

Intro: Good evening/morning ladies and gentlemen my name is Mirna and I will be presenting cross platform advertisements and I will zoom in on three main Levi's advertisements and focus on how they are presented and why certain things are placed the way they are and all the techniques used. Levi Strauss & Co. is an American clothing company known worldwide for its Levi's brand of denim jeans. It was founded in May 1853 when German immigrant Levi Strauss moved from Buttenheim, Bavaria, to San Francisco, California to open a west coast branch of his brothers' New York dry goods business. Here are the 3 advertisements:...

Content of the advert One: This is the first advert is a still image which was found on magazines and billboards.

1. The narrative: The story behind this advert is that the man is going out on adventures and really living life instead of sitting at home.
2. Visual cues: The man is in the top of the frame in the top corner making him stand out from the other things in the frame. Another thing is that he is wearing blue denim suggesting that the advert is about denim/jeans and blue is the original colour of jeans, also making him stand out from the background. Another hint in the advert is that his hands are almost in a cowboy position which links back to the background of Levi's as it was originally made for hardware for cowboys and horseback riding in the USA before Levi's started their company, The deserted background also supports this as the cowboys work in deserted areas or farms. From the visual cues I can tell that the ad is about the man rather than the car as the car is cut off and not fully appearing therefore this tells the audience/customers that this ad is about the jeans.
3. Verbal cues: The main verbal cue that stands out is the writing in the middle in white as it stands out from the other text making the audience read that text first. It suggests that when you buy the item (in this case the denim) you feel and get perceived as more adventurous and want to go out more often. Then the audience's eyes go to the red Levi's logo that is in red and the slogan at the bottom.
4. Order of the information: The order of information is from the model standing in the advert to the white writing in the middle and then to the background image and then to the logo and slogan of the brand.
5. **Ad appeal and style:**
6. Within this advertisement there is the use of emotional appeal as it interacts with the audience's personal appeal making them feel more adventurous and want to buy the jeans/denim and be more adventurous instead of sitting at home and "collecting dust".
7. **Persuasive Techniques:** In this advertisement the persuasive technique used is pathos (an emotional appeal) I think this because the advertisement is provoking that when you buy Levi's jeans you feel more adventurous and go out more often instead of staying at home and "collecting dust".
8. **Executional style:** Lifestyle

This Advert is really successful because it convinces the audience or the viewers that if you buy their product you will feel motivated to go out and go on adventures and practically live a healthy lifestyle

Content of the advert TWO: This is the first advert is a still image which was found On magazines and on Levi's Instagram page.

1. The narrative: The story behind this advert is that you should go and buy Levi's Jeans

- because you will find your size as they have sizes that “fit everyone” and therefore fit you.
2. **Visual cues:** A model wearing the product (jeans) is stood in the middle of the frame to draw the most attention to the jeans as she is looking down at the jeans that she is wearing. She is wearing all black as they want to draw all the attention to the jeans hence its a jeans advert. The background is mainly on the side of a road with blue colour to represent the original colour of the jeans and where it came from (italy-italian vintage background) and plain, again so all the attention is turned to the jeans. There is also an old looking and worn pavement to provoke that the jeans have been around for a long time and therefore people could trust in their brand and the quality of their products as initially the jeans was successfully made for hardware (Denim is a tough, rugged material meant to withstand time and the elements) nowadays we use them as a luxury item and a must have.
 3. **Verbal cues:** The main catch phrase in this advert is the white writing on the bottom right. This phrase really stands out (although maybe not so original or modern however is well known) and suggests that everyone will be able to find their sizes no matter who they are which makes people want to go and shop from their brand.
 4. **Order of the information:** The information is ordered so that you see the model and the jeans first then the writing on the bottom right and last, the brand logo. This is in order of importance or they prioritised them in that order.
 5. **Ad appeal and style:**
 6. Within this advertisement there is a mix of personal and social appeal as it focuses on the emotions to find a product that fits you and the need to be recognised, respected, impacts on the consumer’s status.
 7. **Persuasive Techniques:** In this advertisement the persuasive technique used is mainly pathos as it evokes an emotional response in the consumer and maybe Logos as it suggests that it will fit everyone.
 8. **Executional style:** lifestyle

Content of the advert THREE: This is the first advert is a still image which was found On Youtube advertisements and instagram advertisements and on many billboards.

1. **The narrative:** The story behind this advert is that if you buy their jeans you will be able to get through anything and the jeans will still be looking very nice and decent. This is provoked through the visual cues as they both get through all the walls and all the different environments and are free to move without being restricted.
2. **Visual cues:** First the man appears and then the women appears however both genders are eventually used to show that both genders will find their wanted products at Levi’s. Eventually they both get through all the different environments and obstacles which suggests that if you buy their product you will be able to get through everything and be free to move without your jeans being ruined.
3. **Verbal cues:** The only verbal cues shown are at the very end with Levi’s engineered jeans and their catch phrase “Freedom to move” this connotes that if you buy their jeans you will be free to move which persuades more people to buy their product.
4. **Order of the information:** The information is ordered so that you see the models running through the obstacles and as they come to the end the slogan and logo are shown.
5. **What does the music convey?**
6. The music is very contradicting, there is alot of action going on throughout the advert however, the music is classical and smooth at times which is the complete opposite of what is happening in the frame as you would expect to hear rough music with lots of drums and loud music. The

music and sound effects in the background was made by Johnny Burn who was the co-founder of Wave Studios in Soho London. Where he took Handel's 'Sarabande' from the Suite in D minor for solo harpsichord played by an orchestra and added sound effects every time the models would hit a different surface. I think this is very effective as the music used really brings the attention of the audience and is proven that when people listen to classical music they pay more attention and so I believe it is a very smart idea to use this type of music.

7. **Ad appeal and style:**
8. Within this advertisement there is
9. **Persuasive Techniques:** In this advertisement the persuasive technique used is
10. **Executorial style:** lifestyle
THANK YOU