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**Linguo-Pragmatic Meaning of Advertising Strategies**

**Lingvistiski-pragmatiskā Nozīme Reklāmas Stratēģijās**

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## ANOTĀCIJA

Pašreizējā bakalaura darba mērķis ir raksturot, kā un kādas reklāmas stratēģijas tiek piemērotas reklāmām "Starbucks" un "Costa Coffee", kā arī aprakstīt pragmatiskos un semantiskos elementus, kas ietverti katrā gadījumā, un tā pārstāvētajā stratēģijā. Bakalaura darba galvenais mērķis ir apspriest reklāmu pamatjēdzienu, jo uzņēmumi mēdz uzrādīt informāciju, ko var saprast vairākos veidos. Reklāma ir mārketinga stratēģija, kurai piemīt spēja parādīt vairākas nozīmes, lietojot vārdu krājumu, vizuālos materiālus un stratēģijas, kas palīdz uzrunāt konkrētu sabiedrības daļu.

Datu analīzes metode ir gadījumu izpēte, analīzei tika izvēlēti divi lieli un populāri uzņēmumi ("Starbucks", "Costa Coffee"). Reklāmas gadījumi tika atlasīti un grupēti pēc piederības uzņēmumam un tālāk sadalīti mazākās grupās saskaņā ar reklāmas stratēģijām.

Pētījuma rezultāti rāda, ka "Starbucks" un "Costa Coffee" uzrunā vienādas mērķauditorijas, ar tādām pašām reklāmu stratēģijām. Tika nošķirts, ka "Magic Ingredients" un "Snob Appeal" bija visbiežāk lietotās stratēģijas. Abas minētās stratēģijas atbilst uzņēmumu popularitātei un lielumam, jo tās koncentrējas uz atmosfēras radīšanu, kas sastopama augstākajos sabiedrības līmeņos.

Tika secināts, ka būtu nepieciešams analizēt lielāku reklāmu skaitu un izpētīt korelāciju starp vizuālo materiālu (krāsu, formu, izvietojumu, utt.) un reklāmas tekstu. Tēmas izpētes laikā tika konstatēti vairāki šķēršļi, jo vecāki reklāmas kampaņu materiāli internetā nav pieejami, un lieliem uzņēmumiem ir tendence reklamēt vizuālos materiālus ar ļoti mazu daudzumu, vai bez teksta, tādējādi samazinot izmantojamo reklāmu skaitu analīzē.

**Atslēgas vārdi:** reklāmas stratēģijas, semantika, pragmatika, semiotika, valodas funkcijas, situāciju analīze

## ABSTRACT

The aim of the present bachelor thesis is to characterize how and which advertisement strategies are applied to “Starbucks” and “Costa Coffee” advertisements, and to describe the pragmatic and semantic elements that comprise each case that represents the advertisement strategies. The main purpose of the thesis is to discuss the underlying meaning of advertisements, as companies tend to present information which can be understood multiple ways. Advertisement is a marketing strategy which has the power to convey multiple meanings by the use of vocabulary, visual material and strategies that help to address a specific part of the society.

The method used to analyze data is case study, two large and popular coffee shops (“Starbucks”, “Costa Coffee”) were selected as a corpus for analysis. Cases of advertisements were selected, grouped by company and further divided into smaller groups according to the advertisement strategies.

The results of the research show, that “Starbucks” and “Costa Coffee” use the same advertisement strategies, due to identical target audiences. It was distinguished that “Magic Ingredients” and “Snob Appeal” were the most frequently used strategies. Both of the mentioned strategies correspond to the popularity and size of the companies, as they focus on creating an atmosphere that is demonstrated for upper social classes.

It was concluded that it would be necessary to analyze a larger number of advertisements, and research the correlation between visual material (colors, shapes, placement, etc.) and the text of the advertisement. Several challenges were met during the research of the topic, because older advertisement campaign materials are not available on the internet, and it is common for large companies to advertise visual material that involves little to no text, thus decreasing the number of plausible cases for linguistic analysis.

**Key words:** advertisement strategies, semantics, pragmatics, semiotics, language functions, case study

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## INTRODUCTION

The present thesis deals with analysis of Starbucks' and Costa Coffee's advertisements and considers the advertisement strategies used for persuasive purposes of a particular target audience. A case study was conducted to collect information about both companies, to have an insight of their inspiration sources, company development, and overall information which helped to understand the choice of advertisement strategies as well as the target audience that is the most likely for such brands.

Advertising is an important tool for companies all over the world, that helps to spread desired information across different cultures, social classes, and other businesses. The chosen topic is relevant, as nowadays, the use of context that differs from the original text and hidden messages is frequent, and it is essential to be aware of such use of language. In most cases, the original message corresponds to the context, or is a toned-down version of the context, to avoid offending the viewers of advertisement and having the sense of dissociation in cases where the advertisement targets a group of people, of which the individuals are not a part of.

Awareness of advertisement strategies is significant likewise to the potential consumers, as an individual has to understand if and how one is targeted with the help of advertisements, to compel more frequent purchases of possibly not first necessity items.

The **goal** of the present research is to analyze and compare advertisements from companies "Starbucks" and "Costa Coffee", examine context, pragmatic and semantic instruments that construct the meaning of strategies, and determine which strategies are used most often.

The **hypothesis** is as follows: Both "Starbucks" and "Costa Coffee" modify the meaning of the advertisements with the help of semantic and pragmatic instruments that structure advertisement strategies.

The thesis consists of three chapters, of which the first is devoted to reveal the theoretical background and advertisement strategies. The second chapter is devoted to methodology, analysis of advertisements, and comparison of the results acquired as pertains to both companies. The final chapter is offers conclusions.

The following research procedure was taken:

1. Two companies with a similar price point and offered goods were chosen for the analysis to be objective.
2. Available advertisements and selected examples for further research were analyzed.

3. Each example was analyzed, providing the advertisement strategies, context, and linguistic aspects that comprise the effect of the advertisement.
4. The research was concluded by distinguishing most frequently used strategies, along with most prominent linguo-pragmatic meanings.

The enabling objectives of the thesis are set;

1. To find out whether advertisement strategies differ among the two chosen companies, or whether the selected patterns of advertising are similar.
2. To analyze examples of advertisements and determine pragmatic and semantic aspects that create a particular meaning relevant to each advertisement strategy.

In order to analyze the chosen information properly, multiple research methods were selected to process and collect data. Firstly, content analysis was applied to available texts and visual materials regarding to the before mentioned companies, to have an overall perception of their production concept, style of communication and advertising. Furthermore, case study was conveyed to determine the context, advertisement strategy, and elements that comprise the meaning of each case.

Various sources of literature were employed, as to further inspect the peculiarities of language in advertisements. The theories of utmost importance for linguo-pragmatic purposes were regarding the semantic, pragmatic and semiotic branches of linguistics, advertisement strategies, and grammatical nuances, as those are particularly relevant to the chosen topic and scope of research.

# 1. LITERATURE REVIEW

The chapter is devoted to the analysis of literature relevant to the thesis. In order to analyze advertisements properly, it is essential to have background information on multiple aspects, such as multiple branches of linguistics, functions of communication, advertisement strategies and other. Many authors and scholars were found who have written on the topic, either have originally established the definition of mentioned studies.

## 1.1 Semantics

Semantics is a branch of linguistics that concerns meaning, and addresses the relationship between words, phrases, larger units of discourse and their denotation. The theory shall explain how meaning is created by the use of particular vocabulary, and how desired meaning is developed in advertisements, via advertisement strategies.

The present research shall include the analysis of language on the level of sentence meaning, and the semantic instruments used to achieve the said meaning. “The literal meaning of a sentence is based on just the semantic information that you have from your knowledge of English.” (Griffiths, 2006:6) The literal meaning does not require acknowledging context of the unit of discourse, thus the cases in further chapters shall be commented on according to the syntagmatic and paradigmatic relations of semantics.

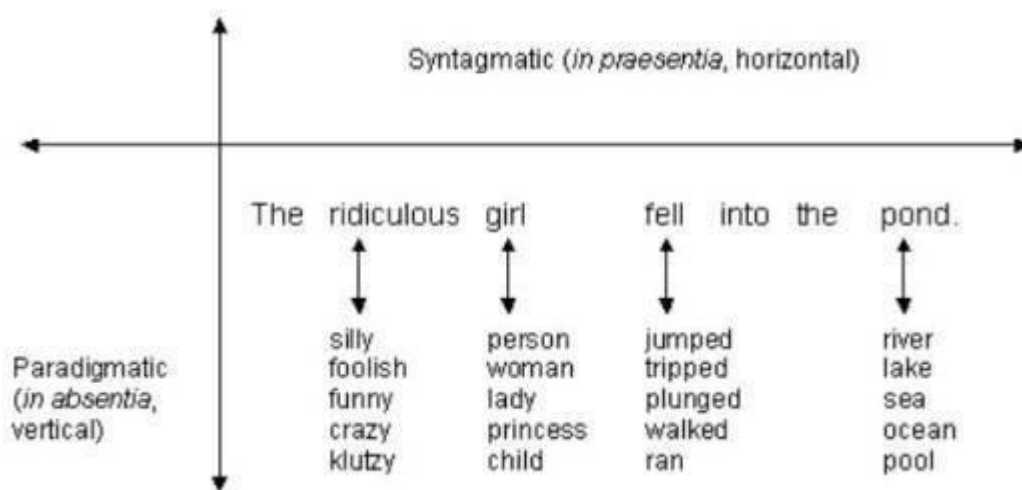


Fig. 1.1 Syntagmatic and Paradigmatic axis

The syntagmatic axis (horizontal) regards the collocation and the grammatical patterns in which the collocations occur. As it is seen from Fig. 1.1, there are multiple synonyms for the word “ridiculous”, however, not all of them are fitting to the context of the original sentence.

The syntagmatic relation show the combination of words, which are to occur more likely, and the grammatical pattern that arranges the words in correct order.

The paradigmatic axis (vertical) pertains to words as separate units. It is considered that words can be substituted with other words that carry the same or very similar meaning, while the syntax of the sentence would not be affected. The paradigmatic level regards semantic groups: hyponymy, synonymy and antonymy.

To conclude, both of the axis shall be referred to in the study of cases chosen from “Costa Coffee” and “Starbucks”, to analyze the literal meaning of texts in advertisements.

## **1.2. Pragmatics**

Pragmatics is a branch of linguistics that pertains to the contextual meaning of text. In contrast to semantics, which analyzes the meaning that is understood directly by reading, seeing or hearing information, without addressing the underlying peculiarities. László Varga has stated:

Pragmatics is the study of various aspects of language use; it deals with the ways in which language-users use and interpret words and utterances in particular situations. By words and utterances, we mean lexemes and sentences used in particular situations, and by situations, we mean linguistic and physical contexts. (2010:77)

In order to analyze the pragmatic meaning of the cases of the present thesis regarding advertisement strategies, language functions shall be determined, as it correlates with the construction of advertisement meaning.

## **1.3 Semiotics**

Semiotics is a field closely related to linguistics, which analyzes the meaning more specifically, and is defined as the study of signs; however, leading semioticians have different opinions in terms of what semiotics is associated with, and what are the main functions of the study.

One of the broadest definitions is that of Umberto Eco, who states that ‘semiotics is concerned with everything that can be taken as a sign’ (1976:7). Semiotics not only refers to what is considered to be a ‘sign’, it also discusses anything that has a vague or variable meaning. In semiotics, signs take the form of all forms of expression – visual material, body

language, utterances, symbols and text. Contemporary semioticians do not study signs as separate elements, but as part of “sign-systems”, which include a larger amount of information, giving the opportunity to determine the function of ‘signs’ more precisely. The study concerns the making of meaning, and how it is perceived in reality. Brian Curtin has also commented on the study to further explain the study of semiotics:

“Semiotics shows how the relationship between the sign and the ‘something else’ results from what our society has taught us [...]. The image of the swastika, for example, can have radically different meanings depending on where and how it is viewed.” (n.d: 52)

The example of swastika has helped describe the importance of semiotics as in India, the swastika is known as a symbol of good fortune, and the meaning dates back before Adolf Hitler did exist; however, nowadays, the symbol carries negative connotation for the majority of population that overshadow the original meaning. As Curtin stated, the meaning depends on the circumstances and location where the symbol is viewed, moreover, not all viewers may have knowledge that it carries more than one meaning.

#### **1.4 Functions of Communication**

In terms of present research, it was considered of high importance to gather information about overall use of language and communication, in order to better describe the peculiarities of communication in advertisements and to see which functions the advertisements perform.

Even though it is common knowledge that advertisers tend to focus on the contextual information much rather than the original message of the advertisement, it is essential to be aware of how the elements of advertisements are interconnected. Since the focus of the thesis is the linguistic aspect of advertisement strategies, the literature regarding communication is beneficial, as the chapter devoted to in-depth analysis needs to have a basis of theory relevant to the discussed elements and their strategic placement on advertisements even in cases, where the visual material portrays the company and the text seems redundant.

Roman Jakobson defined six **functions of language** (see Appendix 1), according to which an effective act of verbal communication can be described. Each of the functions has an associated factor. This study includes the **referential** function, which imparts information and is oriented towards context; the **expressive** function that regards the expression of attitude, and the ability to communicate the emotional state. Finally, the **conative** function,

which influences the behaviour of the addressee, and is concerned with persuasion, is included in the further analysis of cases.

### **1.5 Previous Research**

Additional literature regarding semiotics was found, that specifically refers to advertisements, their implied and actual meanings, and how to differentiate them. As Judith Williamson states:

We can only understand what advertisements mean by finding out how they mean, and analysing the way in which they work. What an advertisement ‘says’ is merely what it claims to say; it is part of the deceptive mythology of advertising to believe that an advertisement is simply a transparent vehicle for a ‘message’ behind it. (2002:17)

The author has researched the subject in-depth, and has presented a detailed description of different examples, including text materials, and visual materials – how the picture itself, colors and positioning of items affect the meaning of the advertisement. The information is an important addition to the present research, as the topic is closely related to Judith Williamsons investigation. The author has defined the elements of the advertisements as such:

A sign is quite simply a thing – whether object, word, or picture – which has a particular meaning to a person or group of people. It is neither the thing nor the meaning alone, but the two together. The sign consists of the Signifier - the material object, and the Signified, which is its meaning. These are only divided for analytical purposes: in practice a sign is always thing-plus-meaning. (2002:17)

The division of elements has facilitated the understanding of advertisements and the process of analysis. Such division shall not be employed further in the thesis, however, the thought process of Judith Williamson is acknowledged as an important tool for in-depth analysis of the chosen advertisement examples. The definition can be compared to text material, where direct meaning can be divided from context, in order to analyze both elements individually, and as a whole.

## 1.6 Advertising Strategies

Andrea Fredon, Gail Frank and Cindy Neiningner have created a list of the most commonly used strategies in advertising (Online 1), and the gathered information will be used when analyzing the findings of present research.

According to the mentioned authors, the chosen strategy usually indicates the target audience and the desired result of an advertisement. The following list of strategies will be applied when commenting on advertisements, in order to distinguish their method of persuasion.

**Avant Garde** strategy introduces that the use of the advertised product puts the user ahead of the times. For example, “The new mini. The new original.” (see Appendix 2), the advertised product is an innovation, and the potential buyers are invited to be the first to obtain the product, before others have.

**Weasel Words** are used to present a positive meaning without actually making any guarantee. The advertisement suggests that the use of the product or service shall have a positive impact, or that it has an unprovable quality. For example, Skittles advertisement “Taste the Rainbow” (see Appendix 3), the semantic meaning of the sentence refers to a naturally occurring phenomenon, which one is promised to taste when trying the confection. The pragmatic meaning, however, regards the variety of flavours offered by skittles, along with the spectrum of candies that include all the colors of a rainbow.

**Magic Ingredients** suggests that some almost miraculous discovery makes the product exceptionally effective. A pharmaceutical manufacturer describes a special coating that makes their pain reliever less irritating to the stomach than a competitor’s. Or a new food additive that does miracles to one’s health with the help of a new element. For example, an advertisement of Activia (see Appendix 4) states that regular consumption of their yoghurt can help with digestive discomfort, because of added bacteria.

**Brand Loyalty** is the suggestion that purchasing this product indicates that a consumer presents their loyalty towards their country, local brands and locally produced products. The same strategy is topical in Latvia, as it has become popular to purchase items decorated with Latvian folklore patterns, as they are visually appealing, and represent the traditions along with pagan faith of Latvians. For example, the advertisement of Jack Daniels (see Appendix 5), “Here’s to the American Spirit.”, not only the text is a pun that refers to alcohol and

patriotism at the same time, it invites people that are patriotic towards America to choose a product that is made locally.

**Transfer:** positive words, images, and ideas are used to propose that the product being sold is also positive. A textile manufacturer desires people to wear their product to stay cool during the summer shows people wearing fashions made from their cloth at a sunny seaside setting where there is a cool breeze. For example Corona Extra advertisement (see Appendix 6) “The place to be” portrays people having a gathering on a hot day, with ice cold Corona Extra next to them, thus creating a comfortable atmosphere.

**Plain Folks** strategy indicates that the product is of good value for people with average or below average income. A seasoning manufacturer shows how middle-class families use their product to prepare high-quality meals, or as fast food joints tend to advertise themselves as a family restaurant with affordable prices. For example, “Charmin”(see Appendix 7) that advertises toilet paper with a slogan “Enjoy the go for less dough” directly focuses on the aspect of affordability, and target people who are looking to buy larger amounts of product for a cheaper price.

**Snob Appeal** advertises that the use of the product makes the customer part of an elite group with a luxurious and glamorous lifestyle. A coffee manufacturer reveals people dressed in formal gowns and tuxedos drinking their brand at an art gallery, Alcoholic beverage producers present their product as a ticket to a better life, as only upper-class people buy their product. Hyundai and other car dealerships usually target their customers with the help of “Snob Appeal”, as cars are luxurious items. “A Luxury Sedan for those with Money to Burn” (see Appendix 8) is a direct implication that the product is designed for a particular group of customers that are willing to pay large sums of money to possess a luxury product.

**Bribery** offers the customers to receive additional products or other bonuses free of charge by becoming a client of the company. The strategy is used to enlarge the count of regular customers. For example, “Domino’s Pizza” advertise that if a customer buys one pizza on a tuesday, he or she shall receive another one free of charge. (see Appendix 9)

**Bandwagon** suggests that you should join the majority of a group or be on the winning side by using a product. The style implies that a person would not want to be the only one without the advertised product or item. “Apple” advertised Iphone 5 with a statement “It is easy to love it, that’s why so many people do.” (see Appendix 10), the advertisement implies that a large group of people enjoy their product and invite others to become a part of that group.

**Testimonial** offers you products that are endorsed by celebrities or known experts, creating an illusion that you can be the same as them if you buy the product. For example, the company “Pantene” has created an advertisement campaign featuring a popular singer Selena Gomez (see Appendix 11), portraying that the celebrity uses their products and enjoys them. The strategy targets people who enjoy following celebrity lifestyles and try to become similar to the celebrities in the advertisements by purchasing the products.

**Flattery** advertises that only beautiful/smart/rich people buy their product, as if flattering their soon-to-be buyers. For example the company “Loreal” adds a slogan to each of their advertisements “Because You’re Worth it”, which is flattering to potential customers, especially women. (see Appendix 12)

All of the strategies described above are useful when targeting a specific group of people, depending on their age, financial situation, social class, views and overall attitude towards buying products. It is a useful tool for those who create advertisements for particular groups of people, as the strategies explain how to pursue them to buy the offered products by choosing the correct strategy.

Andrea Fredon, et al., (Online 1) who have compiled a list of the said strategies for education purposes, have commented that it is essential for a potential consumer to be aware of the strategies used to pursue them, in order to become a more informed consumer and base decisions on the quality of products, not the advertisements.

The two selected companies (“Costa Coffee” and “Starbucks”) focus on selling a luxurious product that is intended to be consumed by an upper-class customer, as the product price is above average. The advertisements use multiple strategies mentioned above, to address a particular group of society. In order to select an appropriate strategy, it is essential to be aware of as many strategies as possible, as they differ in nuances. Examples of advertisements shall be presented in further chapters to ensure the precision of meaning in general and discuss the linguistic and pragmatic elements that structure the advertisement strategies.

## 1.7 Literal and Figurative language

Literal language is used to convey accepted meanings of information, and the receiver of the information is able to understand everything, because literal language requires the basic understanding of language, accepted meanings of words, and grammar.

Figurative language is used to modify the meaning of a sentence or a whole text, the language includes stylistic devices and other manipulation of language that adds an extended meaning to a text. Glucksberg has commented on the matter:

Traditionally, figurative language such as metaphors and idioms has been considered derivative from and more complex than ostensibly straightforward literal language. A contemporary view [...] is that figurative language involves the same kinds of linguistic and pragmatic operations that are used for ordinary, literal language. (2001: v)

The theory is important for the present thesis, because the construction of meaning is discussed, and figurative language is commonly used in advertisements as a means of emphasis, or modification of the meaning in order to persuade an audience to encourage positive or negative reactions in the potential customers. The use of figurative language can be considered a strategy regarding marketing and advertising, as the human being is the only species that can perceive meaning on multiple levels, even if it is modified by the use of adjectives, intensifiers, hedges, and other linguistic elements. Cruse states:

There is no absolute correspondence between degree of figurativeness in a word-sense and whether the sense is historically an early or a late one. The literal meaning sense of a word usually coincides with the default reading – the first sense that comes to mind in the absence of contextual clues. But some words have literal and non-literal senses that are equally good “default” candidates. (2002:15)

The statement accompanies other theories that claim context may vary from one individual to another, as it depends on default reading and the first association that a person has after reading a vague expression. The results may differ according to level of intelligence, social class, and other aspects.

In reference to the present thesis, it is important to acknowledge literal language, which can be perceived by default reading, as some cases advertise products without the modification of meaning (Fig.2.2.2.3, Appendix 16). However, it is important to analyze and evaluate the text in order to determine whether the meaning is modified or not.

## 1.8 Degrees of Comparison

The subchapter deals with the degrees of comparison that refers to adjectives being written in different forms in order to compare things, people and places. There are three degrees of comparison: positive, comparative and superlative. The positive degree describes one noun, comparative compares two nouns, and the superlative compares more than two nouns. (Online 2)

From the grammatical perspective, superlative forms are formed the same way as other degrees of comparative adjectives. The topic is relevant to the thesis, as superlative adjectives and comparison are used in advertisements in order to describe or intensify the degree of quality of a product or a person. In other cases, superlative and comparative adjectives are used to portray competition among multiple companies, for example, “Verizon”, a popular service provider, created an advertisement, where their data is compared to “AT&T”, and the text reads “5x more 3g coverage” (Appendix 13), which states that one company is better than the other.

The focus in the present case is on superlative constructions, as it supplements the advertisement strategies that the companies have chosen. Multiple cases depict the use of “best”, which refers to the advertised product, as well as the potential customer.

## 2. METHODOLOGY AND RESULTS

The present chapter is dedicated to describe methodology used to carry out the research. The investigation shall consist of a multiple case study, as two widely popular coffee distributors were chosen, and their advertisements were analyzed separately in order to determine the most frequently used strategies of each company for further comparison.

The method is used to determine and describe elements of the selected advertisements, and comparing them to an extent, whether the advertisement strategies differ according to their target audience.

Yin (1984) defines the case study a type of research method, as an empirical inquiry that investigates a contemporary phenomenon within its real-life context; when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence are used. Springs has stated:

Critics of the case study method believe that the study of a small number of cases can offer no grounds for establishing reliability or generality of findings. Others feel that the intense exposure to study of the case biases the findings. Some dismiss case study research as useful only as an exploratory tool. (Online 3)

In the present case, the case study method is a sufficient way of carrying out the research, as the number of cases analyzed is not too large, and the results differ from case to case.

The corpus for the research was chosen as follows, 150 advertisements from each “Costa Coffee” and “Starbucks” homepages and other online sources, including the material that did not suit the thesis. In many cases the advertisements were not applicable to the thesis because they did not include text, or the amount of text was too little to discuss the functions of language or the instruments used in order to construct a particular meaning.

Each case was examined, and the most suitable advertisements were chosen for further analysis and description of the use of strategies.

## 2.1. Advertisement Strategies of “Costa Coffee”

“Costa Coffee” is an international coffee distributor, which was founded in 1971. At the time, their main focus was wholesale of roasted coffee beans to caterers and shops that specialized in the sales of coffee beans, products, and beverages. The company opened their first coffee shops in 1995, which began to grow the popularity of their name. (Online 4)

The cases are divided in sub-chapters according to the advertisement strategies, in order to arrange the cases systematically and explain the semantic and pragmatic elements.

### 2.1.1 Avant Garde

The Avant Garde strategy invites potential customers to try a new product and stay ahead of times. It is characterized by such words as “innovation”, “future”, and other words that suggests that the advertised product is created recently, and invites consumers to purchase it immediately.



*Fig.2.1.2.3 “Be tempted by our new Frostino flavours”*

The following example (Fig.2.1.2.3) was created using the “Avant Garde” strategy, the phrase “Be tempted by our new Frostino flavours” is an invitation to try a new product. The strategy focuses on encouraging customers to stay ahead of time, and purchase new beverages before the majority of other customers have tried them.

The semantic meaning of the text suggests a sense of temptation, which usually indicates a desire to attain something wrong, unwise or immoral. In the present case, it is a strong exaggeration, implied in order to emphasize the quality of a new, rather unhealthy

beverage, accompanied by an attractive and appetizing presentation of the said product. The temptation might also refer to people who restrict their diet in order to avoid food or beverages with high calorie count, as most of the offered beverages contain whipped cream, ice cream, large amounts of sugar, chocolate and other confection. It is well known that people who have chosen to lose weight or consume only healthy food for other reasons tend to be tempted by food-related advertisements, especially if companies include visual material of the product, most often presented in an appetizing manner.

The perception of the advertisement may differ, as each individual observes such cases variously; however, usually such advertisements target over-weight people, or those who have a tendency to purchase high-calorie items, e.g. fast food.

The pragmatic meaning of the text is achieved through the conative function of language, as it is written in imperative mood (“Be tempted, [...]”), and the goal is to influence the behavior of consumers, as well as persuade them to purchase the advertised product.

Another case of the “Avant Garde” strategy is “The Ultimate in Coffee Chic. Our New Autumn Collection” (see Appendix 29) as the advertisement introduces a new product, and emphasizes the high quality of it. The word “new” signalizes that the strategy is “Avant Garde” because it intentionally targets people who feel the necessity to try innovations before the majority has, in order to feel slightly more superior.

In the case, semantic and pragmatic meaning is the same, as the text states that “Costa Coffee” offers the ultimate product for their consumers. The expressive function of language is used to depict attitude towards their product presented as a fact, thus influences the customers to think positively about the new products.

### 2.1.2 Weasel Words



Fig.2.1.2.1 “Start Each Day with a Smile”

Fig.2.1.2.1 is an example of “**Weasel Words**”, which is a strategy used to convey a positive meaning, without guaranteeing the advertised result. It is a popular manner to advertise products, as it depicts a promise that the company is not obligated to fulfill. Usually such advertisements are accompanied with low modality words, such as “might”, “could”, “may”, and others, as it creates an illusion of a possible occurrence of emotional or material value, without any actual guarantees.

The text “Start Each Day with a Smile” is followed by a beverage and food item display, which portrays a light breakfast meal. The advertisement suggests that the displayed combination of items, or, perhaps, each of them separately as well, ensure that the consumer shall start their day positively.

The semantic meaning of the text is “Be happy with the help of our products”, as the visual material of the offered products is placed next to the sentence. According to the syntagmatic and paradigmatic axis, the sentence is intentionally written in the present form, despite the fact that each of the function words could be replaced with synonyms that carry the same meaning, but might affect the connotation and persuasiveness of the advertisement.

The pragmatic meaning of the sentence suggests that a person is obligated to obtain the advertised products to be able to “Start Each Day with a Smile”, and implies that the quality of the beverages and food items can assure that result. According to the language functions, the case is an example of conative function, as it affects the behavior of potential customers, and persuades to purchase products, as the sentence is written in imperative mood.

The next case that conveys a similar message is “Costa Light. Extra Feel Good in Every Cup. Less Caffeine. Fewer Calories. Deliciously Smooth Taste”(see Appendix 31) which also implies that a product shall have a positive effect on the consumer, without guaranteeing a provable result (“Extra Feel Good in Every Cup [...])

The semantic meaning of the advertisement is that the consumer shall have the same feeling as when drinking average “Costa Coffee”, but will be consuming a more dietary product. The expressive function of language is significant in the present case, as it is emphasized through the use of short sentences, which draw the focus on all features mentioned by “Costa Coffee”, and express their attitude and emotional state in regards of the product.

The pragmatic meaning is nearly the same, however, one can focus on the presentation of text, because it consists of multiple short sentences. The idea is to emphasize the quality of

the beverage, and that the fat and caffeine content is significantly lower to ensure that customers with dietary restrictions can enjoy the beverages the same way as other customers.

### 2.1.3 Magic Ingredients



Fig.2.1.3.1 “Breakfast Bloomer”

The majority of Fig.2.1.3.1 consists of text, and invites clients to have breakfast at Costa Coffee, with the implication that it shall improve their day.

The advertisement strategy is “**Magic Ingredients**”, as the advertisement offers a product that consists of unknown ingredients, however, guarantees that a person shall feel better after consuming the product. The mentioned strategy is used more often in pharmaceutical advertisements, and “**Magic Ingredients**” are mentioned, in order for customers to understand how a product is enhanced for better results; however, the present case lacks a detailed description of how a company’s product might change the feelings of their potential customers.

Costa Coffee has a large target audience, without a precisely distinguishable age range, however, the present advertisement refers to the younger part of the potential clients, as the text “When morning has broken, our Breakfast Bloomer helps fix it” is written in a rather informal style, and uses a phrase that is popular among adolescents.

The semantic meaning of the advertisement suggests “our breakfast options will make your morning better.’, and according to the paradigmatic level, the effect of the case is achieved by antonymy, the words “broken” and “fix” influence the consumers to think that the product shall reverse a negative sensation.

The pragmatic meaning is almost the same, as the advertisement invites people to purchase a product in order to have a positive effect on their day, which is achieved through the conative function of language. The sentence is a metaphor, since a morning cannot be

broken physically. The intended meaning is that if a person has an unpleasant beginning of the day, he or she should make it better by going to Costa Coffee.

There is another case of “**Magic Ingredients**” that was found among Costa Coffee advertisements, “The Cortado. It Takes Big Skills to Craft Little Perfections” (see Appendix 14), and it is a combination of “Magic Ingredients” and “Snob Appeal”, as a particular strategy could not be distinguished.

The semantic meaning of the sentence is “A lot of experience is required to create even the smallest beverages.”, since the advertisement is a statement sentence, not something to be questioned. Antonymy is used as a means of emphasis on the quality and size of the item; a lot of work and experience has been put in a rather small item, and that is a well-chosen strategy to persuade customers to purchase smaller items for potentially higher prices than average. The words “big” and “little” contrast in a way that consumers can consider the item to be luxurious, since both parts of the sentence are emphasized.

The pragmatic meaning of the text is “we have the necessary skills to create perfect beverages”, as that is the intended message to the consumers. The function of language through which the effect is achieved is **expressive**, as it expresses attitude towards the product.

As the strategy suggests, the advertisement indicates that the beverage contains special ingredients, in the present case – the skills put into the creation of the beverage, which shall have a positive impact on the consumers, without making a guarantee.

#### 2.1.4 Snob Appeal



Fig. 2.1.4.1 “Saving the world from mediocre coffee”

The second example “Saving the world from mediocre coffee” is a direct implication that other companies that offer coffee cannot ensure the same quality as Costa Coffee and therefore are inferior. It is appealing to an audience that focuses on public image, and for whom it is crucial to possess items of higher quality, thus the advertisement strategy is “**Snob Appeal**”, which is designed to cater the wishes of higher social classes.

From the perspective of semantics, the term “mediocre” might have a specific, implied meaning, as in this case coffee shops are advertised, and people who see the advertisement above can associate the word “mediocre” with other coffee shops or other establishments that offer coffee. For example, people have the association that corner stores, gas stations, and fast food restaurants offer lower quality coffee, therefore, when they see the word “mediocre” in an advertisement that refers to coffee, they unconsciously associate the word with the before mentioned establishments which offer lower-quality product.

The semantic meaning of the text is that Costa Coffee shall ensure high quality at all times. Additional emphasis is achieved by “saving the world”, as it is an exaggeration of the matter, since the topic of the advertisement does not include items of first necessity. According to the paradigmatic level, the word “mediocre” could have been replaced with a synonym that would soften the connotation of the message, which indicates that such wording has been chosen intentionally.

The pragmatic meaning of the text is “we offer the best coffee”, as Costa Coffee separate the company from others, and create advertisements that accentuate their status in public.

The next case of the same strategy, “Sorry, Starbucks, the people have voted” (see Appendix 15) directly refers to their competitor in a condescending manner. The strategy used to target “Costa Coffee” costumers in this case is “Snob Appeal”, which creates an illusion that purchasing a product makes the customer a part of elite, because only upper-class customers are able to afford their products.

In the given example, elitism is emphasized through statistics (“In head-to-head taste tests, seven out of ten coffee lovers preferred Costa cappuccino to Starbucks”) However, actual data of the test is not provided, along with the experts who have taken part in such a process. The omitted information might make people question the integrity of the advertised statistics. It is a common way to persuade consumers that depend on the public status of the product – how it is rated among customers, reviewed by critics, and the overall popularity of

the product. As it is depicted by the use of a large font in the discussed case, the semantic meaning is that the majority of population prefer “Costa Coffee” to “Starbucks.”. The effect is achieved through expressive and conative functions of language because the advertisement conveys a particular attitude, as well as influences the behavior of potential customers, especially those who have not decided which of the mentioned companies they enjoy better.

The pragmatic meaning is “We are officially better than Starbucks.”, because Costa Coffee directs the advertisement to their competitor, and accentuate that among two large coffee shop chains Costa Coffee is rated higher.

Thus, it can be concluded that the strategy is chosen wisely in terms of the target audience, as it is designed to compare itself to another large, well-known company, in order to persuade consumers, or even tempt “Starbucks” clients to become regular customers of “Costa Coffee”, because their advertisement suggests that it would be a better choice.

Another case that depicts the “Snob Appeal” strategy is “Voted the Nation’s Favourite Coffee Shop. And it wasn’t Even Close” (see Appendix 27), which directly presents the status of “Costa Coffee” and targets consumers who prioritize the popularity and status of a company.

The semantic meaning of the advertisement is “We are the most loved company”, which invites people to become part of the group that enjoys their beverages, as they are the top-rated coffee shop. The expressive function of language is used to emphasize the attitude of “Costa Coffee”, and the additional sentence “And it wasn’t Even Close” further accentuates their emotional state regarding the matter.

The pragmatic meaning is similar “We are the best option, other companies do not stand close”, but the focus is on the latter part of the advertisement, which suggest that it was not a difficult victory, since other companies cannot compete with “Costa Coffee”.

## 2.1.5 Brand Loyalty

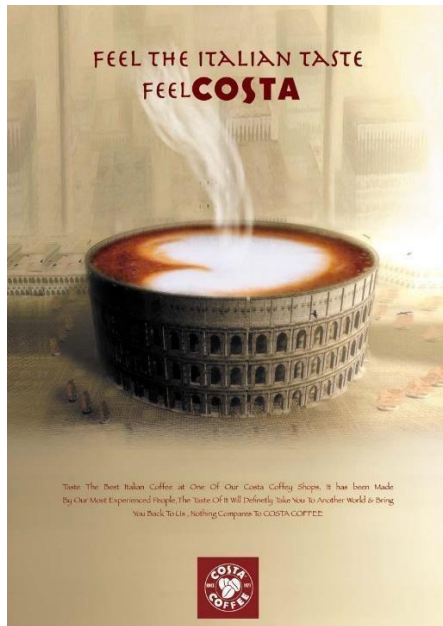


Fig.2.1.5.1 “Feel the Italian taste, feel Costa”

The advertisement is associated with Italy, as it depicts the Colosseum. Advertisement strategies that are applied to achieve the effect are **Brand Loyalty**, and **Weasel Words**. As it is seen in the case above, Costa Coffee implies that they offer an authentic taste of coffee, by using a symbol that refers to Italy. The symbol is chosen on purpose, as Italy is one of the largest coffee distributors in the world - their citizens enjoy strong and fragrant espresso, which can be made by using only high-quality coffee-beans. Offering “Italian” taste creates an illusion of an exclusive product, as the company is multinational, and offers their beverages in many countries.

The strategy used targets people who are interested in purchasing luxury items. The strategy “Brand Loyalty” is mentioned, as a symbol of a particular country is used to focus on people who identify themselves as patriots of their country. That also implies that one should purchase locally-sourced products while being in Italy, or Italian products while travelling, as it would remind one of their home country.

“**Weasel Words**”, a strategy that is mentioned in subchapter 2.1.2 applies to the text of the advertisement – “Feel the Italian taste, feel Costa.”, which refers to creating a positive message about the product, without guaranteeing that the product shall have a particular quality.

In the present case, the context and literal meaning does not differ, as the sentence implies that Costa Coffee offers Italian coffee. According to the grammatical level of

semantics, repetition is used in the phrase in order to emphasize the comparison between Italy and Costa, and to target potential buyers by creating an illusion that the two are connected. The function of language is conative, as the sentence is written in imperative mood, and the aim is to influence the behavior of the customers.

### 2.1.6 Bandwagon



*Fig.2.1.6.1 “Everyone is a winner with Costa Coffee”*

Fig.2.1.6.1 is a case of the advertisement strategies called “Snob Appeal”, “Weasel Words” and “Bandwagon”, however elements of “Bandwagon” are the most prominent. The phrase “Everyone is a winner with Costa Coffee” is a direct implication that if a consumer decides to purchase their products, they as if become a part of an elite group, or perhaps a winning side.

The strategy is applied in order to target people with above average income, as they are more likely to purchase luxury products; however, it can also become relevant to consumers that cannot afford said products daily, but have a desire to do so – the advertisement might lure the customers to try their coffee at least once, and become part of a larger group.

The text of the advertisement also suggests, that it partially can be considered as “Weasel Words”, as it claims that “Everyone is a winner” without factual information that could confirm the statement. Since there are no actual guarantees to the claim, consumers cannot complain about not having the advertised feeling after purchasing and consuming the product. The company can avoid promising material results to their customers, by offering emotional value – being a part of non-existing elite, having the sense of accomplishment, and

other feelings that cannot be proven or measured after the consumption of the advertised product.

The semantic meaning of the advertisement is “Become a consumer of Costa Coffee to be a winner.”, it directly invites potential consumers to start purchasing the products that Costa Coffee has to offer. According to the paradigmatic level, the word “winner” could be replaced for “hero”, “champion” or another synonym, which would exaggerate the connotation more, however, the company has decided to choose a word with a more general meaning.

The pragmatic meaning of the case is similar, however, it might be proposed in a more persuasive manner – “Don’t you want to be a winner because of Costa Coffee?”, as the advertisement strategy of the case requires a high level of persuasion. The expressive language function is used to achieve the desired result, as the statement expresses attitude towards the company, and invites potential consumers to start a new habit, by becoming a client of Costa Coffee.

Another case of “Bandwagon” is “Yummies for Mummies” (see Appendix 32), as it targets a very specific part of the population, women with children. The advertisement is designed to draw the attention of mothers, and invite them to join other mothers that purchase “Costa Coffee” on a regular basis. The semantic and pragmatic meaning does not differ, as the statement does not have underlying intentions.

The case invites the mentioned women to become part of the group (other mothers), because it is known that women with small children enjoy socializing with other young mothers, and the advertisement implies that “Costa Coffee” is the place where this audience spends their leisure time on a regular basis. The phatic function of language is used to establish with potential customers, and to persuade them to become customers of “Costa Coffee”

### 2.1.7 Transfer



*Fig.2.1.7.1 “Add a little magic to every day”*

“Add a little magic to every day” (Fig.2.1.7.1) is less aggressive strategically in comparison with other advertisements. The strategy used to persuade potential customers is “Transfer”, as a word with a highly positive connotation is used to create a comfortable atmosphere, accompanied by a picture of products, shown in a fairy-tale like manner.

In this case, a variety of seasonal drinks are shown, which correlates with the weather – it is mostly cold, windy and dark during winter, and it is easier to persuade customers with warm beverages, especially when decorated according to the season. In this case, the context of the original message refers to the advertised beverages, e.g. “magic”, which usually refers to something surreal and mysteriously enchanting, can be perceived as “coffee” or other beverage that the company offers.

The semantic meaning of the text is that one should add a cup of Costa Coffee to their day, as it is implied by the word “magic”. The pragmatic meaning does not differ in the case. The choice of vocabulary is intentional, as according to the paradigmatic axis the words “little” and “magic” can be replaced by different words with the same connotation. The conative function of language is applied in order to influence the customers, as the sentence is written in imperative mood, and invites people to purchase an item to achieve the advertised result.

The next case, “Share the Warmth of Holidays, Literally” (see Appendix 23) uses the same strategy, which presents an inviting and positive meaning in regards of holidays. The text of the advertisement invites potential customers to purchase warm beverages and share them with close ones. The word “warmth” also refers to the feeling of holidays, as usually family members and friends feel more positive during times of celebration. The use of word

“warmth” creates a positive association and since “sharing” is implied, that means that the customer shall purchase more than one beverage at a time.

The semantic meaning of the advertisement is “Share beverages with your close ones”, and it is achieved with the use of vocabulary and imperative mood. The aim of the meaning is to target consumers to purchase more beverages, and, at the same time the positive connotation creates a comfortable and reliable atmosphere to which the customers might wish to return in the future. The text is an idiom, as the sharing of warmth regards both feelings and literal beverages. The conative language function denotes that the intention is to influence the behavior of customers.

The pragmatic meaning does not differ in the case, as the text is idiomatic and invites customers to do a particular action.

### 2.1.8 Bribery

The advertisement strategy offers the customer to receive bonuses when purchasing products, It persuades potential customers, as they have the opportunity to obtain a product without being charged.



Fig. 2.1.8.1 “Free Coffee is on the Cards.”

The case of “Free Coffee is on the Cards” offers the customers to receive a product free of charge by obtaining the Coffee Club card. It is a strategic advertisement, as it influences

further purchases, because if a customer receives a card that ensures discounts or other bonuses, it is more likely for them to return to the coffee shop more often.

The semantic meaning of the advertisement is “Receive a beverage free of charge.”, in the case the function of language is referential, as it is oriented towards the context and offers detailed information in the following sentences written in a smaller font.

The pragmatic meaning is similar, “Free coffee is in the near future”, as “is on the cards” is an idiom, that refers to an event that is most likely to happen, and depicts strong certainty.

### **2.1.9 Conclusions**

According to the analysis of the advertisements, “Costa Coffee” tends to focus on popularity of the brand, statistics, and comparison to other brands, which can be perceived as a negative aspect of advertising in terms of politeness.

The majority of cases have been created using “Snob Appeal”, “Magic Ingredients” and “Avante Garde”, as they target a particular audience – above average income, awareness of social status, the tendency of following popular trends, and the necessity of purchasing new products before the majority have tried them.

Superiority is achieved without the use of superlative adjectives; however, on multiple instances the context of advertisements over-shadow potential competitors or rivals, as it seems highly important to accentuate the quality and popularity of their products by putting themselves higher than other companies that offer hot beverages.

According to the semantic and pragmatic meaning of the advertisements, most cases do not imply a completely opposed meaning, the company rather softens the meaning by the choice of vocabulary. Another aspect that helps to achieve the desired effect of the advertisements is the use of imperative mood, which also characterizes the conative language function, because the structure of sentences invite the consumers to behave in a certain way.

To conclude, “Costa Coffee” has a distinctive style of advertisement, and each example has a similar approach in order to attain a particular result, and target people of upper social classes.

## 2.2 Advertisements of “Starbucks”

“Starbucks” is a multinational company that has opened more than 25.000 coffee shops all over the world. In comparison to “Costa Coffee”, which started as a wholesale company, the first “Starbucks” was opened in 1971, in the form of a single store, located in Seattle’s historic Pike Place Market. (Online 5) The advertisements are divided in sub-chapters, grouped according to advertisement strategies.

### 2.2.1 Avant Garde



Fig.2.2.1 “Favorites with a Modern Flair”

The case (Fig. 2.2.1) “Modern Flair”, presents beverages in a modern, artistic manner to suggest that the products include brown sugar and high quality chocolate, because visual elements that illustrate the plants from which these ingredients are manufactured are placed next to the beverages.

The strategy in the case is a combination of “Avant Garde” and “Magic Ingredients”, however, the elements of “Avant Garde” are more prominent, as the advertisement targets an audience that value the possession of new technologies, products, food items, before the majority of the population have tried or purchased the newly created product. The advertisement also depicts that new ingredients have been added to an already existing beverage, to create a new, more special recipe for the potential consumers to enjoy.

The case is a rare example of advertisement, where there is no hidden meaning or implication in the text; however, the composition of the advertisement includes artistic representation, complemented by a corresponding title, thus possibly targeting people who

enjoy modern art, and other creative forms of expression. The meaning of the sentence is that the same products are “upgraded” into new, better versions.

The choice of font is strategic, as the focus of the advertisement is “Modern Flair”, which suggests that a completely new product has been created, despite the fact that the smaller font specifies the accurate information.

The aspect is difficult to confirm, as the focus of the company is to produce and sell beverages and food items, not target people who are interested in art forms, because they do not have items for sale that correspond to the main interest of such people.

“Be the First!” (see Appendix 16) is an advertisement of a new product, created for the summer season. The background and color scheme suggests that the beverage is cold, which is appealing during hot weather. In terms of text, the larger portion states the name of the beverage, however, the most essential part of the advertisement is the text written in a smaller font, “Be the first.”, which indicates that the strategy used to achieve a particular effect is “Avante Garde”, as the company invite their customers and potential consumers to try the new beverage as soon as possible, before the majority of the population has.

In the present case, the context of the message is directly understandable by reading the original message, as it explicitly encourages the purchase by the use of imperative mood and the conative function of language. The strategy targets people who enjoy the privilege to possess or try various items before others have done so.

### 2.2.2 Weasel Words



Fig. 2.2.2.1 “Make sure you’re in Starbucks”

Fig. 2.2.2.1, “If Your Coffee Isn’t Perfect, We’ll Make It Over. If It’s Still Not Perfect, Make Sure You’re in a Starbucks.” is a common style of “Starbucks” advertisements, it is a strategy “Weasel Words”, which implies a positive result shall be attained with the help of a ‘perfect’ beverage, without directly guaranteeing such results.

The latter part of the text is used as an emphasis or excuse, in cases when the beverage does not seem the best quality, as the direct context of the advertisement is that the company on no occasion serves poor or mediocre quality products.

The semantic meaning of the statement is that the coffee is perfect, as the meaning is achieved with “if” clause, and the expressive function of language, which presents the attitude of the addresser and affects the attitude of the potential customers as well.

The pragmatic meaning is “Our coffee is better than in other establishments”, and it refers to other coffee distributors in a negative or over-shadowing manner. Since there are many coffee distributors that sell beverages in different qualities, the company relies on the fact that the majority of consumers have a particular association regarding the taste of the product, for example, the product vastly differs in gas stations, cafeterias and other establishments that do not specialize in the sales of high-quality coffee beans or beverages.

Thus, not only the advertisement implies that the company provides ideal products, the contexts suggests that other competitors cannot supply a beverage of the same or nearly the same quality.

“Here’s to the best part of your day.” (see Appendix 17), is another example of “Weasel Words”, as it confidently states that the consumer shall have a positive impact; however, no promises are made that it shall actually happen.

As regards food and drink items, it is nearly impossible to promise a particular result that is caused by the use of product, especially if a trusted and certified expert does not confirm the claim, since such information is not added to the advertisement, it further confirms the strategy used to achieve the desired result.

The mentioned strategy is a reoccurring style of persuasion in both companies’ advertisements, as it is a form of boasting about the demand and quality of the products, without having to include statistical data or certificates that confirm the information. The context of the message refers to the beverages visible in the picture, and it is clear to perceive how the textual information correlates with the visual material; however, the picture with a

well-known product can function without the presence of text, as multinational brands are recognizable even with the lack of catch phrases or persuasive text.

The semantic meaning of the text is “The best part of your day is our beverage”, and the effect of the advertisement is achieved through the expressive function of language, because it denotes an emotional state and attitude towards something. According to the paradigmatic level, additional emphasis is achieved by the use of a superlative adjective “best”, in order to interconnect the person with the advertised product.

Evidently, the use of “best” no longer indicates major superiority of a product, since a large portion of companies tend to use such expressions in advertisements. The meaning has shifted and rather implies that the product is as good as others in the same category of goods.

The pragmatic meaning of the sentence is “Your day cannot be as good without our product”, as the previous statement implies that the beverage of “Starbucks” is the best part of a customer’s day.

Another example of “Weasel Words” is “All you can think of.” (see Appendix 18), is a rather compelling example of advertisement, as it displays a picture of the human brain filled with coffee beans. The text confidently implies that the consumer has constant thoughts of coffee, more specifically “Starbucks”.

Furthermore, additional text or visual material of beverages is considered to be redundant, as the context suggests that regular consumers of coffee shall purchase their products either way. In the case, the visual material can function without the added text; however, it is used to emphasize the idea presented through the picture. Scholars have studied similar advertisement strategies, which depict an unfinished claim, as it is in the present example – the idea and style of presentation is similar to “Weasel Words”, although the desired meaning is written in the form of a claim.

The semantic and pragmatic meaning of the text is the same, as it is a direct message to the potential consumers. The effect is achieved by the conative function of language because the sentence is in the form of a statement that can influence the behavior of consumers to purchase the product more often.

## 2.2.3 Plain Folks

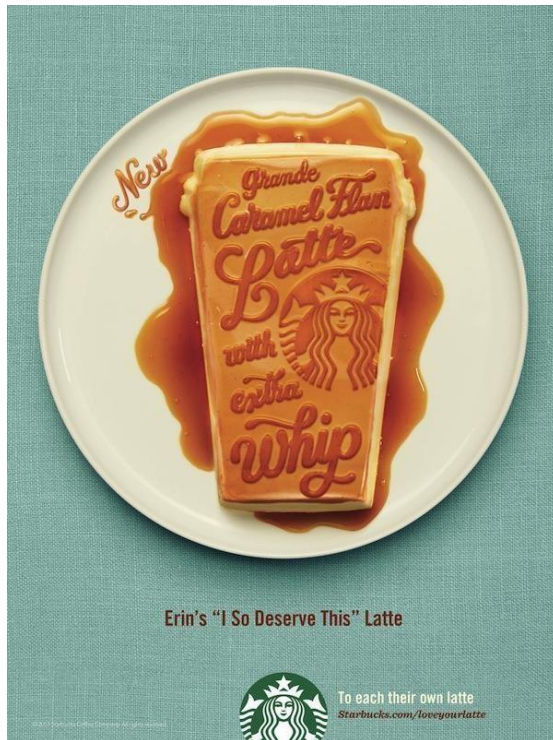


Fig.2.2.3.1 “Erin’s “I So Deserve This” Latte”

The first example “Erin’s “I So Deserve This” Latte”” (Fig. 2.2.3.1), is a picture with a large desert as the main element of the advertisement. It is presented in an appetizing manner, to draw the attention of potentially hungry customers, before they take time to read the caption below the plate.

The font is strategically small, which implies that the main purpose of the advertisement was to entice people not only to purchase a beverage, but accompany it with a snack, as visual material of appetizing food items can induce a sense of hunger even in satiated people. The text “I So Deserve This” is a reference to phrases commonly used by women who are controlling their calorie intake (it is often a topic for comedy), when they decide to allow themselves to have a desired food item as a reward for successfully abiding diet restrictions for a particular amount of time.

The strategy used to achieve the effect is “Plain Folks”, as the lettering on the desert includes many ingredients, which is appealing to consumers with average, and above average income, as they can purchase a beverage that consists of many and additional ingredients for the same price. The phrase below the plate is relatable to the majority of women, who at any point of their life have tried to diet.

The semantic meaning of the sentence suggests that a customer deserves to have the advertised product. The language function in the case is referential, as the text directly refers to the image of the product.

According to the pragmatic meaning, the phrase is to lure people away from their healthy lifestyles, by stating that they deserve to have an unhealthy treat. People who have a tendency of eating disorders are easily affected by such advertisements, thus, it is convenient for food and beverage companies to target such people. From another perspective, it might not have such a negative context, rather invites people to take a moment of relaxation and enjoy high quality beverages.

“Rachel’s “All Better Now” Latte” (see Appendix 19) is a similar case of advertisement and depicts a large piece of chocolate, shaped like a cup of coffee, and the ingredients of the beverage are written on the cup. Chocolate is commonly known as a calming agent after stressful situations; therefore, “Rachel’s “All Better Now” Latte” correlates to the food item displayed in the advertisement.

The strategy used is “Plain Folks”, for the large list of ingredients suggests that the price might seem adequate to the average consumer. The text is written in smaller font, in order to draw attention to the food item first. The semantic meaning of the advertisement is that a consumer shall feel better, calmer or more relaxed after the consumption of the beverage, the function of language is referential, as it directly refers to the beverage presented above the text.

According to the pragmatic meaning of the advertisement, the advertisement targets people who enjoy confection, or feel emotional stress at the moment. The context suggests that the product is designed for women who have stressful situations, issues or other occurrences that have caused emotional distress, as a woman’s name is included in the text.

As mentioned above, chocolate is known to calm people down, and it has been depicted in popular movies, magazines and other media, that women tend to consume large amounts of confection and food during times of distress or sadness.

The next case of “Plain Folks” is “Mike’s “That’s More Like It” Latte” (see Appendix 20). The advertisement is similar to the cases in the chapter, as the items are depicted in the same manner, only the target audience is differentiated with the help of ingredient adjustments, and text refers to common stereotypes regarding males and females.

The example is advertised to target male coffee consumers, as the text “Mike’s “That’s More Like It” Latte” directly mentions a name of a male. The strategy used is “Plain Folks”, as the type of advertisement contextually desires to be relatable for a particular group of people, not necessarily belonging to upper social classes.

In the present case, the advertisement is designed for stereotypical males, who desire large portions, food or beverages with high amount of fat, sugar, protein or other ingredients, along with a price that would be more adequate for a small portion. The context is accompanied with the ingredients depicted on the piece of chocolate, “triple grande”, “three pumps mocha”, as it describes a larger amount of product than in average cases, creating the illusion that the consumer shall receive extra ingredients for the same price, which not only persuades stereotypical male consumers, but families, people with average income and adolescents as well.

The semantic meaning of the sentence is that the mentioned male has received a beverage that is somehow better than something that the male has consumed before. According to the present case, the expression is most likely to refer to the amount of ingredients, the taste, price and the quality of the beverage. As it was for the previous examples of the same strategy, the function of language is referential, as the text refers to the desert-like beverage directly.

The pragmatic meaning of the advertisement is similar to the semantic meaning, as the context is easily perceived by customers who relate with the advertised expressions.

## 2.2.4 Bribery



Fig.2.2.4.1 “Buy a coffee and get a pastry.”

“Bribery” is an advertisement strategy that offers customers to receive a bonus or another product free of charge, in order to persuade them to purchase products on a regular basis. Usually, customers are affected by the strategy positively, as they spend the same amount of money, but receive bonuses.

The present case offers a pastry free of charge when purchasing a coffee, which invites people to consume coffee more often. The semantic and pragmatic meaning of the advertisement is the same – “The offer is very profitable, do not miss out.”, and the effect is achieved through conative function of language, as it affects the behavior of potential consumers to purchase their product more often. The sentence is in imperative mood, and strongly invites to behave in a particular way to gain a positive result.

There are more cases of the present advertisement, which are presented almost identically, by changing the picture of the pastry. (see Appendix 21, 22) It persuades a wider range of consumers, as people prefer different types of pastries, and it is important to target people who prefer croissants (Fig. 2.2.4.1), macaroons (see Appendix 21) or muffins (see Appendix 22) as those are popular choices among their clients.

## 2.2.5 Flattery



Fig.2.2.5.1 “The best coffee for the best YOU”

The following advertisement (Fig. 2.2.5.1) is created using the strategy “Flattery”, as the text “The best coffee, For the best YOU.”, suggests that the beverage is corresponding to the qualities of the consumer, to emphasize the context of the advertisement, superlative adjectives are repeated in order to bind the elements – the consumer, and the product of the company.

It is a well-structured advertisement in terms of the choice of strategy, as it targets people on multiple levels, regarding self-confidence and pride. On some occasions the advertisement might persuade consumers that have issues with self-confidence, as the text conveys a positive message that encourages to purchase a product that shall heighten the personal qualities of the consumer.

On other occasions, the advertisement targets consumers with significant self-confidence and pride, as the offer confirms the personal qualities of said consumers, and suggest to accompany the personality with a beverage of the same high quality and value. As mentioned before, the superlative adjective “best” has lost the strength of meaning, despite the highest degree of comparison, as it is a widely used word throughout advertisements, thus, only meaning that the product is similar in quality in comparison to other companies of the same type, popularity and price point.

### **2.2.6 Conclusions**

The analysis of “Starbucks” advertisements has yielded similar results to those of “Costa Coffee”, as the companies offer nearly identical products, and have a mutual target audience. However; “Starbucks” advertisements were not as aggressive in terms of contextual meaning and comparison to competitors, there was a tendency to use superlative adjectives, in order to establish the status of product among consumers, and to design confident advertisements which would target people from upper social classes.

Surprisingly, “Starbucks” also has focused on “Plain Folks”, by creating relatable advertisements, creating the sense that everyone can be part of their group, as they share the same thoughts, issues, and desires. Multiple examples targeted people with tendency to consume food and beverages of high calorie count, women who are in distress or have emotional issues, and men who enjoy purchasing larger portions for the same price, as they most often consume more than the average woman.

Therefore, “Starbucks” has reached out to a wider range of the society, by offering products that cater all varieties of consumers, and create the illusion that their products can soothe any problem.

### **2.3. Comparison of the Results**

The previous sub-chapters were devoted to in-depth analysis of advertisements chosen from two large coffee distribution companies, “Costa Coffee” and “Starbucks”. At first, while gathering the data for analysis, it seemed as the companies have identical patterns of advertisement, similar use of strategies and placement of visual material. The results can be considered similar, however, the examples have shown multiple differences in terms of advertisement strategies, and target audience.

Firstly, “Costa Coffee” has a more competitive approach in terms of style, as multiple instances of comparison or statistics regarding other companies were found, which is considered a rather aggressive method of advertising, because it can negatively affect how consumers perceive other coffee distributors and beverage sellers. Such strategies can be seen in Fig. 2.1.1 and Fig. 2.1.2, the first figure portrays direct reference to “Starbucks”, in order to confirm the competition, and accentuate that statistically “Costa Coffee” is preferred; however, the basis of the statistics is a narrow segment of 10 respondents, which is a small amount regarding the popularity and the size of the company.

The second example overshadows competitors in general, as it creates an illusion that every other company offers mediocre products. The word “mediocre” has a negative connotation, especially if targeted towards higher-end food and drink items, as it drastically lowers the assumed or expected quality. “Starbucks” has also created competitive advertisements (see Appendix 26), however, it focuses on the opinion of the consumer, and does not directly refer to other companies, while presenting a stance, that products of best quality are served on all occasions.

According to the research and all the provided examples, it can be concluded that “Costa Coffee” has a more prominent tendency of competitiveness and use of negative connotation to overshadow other vendors.

Secondly, according to the advertisement strategies in general, the companies had more elements in common. One of the most frequently used strategies was “Snob Appeal”, which is a strategy based on advertisements that target people with above average people that enjoy displaying belonging to a particular social class, along with people with below average income, that have a wish to become part of an elite, or to psychologically feel as if they belong to the upper social classes.

The second strategy that was used commonly, is “Magic Ingredients”, which is an essential method of advertisements, as the products are consumable, and people are interested in the content of food and drink items. “Magic Ingredients” assure the potential consumers that the consumption of the advertised products shall have a positive impact on the person emotionally, without actually guaranteeing the said result. The company is not responsible in any form, if a consumer does not sense the emotional improvements, which were advertised, as feelings cannot be measured or proven. The strategy also invites the potential customers to think that a unique ingredient is added to a new or already existing product that has vastly improved the product. It creates the desire to purchase and try the improved item, as it is portrayed in a positive and encouraging manner.

According to the semantic and pragmatic meaning of the advertisements, both companies used implied meaning in order to invite customers to become regular clients of the coffee shops, and to choose one establishment over the other. The most frequently occurring function of language is conative, as “Costa Coffee” and “Starbucks” intend to affect the regular behavior of the customers, in order to persuade them to purchase their products more frequently.

Finally, the advertisement strategies that differed among the two companies were determined. After analysis it was concluded that “Costa Coffee” has a tendency to create “Avant Garde” advertisements that are designed to invite people to stay ahead of time, and try a new product before anyone else does. The company adds new beverages to their menu on a regular basis, thus the advertisement strategy implementation correlates with the regularity of innovations.

Multiple “Starbucks” advertisements are based on “Plain Folks”, despite the price point being above average. The idea of such advertisement might revolve around breaking barriers between social classes, as usually it is perceived that higher-end companies are interested in having only upper-class customers, and do not have offers that are suitable for all social classes.

In the present case, “Starbucks” has designed advertisements that would be relatable to a wider range of people, thus gaining a larger amount of potential customers. The strategy also targets people with emotional issues, hardships, eating disorders and others, as relatable text is added to refer to the most commonly occurring issues among people.

To conclude, according to the size and popularity of companies, it was determined that the majority of advertisements were created by using the same advertisement strategies, as it is important to target an audience that is appropriate to the price point of products, are able to purchase the offered beverages, and can have the sense of belonging to a particular group, or as stated in the description of “Snob Appeal” – a non-existent elite. It was distinguished that “Magic Ingredients” and “Snob Appeal” were the most frequently used strategies.

## CONCLUSIONS

The **goal** of the present research was to analyze and compare advertisements from companies “Starbucks” and “Costa Coffee”, examine context, pragmatic and semantic instruments that construct the meaning of strategies, and determine which strategies are used most often.

The **hypothesis** was as follows: Both “Starbucks” and “Costa Coffee” modify the meaning of the advertisements with the help of semantic and pragmatic instruments that structure advertisement strategies.

After studying both cases and the comparison of advertisements, it is concluded that the style of advertising is similar, in terms of most frequently chosen strategies. The goal of the thesis was met, as research was implemented successfully, along with inspection of rare cases of advertisement, however, additional research is necessary to further analyze the aspects that were not in common, as it would result in a more detailed and precise discussion on the topic. The main difference between both companies was that “Starbucks” implemented “Plain Folks” on multiple cases, which is a strategy that is used to target people with average and above-average income. The use of the strategy is interesting, as it was determined that both companies tend to focus on upper social classes; however, “Starbucks” includes lower social classes in their target audience to increase the overall number of customers.

The main strength of the thesis was previous research on similar topics, as it gave an insight on how small textual details can affect the intention of advertisements and explained the peculiarities that regard the correlation between text and visual material. Additionally, companies tend to present their intentions straight-forward, so that the context of the message is easier to perceive and the functions used to achieve a result are more obvious to determine.

The main obstacle of research was the availability of advertisement materials regarding both companies, as nowadays, materials from trusted sources are blending in with plagiarism and attempts of caricature. Additional or renewed list of strategies should be created, as there are cases where two strategies were assigned, in order to correspond to the meaning of the advertisement.

It would be necessary to analyze a larger amount of advertisements, in order to distinguish a precise result. Outdated materials are not available, and it is common for large

companies to advertise visual material that involves little to no text, thus decreasing the amount of plausible examples for linguistic analysis.

Further research should shift the focus to semiotics, which would not only study the language used in advertisements, but the relationship between the text and visual material as well.

## THESES

1. The functions of language are linguistic instruments which are used to create or modify meaning according to how it is desired to be perceived by others.
2. It is important to acknowledge the functions of language and linguistic instruments in the analysis of advertisements, as it regards the construction of meaning and explains the intention of the utterance.
3. Advertisement strategies include different approaches of persuasion, which help to target a particular audience by choosing the appropriate strategy.
4. “Costa Coffee” has implemented aggressive advertisements that directly refer to “Starbucks” and presents “Costa Coffee” as the best coffee shop in comparison to the competitors.
5. “Starbucks” includes more social classes than “Costa Coffee”, because the company has created many advertisements that are created with the help of “Plain Folks” strategy, are relatable and target people with average income.
6. The advertisement strategies used most frequently are “Snob Appeal”, “Avant Garde” and “Magic Ingredients”, which correlates with the desired target audience of both companies.
7. “Costa Coffee” and “Starbucks” advertisements incorporate the conative function of language, which affects the behavior of customers.
8. The analyzed cases have context that differs from the semantic meaning of the advertisements.

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## APPENDIX

### 1. Jakobson's six functions of language –

<i>Type</i>	<i>Oriented towards</i>	<i>Function</i>	<i>Example</i>
referential	context	imparting information	It's raining.
expressive	addresser	expressing feelings or attitudes	It's bloody pissing down again!
conative	addressee	influencing behaviour	Wait here till it stops raining!
phatic	contact	establishing or maintaining social relationships	Nasty weather again, isn't it?
metalingual	code	referring to the nature of the interaction (e.g. genre)	This is the weather forecast.
poetic	message	foregrounding textual features	It droppeth as the gentle rain from heaven.

### 2. "The New Mini. The New Original." - <http://brandchannel.com/wp-content/uploads/2014/02/mini-new-560.jpg>



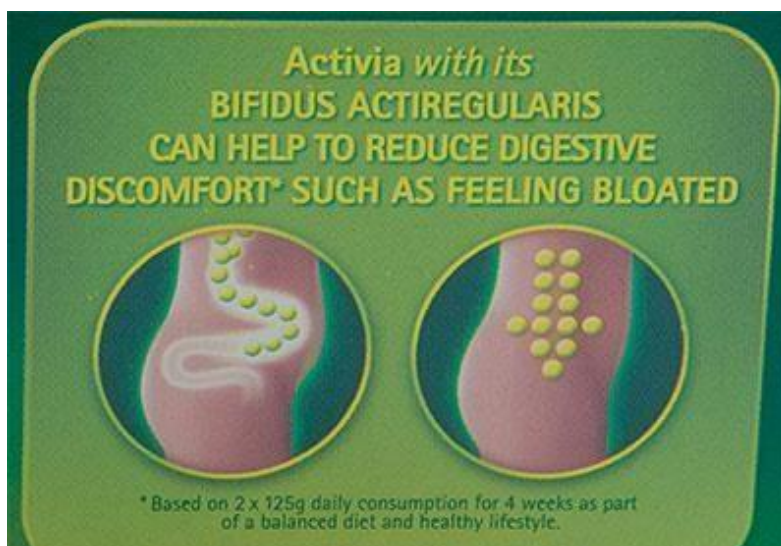
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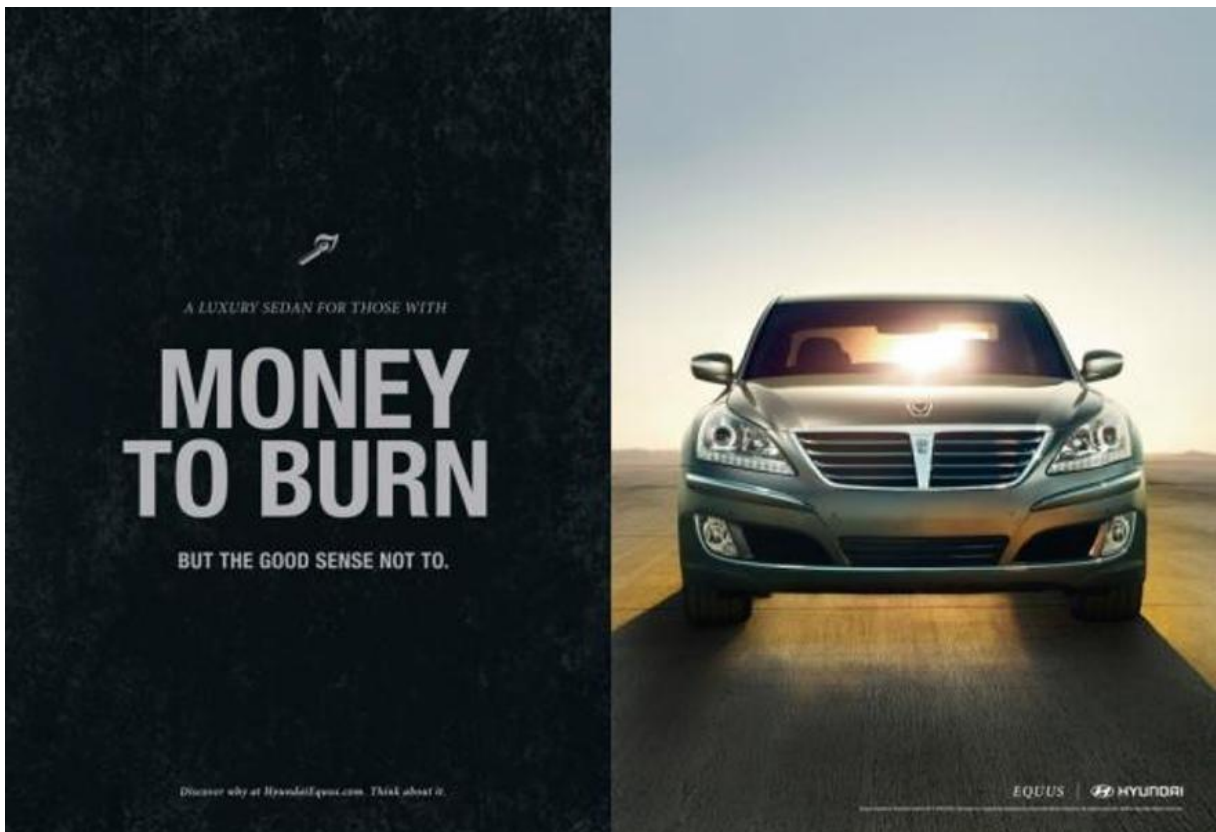
6. "The place to be." - <https://byronjaustin.files.wordpress.com/2015/05/corona-extra.jpg>



7. “Enjoy the go for less dough” - <http://www.raininhotcoupons.com/wp-content/uploads/2013/03/charmin.jpeg>



8. “Money to Burn” - <http://thevisualcommunicationguy.com/wp-content/uploads/2017/10/Snob-Appeal-Advertising-2.jpg>



9. “Domino’s Pizza” - [http://4.bp.blogspot.com/\\_1M2\\_GWnzCw/UTs9LopZZ9I/AAAAAAAAAC0/yvXGEWFdAZM/s1600/Two+for+Tuesday+decent.jpg](http://4.bp.blogspot.com/_1M2_GWnzCw/UTs9LopZZ9I/AAAAAAAAAC0/yvXGEWFdAZM/s1600/Two+for+Tuesday+decent.jpg)



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11. "Pantene" - <http://www.celebrityendorsementads.com/celebrity-endorsements/celebrities/selena-gomez/images/selena-gomez-pantene-ad-2015-lg.jpg>

# PANTENE

**STRONG IS**  
**TAKING THE HEAT**



**Pantene's** rich, creamy Daily Moisture Renewal Shampoo and Conditioner sends powerful Pro-V moisture deep into your hair. So even the dry damage from 100 blowdries transforms into silky amazing.

**STRONG IS BEAUTIFUL™**

12. "Because you're worth it." - [http://4.bp.blogspot.com/-](http://4.bp.blogspot.com/-iCnN8_pd4lc/VMCL027klcI/AAAAAAAAAPc/UUMWOeb_c8U/s1600/original.jpg)

[iCnN8\\_pd4lc/VMCL027klcI/AAAAAAAAAPc/UUMWOeb\\_c8U/s1600/original.jpg](http://4.bp.blogspot.com/-iCnN8_pd4lc/VMCL027klcI/AAAAAAAAAPc/UUMWOeb_c8U/s1600/original.jpg)



13. "Verizon" - [https://xyzag.files.wordpress.com/2010/03/veratt\\_map.jpg](https://xyzag.files.wordpress.com/2010/03/veratt_map.jpg)



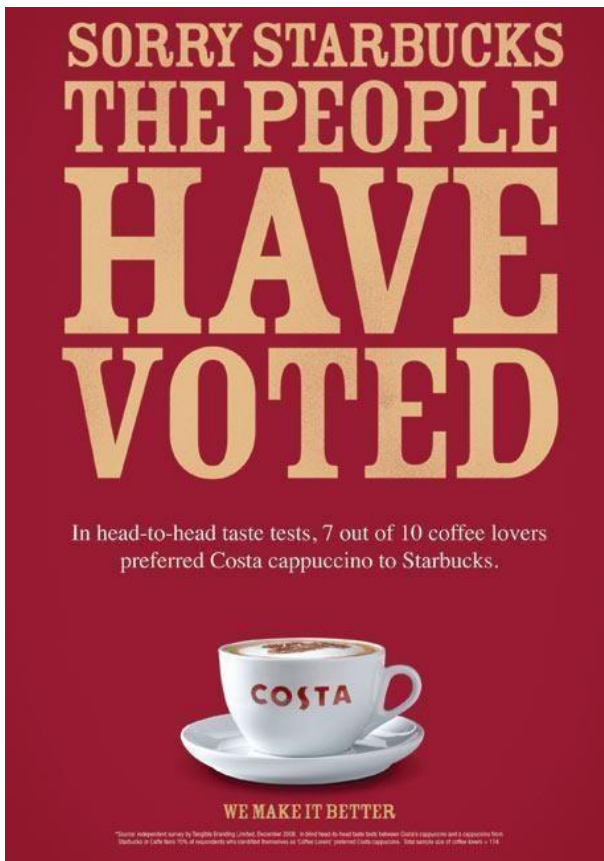
14. “The Cortado. It takes big skills to craft little perfections.” -

<https://www.costa.co.uk/media/454541/full-header.jpg>



15. “Sorry Starbucks, the people have voted.” -

<https://secure.surveymonkey.com/resources/11749/20501749/360b7aca-7a17-440a-bdde-a04c7c3e8317.jpg>



16. “Be the first.” - <https://2.bp.blogspot.com/->

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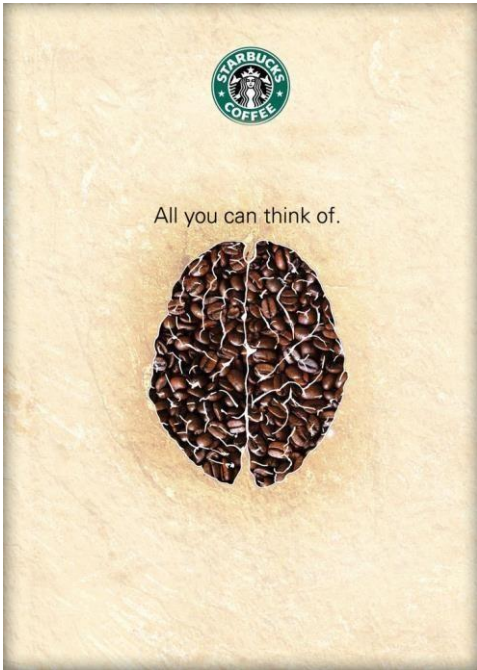
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17. “Here’s to the best part of your day.” - <https://s-media-cache-ak0.pinimg.com/originals/89/0f/2e/890f2e851d28a7fefab85a1282c44255.jpg>



18. “All you can think of.” - <https://i.pinimg.com/736x/a6/48/a1/a648a17120e8195dbfc18a9129d88dc9--starbucks-coffee-coffee-coffee.jpg>



**19. “Rachel’s “All Better Now” Latte” -**

[http://www.graphis.com/media/uploads/cfe/entry/8c355ada-d3ed-4125-8d26-b8423eb6df29/Starbucks\\_Rachel.jpg](http://www.graphis.com/media/uploads/cfe/entry/8c355ada-d3ed-4125-8d26-b8423eb6df29/Starbucks_Rachel.jpg)



**20. “Mike’s “That’s more like it” Latte” -**

[http://www.graphis.com/media/uploads/cfe/entry/8c355ada-d3ed-4125-8d26-b8423eb6df29/Starbucks\\_Mike.jpg](http://www.graphis.com/media/uploads/cfe/entry/8c355ada-d3ed-4125-8d26-b8423eb6df29/Starbucks_Mike.jpg)



**21. “Buy a coffee and get a pastry. Macaroons.” -**

[https://files1.coloribus.com/files/adsarchive/part\\_2350/23501065/file/starbucks-coffee-2000-40591.jpg](https://files1.coloribus.com/files/adsarchive/part_2350/23501065/file/starbucks-coffee-2000-40591.jpg)



**22. “Buy a coffee and get a pastry. Muffin.” -**

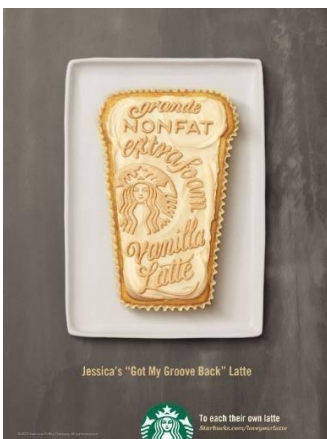
[https://files1.coloribus.com/files/adsarchive/part\\_2350/23501065/file/starbucks-coffee-2000-40591.jpg](https://files1.coloribus.com/files/adsarchive/part_2350/23501065/file/starbucks-coffee-2000-40591.jpg)



23. “Share the warmth of the holidays, literally.” - [https://mir-s3-cdn-cf.behance.net/project\\_modules/disp/f1570951632199.5608b959df6ae.jpeg](https://mir-s3-cdn-cf.behance.net/project_modules/disp/f1570951632199.5608b959df6ae.jpeg)



24. “Jessica’s “Got My Groove Back” Latte” - [http://78.media.tumblr.com/beb13f404e0188f63a3df557c8effd8b/tumblr\\_ne8z2mQ12g1ralyl1do4\\_1280.jpg](http://78.media.tumblr.com/beb13f404e0188f63a3df557c8effd8b/tumblr_ne8z2mQ12g1ralyl1do4_1280.jpg)



25. "Buy a coffee and get a pastry. Croissant." -

[https://naotwpd.s3.amazonaws.com/qphlds\\_vp\\_dh\\_vrld\\_qvrsvn.jpg](https://naotwpd.s3.amazonaws.com/qphlds_vp_dh_vrld_qvrsvn.jpg)



26. "Starbucks or nothing. Because compromise leaves a really bad aftertaste." -

<http://theinspirationroom.com/daily/print/2009/5/starbucks-no-compromise.jpg>



27. "Voted the nation's favourite coffee shop. And it wasn't even close." - <https://s-media-cache-ak0.pinimg.com/originals/a3/13/27/a31327b7be4b46cbcd6ddf3c8e6cb4c5.jpg>



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<https://static1.squarespace.com/static/56ac9d1122482e393fe8925f/t/56c5d7b04d088ef4e8bee357/1455806411293/>



29. "The Ultimate in coffee chic. Our new Autumn Collection." -

[http://www.londondesigneroutlet.com/uploads/files/2013/09/267508\\_brand\\_assets\\_web\\_ad\\_800x378.jpg](http://www.londondesigneroutlet.com/uploads/files/2013/09/267508_brand_assets_web_ad_800x378.jpg)



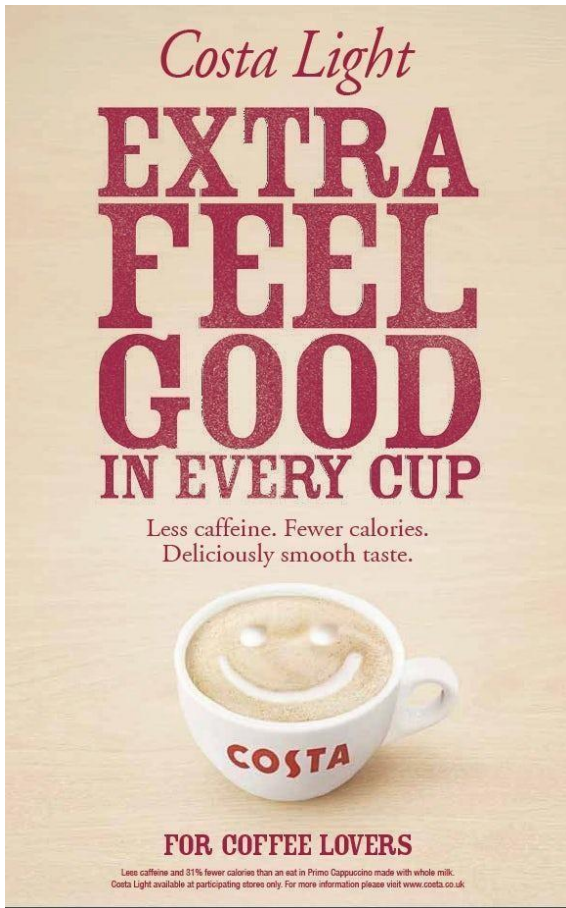
30. "Beverage advertisement compilation." -

<https://markgibsonphotography.com/perch/resources/costaautumnpairedweb-1.jpg>



31. "Costa Light. Extra feel good in every cup. Less caffeine. Fewer calories. Deliciously smooth taste." -

<https://marketingweek.imgix.net/content/uploads/2011/10/Picture-1.jpg?auto=compress,format,&crop=faces,entropy,edges&fit=crop&q=60&w=579&h=922>



32. “Yummies for mummies.” -

<https://i.pining.com/originals/a1/7c/13/a17c1309acf4d9946331dfaa7a6a9ee4.jpg>

