamond studs that decorate on the back of the jeans. The advertisement is letting the female to think that they not really need a good-looking company to express herself positively, but by wearing a Levi's Jeans they can do it themselves nicely and confidence like the lady in the advertisement. So girls will feel themselves more comfortable to be alone and confidence when they wearing a pair of Levi's Jeans.

Ad3- The scene is slightly a bit different with the previous advertisements. It shows a place like a movie scene surrounding with cameras. It shows the audience to let them think about the lady is confidence enough to stand in front of camera with nice posture without any fears to show off her own self and she is very comfortable and confidence when she stand in front the mirror like a Hollywood actress. So the audience will feel they will not be fear anymore if they wearing a Levi's Jeans when they stand in front the cameras and be brave to show off themselves.

Message approach:

All three ads use the format of a spokesperson/endorsers as the message approach. Korean actress, **Song Hye-gyo** can be seen modeling in the advertisements with the jeans on (Song Hye Gyo, 2005).

Emotional Appeal:

Killeen argues that having a celebrity endorser allows consumers to identify with a celebrity or organization by attaching aspects of the reference group's to their own personal life (Gonzalez, 2009).

Also, the use of celebrity endorsements is a popular way to differentiate among similar products when it is difficult for the consumers to perceive many actual differences among the products competitive set during the mature stage of the PLC (product's life cycle) (Kotler et al.2008, 142).

In this case, jeans currently in the market does not have significant physical difference with the competition thus when the brand runs out of things to say about their product, they would rely a lot on celebrities.

Message Execution styles:**Copywriting:**

Little copywriting is used in all three advertisements; there is only the presence of the Levis lady's style jeans logo on all three ads. Such simplicity allows the advertisement to embrace the sense of elegance and prestige to compliment the message strategy applied.

Design

All three advertisements use Art as the layout as the ad fills up the whole frame, with the Levis ladies jeans logo displayed within the picture itself.

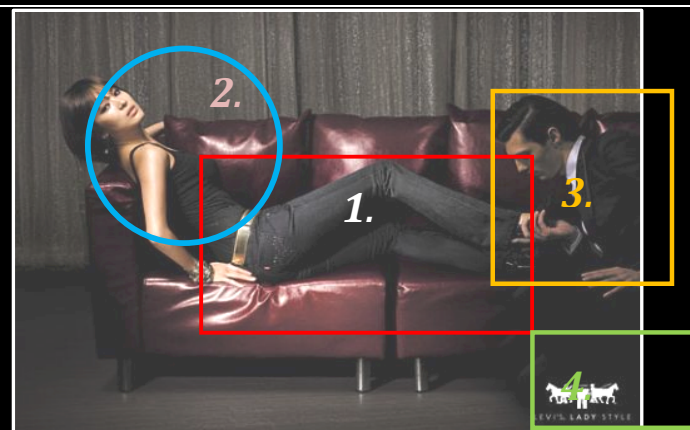
Ad1- The first advertisement, uses Dominance as its design principle, with the female model being the focal point of the advertisement with the use of colors as explained in message strategy and the male model to support the role and position of the female model.

Ad2 – Ad2 uses Contrast as its design principle, focusing on the model herself in the foreground and the male in the background. Focusing on the female model while having the male model in the background compliments the big idea of women empowerment with the support of colors as discussed from the message strategy.

Ad3 – The third Ad uses unity as its design principle, as the model and all the physical elements in the ad are fused together to form the impression that the model is a celebrity, preparing herself for the set.

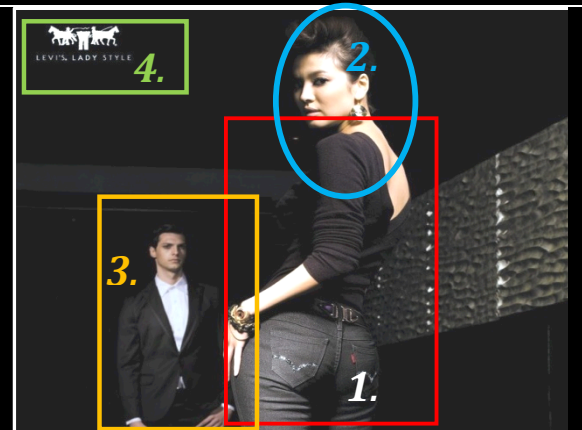
Eye Movement:

Ad 1: Spring 2009 Levis Lady Style Jeans campaign (series 1)



In this advert observation, we perceived that the reader's eye lead to :

1. looking at the jeans and the elongated legs
2. focusing on the model's facial expression
3. the male model pointing at the edge of the jeans as he observed.
4. Levi's Lady Style Logo.

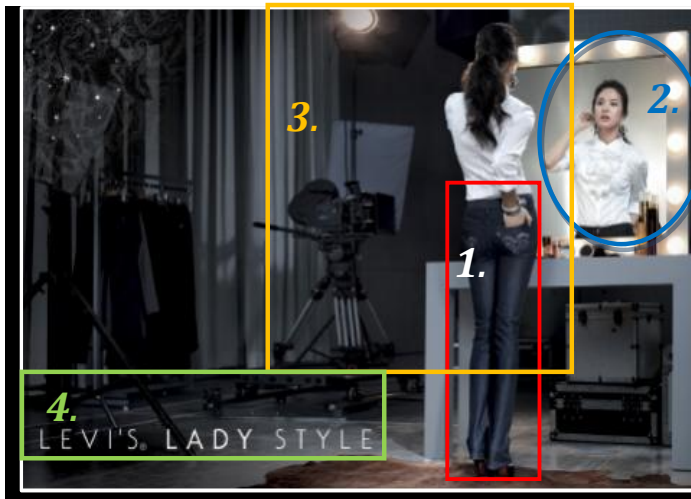


In this advert observation, we perceived that the reader's eye lead to :

1. looking at the jeans and the model's hips
2. focusing on the model's facial expression
3. the male model standing at a distance
4. Levi's Lady Style Logo.

Ad 2: Levi's Lady Style Jeans campaign (series 2)

In this advert observation, we perceived that the reader's eye lead



to :

1. *looking at the jeans and the model's accentuated figure*
2. *focusing on the model's facial expression*
3. *the background of the backstage inside the photograph*
4. *Levi's Lady Style Logo.*

Effectiveness:

1. Grab attention – The amount of visual and color combination scheme is attractive, in addition there is usage of female celebrities as the models. There are no words other than the Logo of Levis “lady’s style” which sufficient to allow recognition of the brand advertisement.
2. Stick in memory – Since a female celebrity is used for the model in the advertisement, it would allow people who are exposed to the advertisement remember the advertisement. On the other hand, this series of ads does not significantly stand out from the other jeans Ads therefore it might be possible that people would only remember the celebrity but not the advertisement.
3. Cement belief –Through this advertisement, people might have a perception that by wearing a pair of Levis jeans would generate a distinctive change in lifestyle. However the advertisement itself is not strong enough to allow logic to process that a pair of jeans is able to change the perception on how the society thinks of an individual.
4. Tell interesting stories – This particular series of advertisements does not tell anything story as much as establishing/reinforcing the brand image

5. Communicate quickly – The ads does communicate quickly in establishing/reinforcing that Levis ladies style is sophisticated and prestigious.
6. Anchor associations – The ad associates itself with a lifestyle of living a life of fame and success, as the images reflects itself closely to elegance, prestige and women empowerment, with the use of either colors, or physical elements seen in the ads.

The Facet Model:

Facet model encompasses factors such as Perception, Cognition, affective and emotions, association, Persuasion and Behaviour (Spence-Stone et al.2008, 105).

Perception:

Elements such as exposure, selection and attention, interest and relevance, awareness and recognition are instigated with the five different senses and gives significance to perception (Spence-Stone et al.2008,105).

EXPOSURE:

The 5 Senses of the perception of the ads convey that by placing the ads in magazines, they receive the right exposure to the targeted audience.

This is ensured with the choice of the medium used and the magazines used.

SELECTION & ATTENTION: Referring to the ads, the aspects of selection and attention are satisfied with the Sophisticated look to the Ads. They attract attention with a dark background with the particular focus on the fore ground and the model's used. The layouts of the ads are strategically placed to make an impact on the target audience mindset. Furthermore, it intrigues the audience to focus on the idea portrayed in the ads.

INTEREST & RELEVANCE: The Interest and Relevance factors are established by the linkage between the endorser and the audience which influences the audience to "want" to look like the endorser in terms of looking confident, successful and having a positive appeal.

AWARENESS: In terms of Awareness, using the same celebrity as the main focus in the ads and having a consistency in the ad appeal, it establishes a similarity within each of the ads and thus creating an impact to create awareness. The audience viewing the ad will be able to relate to the ads and initiate "connecting the pieces to the puzzle". Incorporating a famous celebrity as the endorser, the advertiser establishes a familiarity appeal, to the

audience. Using a celebrity creates “glamour” factor indicating the celebrity to be famous, popular and wealthy. This is a factor that is perceived to be appealing to the mentioned target audience.

Cognition:

The visual stimuli and the elements such as the Levis “Lady’s Style” Logo, the contrast of the image setting, the existing popularity of the levis brand, the celebrity wearing the jeans and the Fit of the jeans established in the ad results in a series of thought process in the audience mind to create a recall of the Ad. The consumer audience remembers seeing the ad and remembers the aspects of the Levis “Lady’s style” Jeans in terms of the fit, the unique logo and the sophisticated imagery used.

Affective (Emotion):

The Advert stirs the emotions of the target audience by relating the imagery to success, aspirations, wants and desires to improve their self-image. It persuades the audience to emotionally connect to the ad.

The adverts evoke emotions like envy so as to make the audience feel “ why can’t I be successful like the celebrity endorser?” and the acceptance within the immediate partners, social circle and to draw in the attention from the social life. The ads also create a sense of passion to lead the audience to perceive that “wearing Levis jeans makes you feel sexy” and appeals to their partners.

By creating Positive thoughts, liking the ad leads to a positive brand image and that when the ads are visually attractive with good looking models and a classy feel to the background of the ads. The adverts also portray resonance to the idea of female empowerment where the audience can feel “proud of being a strong and confident woman” this is especially identified with the attitude of the woman conveyed through the ad imagery.

Association:

Levis brand known for being trustworthy in terms of quality, this is recognized through a symbolic relation towards the brand (Levis) and sub brand (Levis Lady’s style) represented by the brand image and the brand personality. The advertisements portray a sophisticated and stylish arrangement to extend the quality, luxury appeal and class with incorporating

the young, trendy and fashionable celebrity endorser in the advertisements. This is further identified with the “feel-good, look-good” idea of female empowerment.

The advertisement aims to reinforce and improve the brand image to one of class and sophistication and thus adding depth to the luxurious factor of the brand image. The brand is identified easily with the red and white trademark Levis style logo. The brand’s position is communicated through the product where Levis brand is defined by its jeans. The Advertisements establishes a young, fashionable and stylish personality of the brand to the audience. The Levis Adverts promise that the jeans are of quality, consistency, variety and the audience acknowledge the brand value and relate to the brand.

Persuasion:

The adverts reinforce the brand image and establish a new opinion about the Levis ‘s sub brand, which is the Levis lady’s style. This affects the attitude and the mind set of the consumer. The celebrity endorser influences the audience idea and facilitates to shape the message of the advert together. *In terms of preference, the adverts create an intention to buy the product as the consumers develop a preference for the idea initiated when the endorser being a celebrity, delivers the message with their influence and source credibility as an opinion leader. When considering purchasing the product, the deciding factors such as familiarity, choice and interest drives to a moderate to a low scale involvement. The brand being a well-known name is easily identified and thus creates a comfort level to believe in purchase.*

Target Audience:

Demographics and Psychographics:

The target market will mainly remain the same from the Levi's ads, as the target market falls directly within the same range for Lees. With careful consideration, the target market was further extended. Levis' target market of women who are strivers essentially concerned with material gain and success, to Lee's new target market extension of women who are independent thinkers who are experimental, adventurous and confident women. They are the new age women who are creative and willing to think out of the box. According to the Vals' theory, Lee's is targeting Experiencers who are motivated by self-expression (SpenceStone et al.2008, 142).Experiencers include young, enthusiastic and impulsive consumers who are enthusiastic about new possibilities but are equally quick to cool (SpenceStone et al.2008, 142). They seek variety and excitement, enjoying the new, offbeat and the risky factors. Their energy finds an outlet in exercise, sports, outdoor, recreation and social activities (SpenceStone et al.2008, 103).

Positioning:

Given that both Levi's and Lee are selling and manufacturing similar line of branded products –jeans, consumers have a high tendency to seek alternative varieties when selecting and making purchase decision. As a result, intense competition exists. Lee being the weaker challenger is at the disadvantage due to Levi's strong consumer presence in Singapore. To differentiate Lee advertisements campaign from Levi's Ladies styles, we decided to brand- position Lee using four positioning techniques for implementation. Attribute, Price/Quality: In terms of 'attribute, price/quality', we aim to position Lee as the 'brand that fits' which promises comfortable, trendy high-quality jeans for females' consumers of various sizes. Such that these group of female consumers will desire to seek and own a perfect fitting pair of jeans which will brings out the best among the ladies. (VF Corporation.2008). The company concentrates on affordable standardization pricing for their international market and it is scaled towards mid-range pricing (from SGD \$58 - \$80 per jeans). In view of product-users, Lee aim to target at female consumers who seek practical, comfortable and affordable jeans yet stylish and trendy that will reflect her individualistic qualities.

Cultural symbol: Like Levi's, the company Lee cultural symbolism focused on its brand name as the marketing tool to promote their products. Both companies also use the brand

name as logo for their jean labels, buttons, as well as featuring on advertisements such that consumers can associate and identify themselves with the brand. The most familiar selling strategy of Levi's is characteristic by utilizing 'confidence and style' as the cultural symbolism. Whereas, Lee's selling strategy is characteristic by 'offering alternative perspective and individualism'. Being Levi's direct competitor, we aim to position Lee better than Levi's does. This includes raising consumers' awareness through print-publication using *Her World and Cleo* (2 of the most popular magazines in Singapore) as the medium to inform and create hype among the young local females' readers during the six months print-advertisements campaign (see *Part C: Medium Details*). We are hopeful on the prospect of these readers becoming the '*promoter*' of Lee's jeans by the means of viral campaign/word-of-mouth tactic to reach to their peers once after they have seen the brand advertisements and establish strong sense of brand association for Lee in Singapore. This will provide Lee the opportunities for Lee to develop recognition among consumers as the alternate fashion-lifestyle brand against the competitor- Levi's while increases the market share from 5% to 15%.

Communication Task:

The selected segment of target audience that the competitor are not the only segments available with the target market. Levi's selection for the target market is identified as one of the segments. However, for Lee's there is another segment not mentioned which is under a different psychographics. By focusing also on that segment of market, Lee's new "Bring out the best in you" advertisements will establish a different perspective on the advertisement communication. The other segment is identified within the age group of 18-30 same as the Levis' target market.

The modern day women of ages 18-30 live in an advanced and well-educated environment where they can think for themselves and have their own perceptions of beauty. This segment is particularly relevant for Lee's target market. Thus, by establishing a way to capture the attention of the women within this segment, Lees can successfully communicate its message not only to the immediate target audience but also capture the general audience's attention creating a greater awareness.

Desired Reaction:

The message strategy used for the campaign is perception. The Adverts for Lee conveys the idea that Lee's jeans are not fancy or elegant but original and comfortable. They positioned it by differentiating from Levi's Jeans. Although females would like to be sexy and elegant all the time but with careful consideration, there are modern females who would like to wear jeans that fit them rather than to have a body to fit in the jeans. That was the main idea for using affective, "emotion" approach to make consumer think and feel different and being happy while connecting emotionally with the product. The posed animal pictures in our advertisement influences the audience to think Lee Jeans fits anyone of us and can still bring out the inner characteristics of the user. For Example, the squirrel image in Advert 1, it appears cool and trendy, by wearing Lee Jeans. This aims to persuade the audience, to purchase buy a pair of Lee Jeans and be themselves without any worry because they know that Lee Jeans just fit them well. The reason we chose the idea is we wanted the audience to know Lee Jeans is not the brand of jeans always show the good looking model but it is a jeans that bring out the best of them, to be themselves is the best.

Think/ Feel:

Lee Jeans is not a fancy and elegant type of jeans. They prefer to be original and comfortable. They positioning in a different way with Levi's Jeans. Although female like to look very sexy and elegant all the time but we trusted that there are female would like to wear a jeans that fits them and make them feel they can be themselves rather than to fit in the jeans. The idea is that Lee Jeans helps to boost out the characteristic of the user so they can get a jeans that fit them.

The posed animal pictures in our advertisement are purposely to let the audience think that Lee Jeans fits anyone of us and bring out the inner characteristic of the user. Example a rock pose squirrel, it looks very cool with the pose and wearing Lee Jeans. So they can buy a pair of Lee Jeans and be themselves without any worry because they sure will know that Lee Jeans just fit them well. We wanted the audience to feels that Lee Jeans is not the jeans brand that always show how good looking when the user wear their jeans but it is a jeans that bring out the best of them, to be themselves is the best.

Lee's AD 1:



Lee's AD 2:



Ad 1: Brings out the best in you.



Her World ; Page 23

Ad 2: Brings out the best in you.



Her World; Page 45

Medium Details:

Publication: Her World Magazine

Website: www.herworld.com

Category: Women's Magazine

Publisher: Blu Inc Media Pte Ltd (a division of Singapore Press Holdings)

Cover Price: SGD \$6.00

Frequency: Monthly.

Total Circulation: 62,530 (Audited by Audit Bureau of Circulations Singapore)

Readership: 214,000 (Source: Nielson Media Index 2008)

Rate Price: Full page with colour – SGD \$4,290

Readership Profile:

Her World Magazine is a fashion female magazine. The magazine provides a medium to update fashion, beauty and lifestyle trends. It also empowerment about women's issues



and discuss with depth and style. The majority of readers are female (90%) which aged 20-39 years old. The readers are usually achiever and having a strong sense of life. Good taste and eye quality to have own unique fashion style but not a fashion victim. The readers usually are PMEB (44.67%) with the personal income above \$3001 (47.29%) and household income is above \$6,001 (58.69%). They are 38.32% university educated and live in HDB 4 to 5 + Rooms (37.21%).

(Source: <http://publicitas.com/fileadmin/uploads/italy/Files/HW-ratecard.pdf>)

Medium Details :

Publication: CLEO Magazine

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

Category: Women's Magazine

Publisher: APC Magazine Pte Ltd

Cover Price: SGD \$4.40

Frequency: Monthly

Total Circulation: 62,000 (Source: Nielsen Media Index 2009)

Readership: 151,000 (Source: Nielson Media Index 2009)

Rate Price: Full) Page with colour – SGD \$4,400



Readership Profile:

CLEO Magazine is targeting at younger women. They have been awarded as the bestseller young women's magazine. They position themselves be a “best friend” to women by providing relationship solutions, to fashion and beauty advice, to career guidance, to sex tips, to hot men, to gossip. All of the information fits the right taste for the young female's fun-loving, spirited personalities who are always looking for ideas, ready to discover and wanting to learn. The majority readers are female (87.2%) aged of 14 to 24 years old (60%). They usually work as part time or not employed (70%).

(Source: <http://www.acpmagazines.com.sg/cleo-singapore.htm>)

The Big Idea –Lee's:

By displaying animals in positions which can be easily associated to human character would allow Lees to bring out the message that of no matter of what size, shape or thing, when wearing Lees jeans, it would bring out an individual's character and personality. The big idea for Lees is the creation of the brand image where it would be perceived as when the target audience wears Lee jeans, it creates confidence in individuals to being themselves. "Brings out the best in you" tagline also adds up to the statement whereby wearing Lees would not only allow an individual to be about confident being themselves but also the ability to boost the personality of an individual.

Message Strategy:

Both advertisements by Lees uses the "feelers" found in the FCB Grid (Decision makers and corresponding message) (SpenceStone et al.2008, 103). Relying largely on the usage of appeal and imagery creates an affective strategy that touches on emotions, such as liking and humor, not only appealing to the target audience but also driving perception.

Ad1 & 2 – The use of a animals in jeans would helps create attention and awareness, as most jeans ad in the market uses sexually and beautiful models to showcase their jeans, by displaying animals such as squirrels cats and dogs in jeans would therefore be perceived as high in originality and would be intrusive as such tactics are not seen in the current market. Interest is then further stimulated, by having the animals posed in a position that can be easily related to the human behavior.

In Advert1, the squirrel stand on its two feet, facing up with one arm in the air could be easily related to a "rocker" image. In ad2, the dog and cat are seen in a pose with their "arms" on the ground supporting the weight of it selves having their feet in the air, relating to be in a "yoga" position.

In the background of Advert 1, it can be seen that the squirrel is standing on a log, and with a brown background colour, this would give a effect that even when the squirrel is in its natural habitat wearing Lees Jeans would help boost the active characteristic of the squirrel to its maximum, allowing the squirrel to display its personality.

In Advert 2 the colour blue is used in the background, according to colour psychology (campell, 2008) it is stated that blue would have an effect of trust, reliability and belonging. In addition of the message that tells the audience that wearing Lees jeans would help bring out the best in a individual, the blue background gives an effect that Lees has a more reliable brand and that the audience can trust that Lees unlike that of Levis do no promise

“a life of fame and success” upon wearing it, but instead allows you to showcase an individual’s personality. In order to support memory, the Ad uses clever phrases by having a Slogan “Brings Out the best in you” and the trademark Lees Logo. The Slogan would help in creating the perception that Lees is a brand that suits the wear, and in difference of Levis, Lees does not allow the clothes to wear the user, but instead bringing out the personality and character, complimenting the wearer as an individual.

Rational Brand Essence: “Brings out the best in you “

Emotional Brand Essence:

- Humor
- Individuality
- Having Fun, enjoyment, and
- “Being yourself” at the same time being different.

Message Approach

Lees uses the Humor and emotional appeals as an approach to tell its message, by reinforcing the elements of having animals displaying human like behaviors brings out comedy as it is simply ridicules that animals will be in jeans, and the rarity to see the animals in such positions.

Emotional Appeals:

Emotional appeals are referred to the customer’s social and psychological needs to purchasing a product or service (Belch and Belch 2004, 269).

Consumers’ motives for purchase decisions are often emotional and feeling based about a brand, which can be more important than the knowledge of its features or attributes (Belch and Belch 2004, 269).

Further more, Advertisers view that information and rational based appeals are not as captivating for many products and services (Belch and Belch 2004, 269).

The Adverts for lee utilizes the emotional appeals to persuade consumers to buy the Jeans. The abstract way of message delivery influences the emotional connection between the consumer and the product. The deciding factor is ultimately for the consumers to have a want for the Jeans. However, by making the consumers develop feelings for the brand it influences the consumer to buy the product for the way it makes them feel rather than the feature or the attributes of the Jeans.

Message Execution Style:

Copywriting

Little copywriting is used in both advertisements; there is only the presence of the Lees brand logo on both ads and the key phrase, which is the slogan “Brings out the best in you”. The slogan is written in such a font so as to appeal to the female-targeted market.

Design

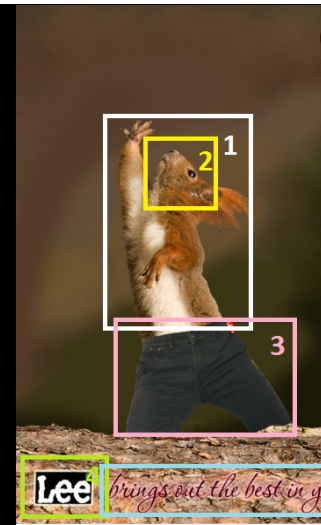
Both advertisements use full color and All Art as the layout as the ad fills up the whole frame, with the Lees brand logo and the slogan within the picture itself.

Ad1 – The slogan in the ad uses lower case and the art itself uses principles of dominance, contrast and direction. The squirrel can be seen in focus from the background, creating the image of the squirrel to be the focal point of the ad, drawing attention towards the squirrel then allowing visual movement downwards to the Lee brand logo and the slogan of the ad.

Ad2 – The design principle used in Ad2 is proportion, the art is proportionally different in size so as to avoid being monotonous. The Slogan is located at the bottom of the ad typed in lower case, with the Lees brand logo beside it.

Eye movement:

Ad 1



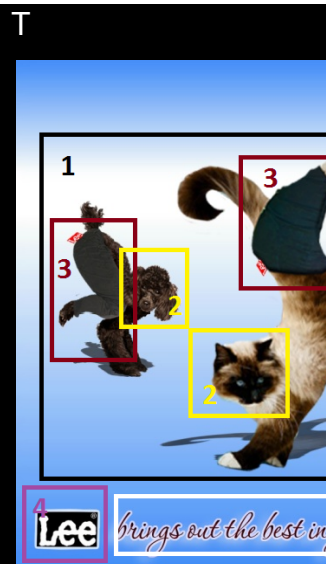
Where is the reader's eye lead when looking at the advert)?

1. The confident chipmunk
2. Chipmunk's facial expression
3. The Jean she is wearing
4. Lee's Logo
5. Tag line – Brings out the best in you
6. The advertisement background

What 'grabs' the readers attention re copy and art work?

The confident chipmunk will be grabbing the reader attention.

Ad 2



Where is the reader's eye lead when looking at the advert)?

1. The cat's curvy body-shape and the dog funky standing position
2. The dog and cat's facial expression
3. The dog's Jeans and back to Cat's Jeans.
4. The Lee's Logo
5. Tag line – Brings out the best in you
6. The advertisement background.

What 'grabs' the readers attention re copy and art work?

The cat and dog who are standing on hand position will be grabbing the readers attention.

Effectiveness:

1. Grab attention – The use of visuals to grab attention, especially with sight of animals being in jeans.
2. Stick in memory – The use of visuals with the animals in positions that can be easily associated with human characteristics would be the key image that helps people remember the message that Lees is trying to communicate.
3. Cement Belief – People will not buy the fact that putting Lees jeans on animals would allow them to be in fanciful positions, but people would be able to differentiate that Lees is different from its competitors. Instead of categorizing people by what they wear, Lees tailors to fit that individual.
4. Tell interesting story – The ad tells that even when animals put on a pair of Lees jeans, it will allow them to display their “inner” characters.
5. Communicates quickly – The visuals are sufficient to send the message across quickly; with also the support of the Slogan so that the audiences are kept on track, ensuring the audience receives the right message.
6. Anchor Associations – The ad with the animal in the jeans allows the audience to associate that Lees is not only selling a pair of jeans, but also a product that helps the user project themselves confidently for who they are.

The Facet Model - Lee's:

The proposed Lee's advertisements mainly focus on the Perception and Affective and emotional factors (SpenceStone et al.2008, 103).

Perception:

Exposure: The magazine “Her World” and “CLEO” selected have a target market that was highlighted previously ensures the success of the advertisements in terms of exposure.

Selection & Attention: Using the animals in the ad establishes a dramatic differentiation between the competitor's advert to Lee's Advert. The animal wearing jeans creates a stopping power and the ability to draw attention and brings visibility to the advert.

The animals in the ads attract the curiosity of consumers as it sets apart by using a positive image of the animals in jeans.

Interest & Relevance: The advert engages the receiver of the message mentally and stimulates the thought process when they view the advert.

This also triggers the audience interest to learn more about the about the jeans displayed in the advert. The critical factor used for interest initiates

By establishing self-interest, the advert becomes relevant to the audience.

The use of animals in the advert allows the consumer to associate themselves with their own personality and character as well as the personality and character portrayed in the advert itself. The message used in the advert reveals cheer, optimism and hope to the audience. Displaying a pleasant message across, it cultivates a feeling of contentment.

Awareness: Making a strong and powerful impression on the audience helps create awareness in the audience mindset to be receptive to the advert 's message and they will be able to remember the ad or remember seeing the ad. The uniqueness of using animals posing in jeans to replace woman, makes a deep impression in consumers, as this ad is different from the usual ads where models pose with the jeans on.

Recognition: The advert becomes recognizable and creates imagery in the mind of the consumer to make a mental note where they are able to recall with aided or unaided recognition. When the consumer remembers seeing the advertisements they instantly think of the animals in the ads, the brand logo and the message in the advert and associates it with the jeans.

Affective and Emotive:

The affective or Emotion response of the advert is portrayed by the wants of the consumer to be different and to be accepted for their own identity. This emotive approach activates the consumer to think out of the box and to emotionally connect with the indirect message of the advert. The advert strikes their desire to be accepted and be “comfortable in their own skin”. When the audiences see an animal having fun while wearing the jeans, it immediately allows the audience to identify themselves to feel the same way.

This brings upon a positive emotional reaction and makes them want to try the brand lee for the emotion portrays in the advert. With a different outlook on the advert, it stirs the passion and feelings of the audience that affects feelings such as love, humor, adoration and amusement. It also brings upon a sense of optimistic outlook on the perception of image and appearance. If a consumer likes the ad, the positive feeling will be transferred to the brand thus when a consumer finds interest in the advert, their mentality of the lee brand would impact a positive change. The advert creates resonance by helping the customer to identify with the brand on a personal level. It instills more than liking the advert because it involves an element of self-identifying association.

Association:

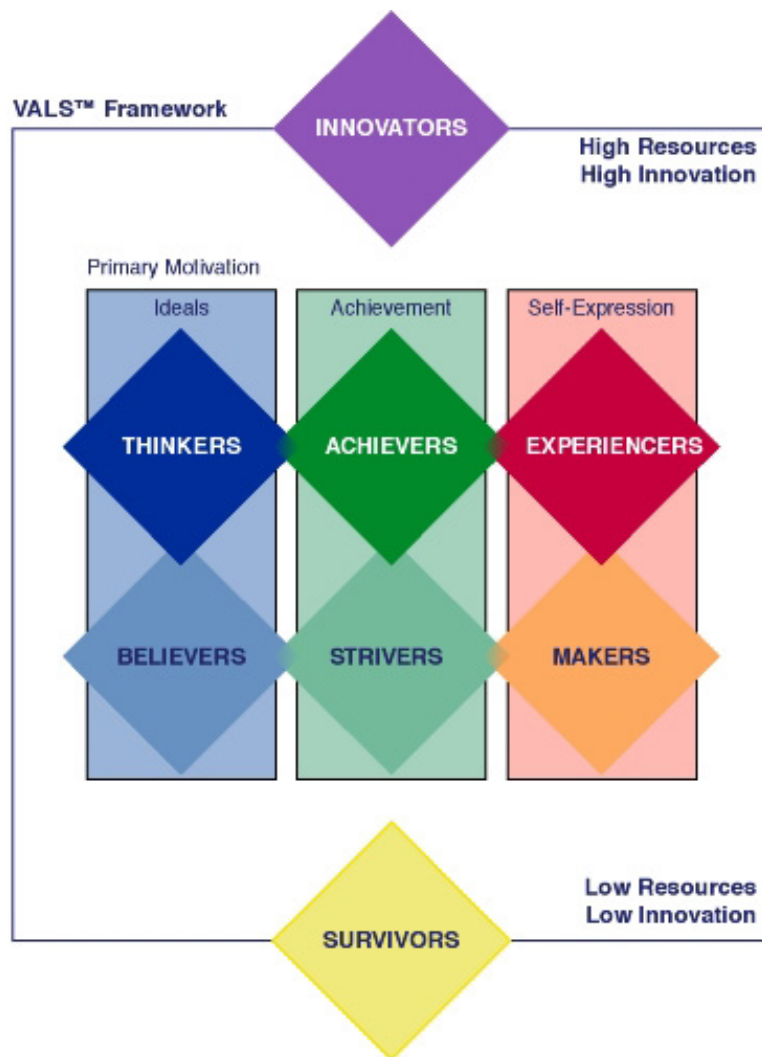
Association is the process of using symbolism to communicate connections between a brand and characteristics, qualities and lifestyles that represent the brand's image and personality (Spence-Stone et al.2008, 114).

The symbolism that is iterated in the advertisements is that by owning a pair of lee's jeans, you will be setting yourself apart from the crowd. You are not only purchasing the jeans but also you are also purchasing the idea of independence to show your true identity and your own individualistic image to the world. By doing so, you are embracing and establishing your best qualities by wearing the jeans. This idea is implanted through the abstract delivery of the message in the consumer's mind by transforming the brand meaning from the jeans to something special. The brand takes on a familiar human characteristic such as fun, carefree and outgoing mindset to the animals portrayed in the advert and emphasizes the core values of the brand identity. This eventually overtime would help shape an elevated band loyalty by developing a new way of relating and communicating with the consumers.

Persuasion

The attitudes expressed through this advert explains that the opinion about beauty and the perception of beauty is subjective and persuading the consumer's to believe that enhancing the beauty from within the individual and that you don't need to find beauty anywhere else. The advert urges the audience to think out of the box and persuades to follow a different mindset. This also alters and leads the consumers to think of a new way of perceiving beauty. Using the logo it persuades the consumer to think lees is about enhancing the lifestyle and the inner image rather than focusing on the outer image.

APPENDIX A:



APPENDIX B:



APPENDIX C:

| | Head: Information (Hard Sell) | Heart: Emotion/Fellings (Soft Sell) |
|----|---|---|
| Hi | The "Thinkers" <i>Path:</i> Learn–Feel–Do <i>Products:</i> Insurance, cameras, contact lenses, TV <i>Message Strategy:</i> Use information, emotion, reasons, news announcements, facts and details, demonstrations | The "Feelers" <i>Path:</i> Feel–Learn–Do <i>Products:</i> Sports cars, eye glasses, perfume, wallpaper & paint <i>Message Strategy:</i> Use appeals, entertainment, imagery |
| Lo | The "Doers" <i>Path:</i> Do–Learn–Feel <i>Products:</i> Insect repellent, shampoo, razors <i>Message Strategy:</i> Use incentives such as price deals and coupons, sampling, exhibits, trade shows | The "Reactors" <i>Path:</i> Do–Feel–Learn <i>Products:</i> Fast food, fruit, beverages, women's magazines, snacks <i>Message Strategy:</i> Use reminder ads |

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