

Suomalaisia autohistoriaa. Uusi A. Suomi Edition. Made in Finland.



Omaksi alk. 399 €/kk

NISSAN

TOISET NE USKALTAA

UUSI NISSAN MICRA ALK. 13 440 €

UUSI NISSAN MICRA ÄLYKÄIN-TEKNOLOGIALLA ENÄ EI TARVITSE ETUÄ ALUJAA.

UUSI NISSAN MICRA. GO GET IT.

"Epäilemättä Ford EcoBoost muuttaa pelin."

UUSI FORD FOCUS Trendi 1.6 EcoBoost

FORD L3 BlueMotion

UUSI FORD B-MAX

Uusi Ford B-MAX alk. 18 200 €



HONDA

Uusi Honda CR-V

583 €/kk

"L" ON SEKSIKÄIN KOKO TÄSTÄ LÄHTIEN.



TIIVAS - VALOIS - MUUNNELTAVA - TALOUDELLINEN

FIAT 500 ALK. 10 992 €

SKODA

Uusi SKODA Octavia Avaruus ympärilläsi



SKODA Octavia alk. 21 963 €

YLELLISYYS VAKIONA.



ETUJÄ JOPA 4 000 €

Auto löynnä innovaatioita ja silti niin tilava.

Suuremmin Golf. Uusi Golf Sport.



"Jätin kellarava. Hankin Sportagen."



Uudistunut Volvo V70 Sportswagon

Alk. 39 958 €

Anna elämälle tilaa.



TOYOTA

YARIS NÄYTTÄÄ SUUNTAA.

TOYOTA YARIS JA YARIS HYBRID.

YARIS NÄYTTÄÄ SUUNTAA.



TOYOTA YARIS JA YARIS HYBRID.

AUTOMAATTI JA NAVIGOINTI 0 €. NAUTINNOLLISIN REITTI KEVÄÄSEEN.



CAR ADVERTISING RESEARCH 2014

What makes the best ads best in cars



- What actually impacts the reader in the content or appearance of an advertisement?
- FIPP wanted to find out what makes the reader stop at an ad, be pleased with it and remember the ad.
- We well know the attention values and reading values of ads, but we don't really know why exactly these ads get such good values.
- A new kind of semiotic-qualitative research found out the secret of the best car ads in magazines in Finland.

What makes the best ads best in cars



Valores Consult
www.semiotiikka.com

A. DEPTH INTERVIEWS

- 20 depth interviews lasting 1- 1,5 hours
- 'Ethnographic' method: readers would flick through the magazines and comment freely their feelings, opinions, reactions
- The magazines were filled with ads that already had got very good reading and attention values (and some not so good, for comparison) throughout the year
- Magazines used: Auto Bild, Tuulilasi, Tekniikan Maailma, Oma Aika, Me Naiset, Olivia, Meidän perhe, Vauva, Talouselämä

B. SEMIOTIC ANALYSIS

- The same ads were analyzed semiotically
- What kind of colors, forms and visual compositions are attractive in interior decoration and why?
- What kind of stories appeal to the readers in ads?
- What kind of mythical material is effective in car ads

A. Depth interviews

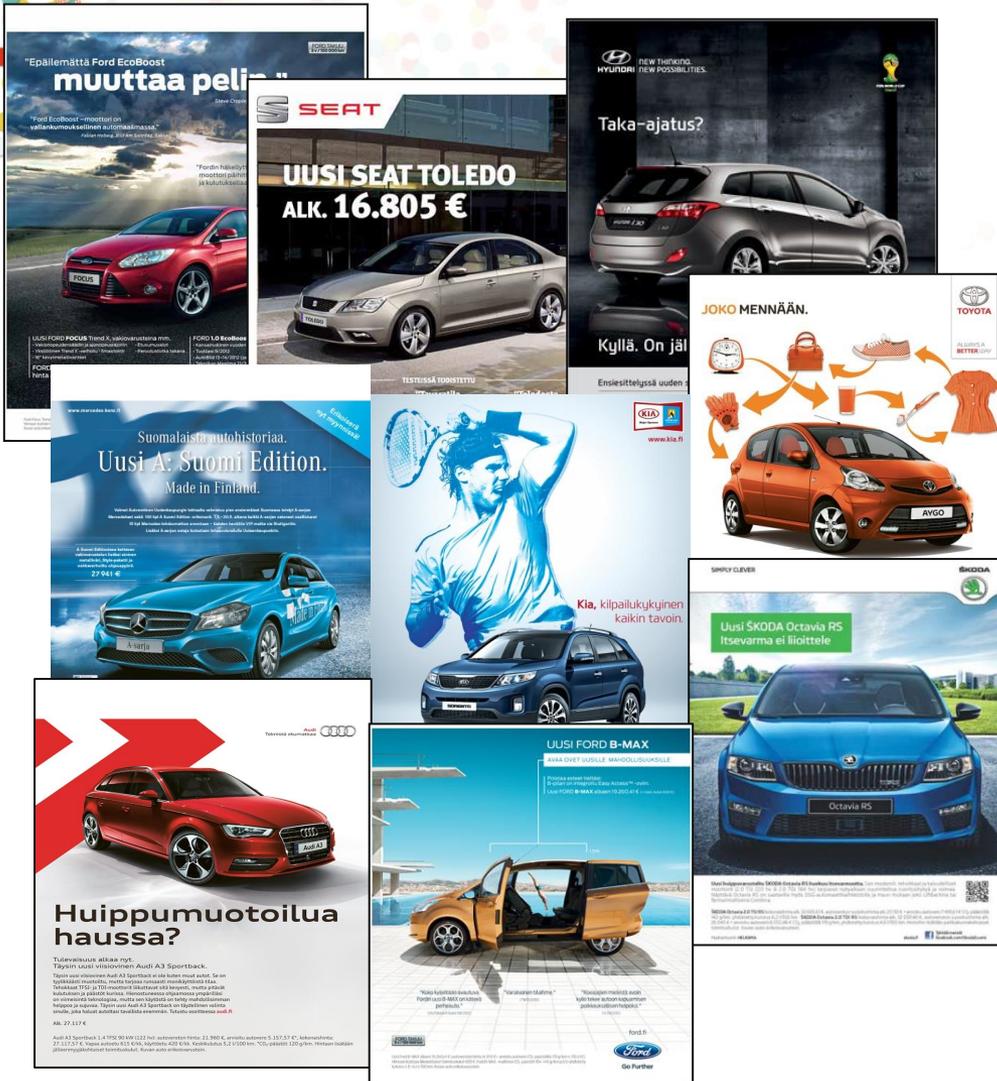
MEN , and their own car

- Sales representant 28 v, Skoda Superb 2011
- After sales controller 44 v, Nissan Micra 2013
- Electricity entrepreneur 46 v, VW Transporter 2011
- Sales executive 47 v, Audi A6, 2011
- Sales manager 48 v, Volvo XC90, 2011
- Film entrepreneur 53 v, Opel Vivaro 2010
- Car seller 54 v, Mercedes Benz, 2012
- Maintenance manager 55v, Volvo V70, 2007
- Sales manager 62 v, Toyota Avensis, 2012
- Sales manager 65 v, Nissan Quashquai 2013

Women, and their own car

- Teacher 30 v, Ford Fiesta 2004
- Project manager 34 v, Renault Laguna 2006
- Nurse 37 v, Toyota Yaris 2010
- Student 42 v, Kia Ceed 2012
- Book-keeper 42 v, Ford Focus 2007
- Nurse 45 v, BMW 520A, 2013
- Marketing manager 45 v, Audi A3, 2010
- Project planner 50 v, skoda Octavia 2010
- Interior designer 51, Citroën Picasso 2011
- Sales secretary 61 v, Mercedes Benz 2009

58 ads that already got very good reading and attention values in tests throughout past year



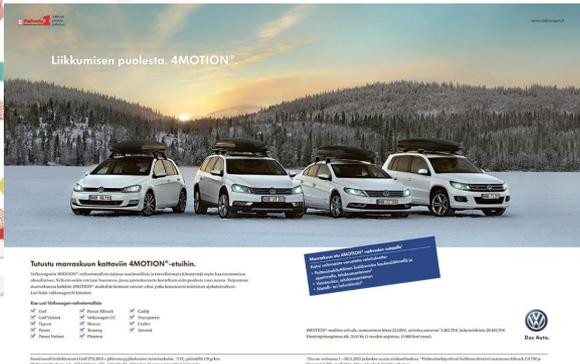
The magazines used in research

Auto Bild
Tuulilasi
Tekniikan Maailma

Me Naiset
Meidän Perhe
Olivia
Oma Aika

Talouselämä
Vauva

NOTICING AND READING THE ADS



”When you have millions of kilometres behind you, you know which kind of car you need, you don’t get that from advertising ... except if there’s a great scenery, then I look at it”

”I don’t look at ads when I’m not changing my car. .. There should be something else to look at, too, something fun to look and then you would look at the car, too”.

”I do check all the new models and brands at some level, to know what’s going on in the market”

1a. Scanning according to the lay-out: ”is this interesting enough?”

- **When buying a new car is not on your mind**
 - Is this different/interesting/ funny enough for me to stop by?
 - Does it present the car in an interesting way?
- ⇒ **A different car ad will catch attention**
- ⇒ Most car ads are 'so similar' that you won't look at them, unless you are thinking about getting a new car



"I look at the size of cars I'm going to have next time. These small ones are too small for me, i don't even glance. Some ads are hard to figure out, how big the car is in reality."

"Nowadays I always check the consumption first. If it consumes too much, I leave it out of my consideration."

"Would be good if the ads had more test results and real user's opinions, too."

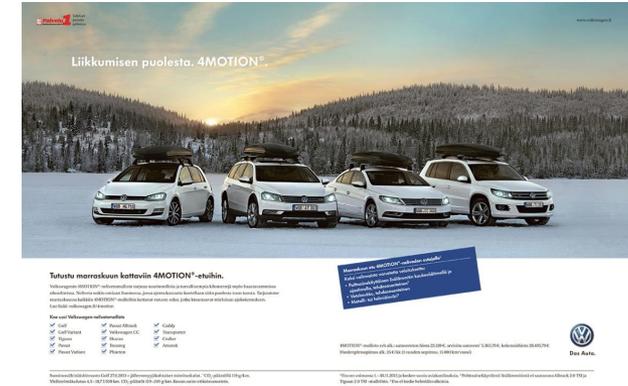
1c. Scanning according to my own likings of cars: "is this a right type of car for me?"

- Next time i'm going to get this size of a car:
 - I'm checking out what's on the market
 - Are there interesting new models
 - Are there new brands to me that I could consider
- Which kind of car would be good next time:
 - I'm checking the fuel consumption and other qualities
 - Will to know more about ecological cars
 - Reading tests and comparison articles

A GOOD CAR AD

A good car ad according to consumers

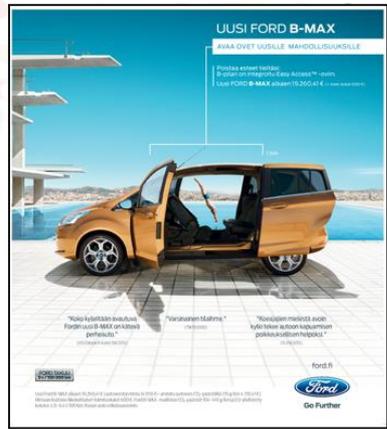
1. Different
2. Landscapy
3. Full of feeling
4. Good story
5. Technical
6. What interests women
7. Shows the car big enough
8. Clear
9. Information
10. Brings out the brand
11. Strengthens the brand



AUTOMAATTI JA NAVIGOINTI 0 €.
NAUTINNOLLISIN REITTI KEVÄÄSEEN.

BMW:n automaattivaihteiset ja navigointivälineet ovat nyt saatavilla BMW:n uusissa SUV- ja sedan-ajoneuvoissa. BMW:n automaattivaihteiset ja navigointivälineet ovat nyt saatavilla BMW:n uusissa SUV- ja sedan-ajoneuvoissa.

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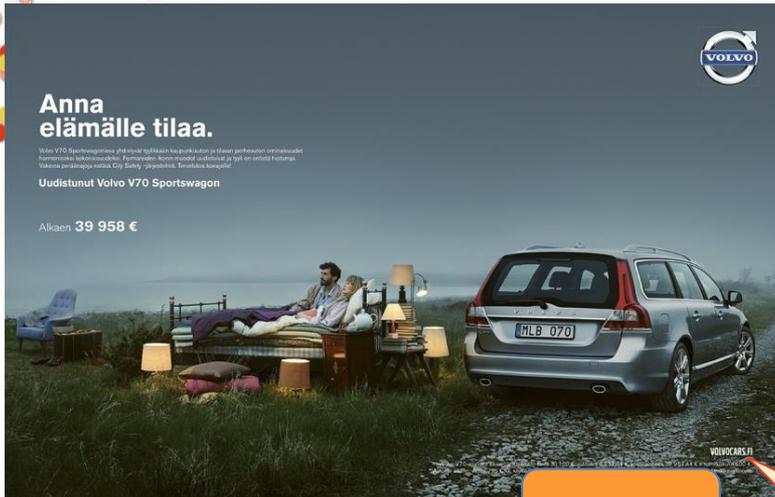
Valores Consult
 www.semioitikka.com

A GOOD CAR AD

A. DEPTH INTERVIEWS

1. Different

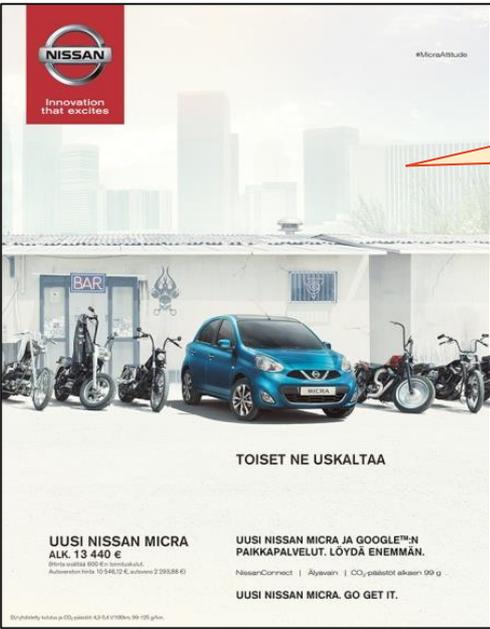
- ⇒ A new kind of, "not traditional car ad"
- ⇒ New idea, new view of driving or using the car
- ⇒ The cars appearance otr technology pictured/described from a new point of view
- ⇒ Something else than the car to watch, too



90%

"Well this is a romantic story and good feeling, would be nice to be there,,, I don't think all that stuff can't fit in the car, though"

Attention value



"Funny idea, "some they dare" to change a motorbike to Micra"



"It's different at least. You look at the creatures and wonder.. Would be good if it were not so messy.. Now you can't see the girl under the fold of the magazine..."



76%

2. Landscapy

- ⇒ 'A scenery background' appeals more than a 'made in studio'
- ⇒ Beautiful nature: Lappiland, mountains, beach
- ⇒ The reader can picture himself there



"Stylish city in the background, and we are high now, you get image of a better life in general"

Attention value

"Here you have a fine Lappland landscape, you stop to admire it, the big cars look just like winter cars here, this is fine, safe and sure. They also give information about the cars."

A GOOD CAR AD



3. Full of feeling

- ⇒ Creates good mood
- ⇒ Exciting, adventurous, energetic
- ⇒ Fun, jovial, relaxing
- ⇒ Holiday- or travel-like feeling



"This could be an Ikea ad just as well, but I got to admit you stop to look: what, lamps in the tree, and a nice beach feeling, too",



"This is a peculiar colour and a nice night feeling, the car is so clean and white, too"

"Sky is great here, great weather to travel, those texts in the sky just bother the feeling a bit..."

A GOOD CAR AD



5. Technical

- ⇒ Displays the cars
- ⇒ Hybrid, fuel spraying system, special brakes etc
- ⇒ Spacy trunk, high sitting position , easy to load
- ⇒ Consumption and emission information, comparisons?
- ⇒ Mopre information, more reasons to choose this car
- ⇒ But not too small a font

"This is neat, the middle bars are missing, must be easy to load"

"Thjis I'd wish from other brands, too, to show the cabin, it's really important, that's where you sit all the time then"



A GOOD CAR AD

A. DEPTH INTERVIEWS

7. Shows the car big enough

- ⇒ Car is still the main thing
- ⇒ (though for many readers it's not the only main thing)
- ⇒ Show the design of the car, if not widely known already
- ⇒ Realistic idea of the car's size
- ⇒ The main details of the car (such as lamps) should be seen, so not too small a picture



"Quite stylishly pictured, though I don't know the brand any"

"This is a basic one, however the car is silvercoloured and fine and somehos serene, pleasant to look at, if you are looking for a new car"

"A perky coloured little car, pretty fun shaped, too"

A GOOD CAR AD

A. DEPTH INTERVIEWS

8. Clear

- ⇒ The reader wants to get the point at one glance
- ⇒ Clarity = visually simple enough or balanced, in order
- ⇒ Clarity = little enough information
- ⇒ However not too boring and evident, "a hundred times seen"

76%



"The beetle is here almost like Audi TT, but it's still a cute beetle, good-looking."

"So polished and trendy dust caps and all kinds of extras in the visage, this is appealing to young folks, for sure"

"Somehow messy, you don't figure out, there's too many things around the car"

A GOOD CAR AD

Vuoden talviauto toivottaa hyvää kesää.
Ennakkomyynnissä uudet vähäpäästöiset diesel- ja bensinmoottorit.

Volvo V40 D2 ALK. 28 085 €

Volvo V40 T2 MAN ALK. 27 644 €

Rahoitustarjous vain 1,9 %

Volvia Kasko

Volvo Cars Finland

87%

YLELLISYYS VAKIONA.

ETUSI JOPA 4 000 €

Volvo Cars Finland

"Everybody knows how a Volvo looks like, so it's good they show it from inside, it gives a good picture of quality and driving comfort"

A. DEPTH INTERVIEWS

9. Information

- ⇒ Car brands are getting near each other in design and technics: now it's harder to compare them than before
- ⇒ People would like to have more information in the ads: the car qualities, ecology, consumption, technics
- ⇒ The price is hard to find and always "starting from"

"I like it, that they tell a little bit more, even though the text is small.. The car is a little differently pictured, too... the information gives a reliable feeling, and of course the brand is Volvo, too"

"At least they put the price big and fair, and other information, too, good"

SEAT

UUSI SEAT TOLEDO

ALK. 16.805 €

KAIKKI MITÄ TARVITSET. ALK. 16.805 €

HYVÄÄ EI SAA HALELLA. PARHAAN SAA.

ENJOYNEERING

72%

A GOOD CAR AD

A. DEPTH INTERVIEWS



"A simple ad, but it takes your attention with that flashy colour. And the brand and the model is well communicated."

"I thought this was some luxury brand, as it looks so expensive here"



"Isolla kerrotaan että uusi Corolla-malli tulee. Autot on nykyään niin samannäköisiä, että vaikea välttämättä tunnistaakaan..."

10. Brings out the brand

- ⇒ So that you get the right brand immediately and keep it in your mind
- ⇒ Car models much alike, you have to work harder in advertising to differentiate
- ⇒ Be proud of your brand and say it aloud



88%

A GOOD CAR AD

A. DEPTH INTERVIEWS

11b. Strengthens the brand

- ⇒ Even a popular brand has to be strengthened continuously
- ⇒ A brand must keep up with the time
- ⇒ The peculiarity of the brand and it's own specialities must be emphasized and repeated patiently

Menestysmaasturi uudistui

Ensiesittelyssä uudistunut Volvo XC60. Suunniteltu sinua varten.

88%

VolvoCare FI

red dot design award winter 2011

"Jätin kelivaraa. Hankin Sportagen."

Kia Sportage TX Limited AWD

74%

KIA The Power to Surprise

Simply Clever

Uusi SKODA Yeti - uutta tuunausta myös hinnoissa

85%

SKODA

Auto täynnä innovaatioita ja silti niin tilava.

Suurenmoinen Golf. Uusi Golf Variant.

85%

VW Das Auto.

Suomalaista autohistoriaa. Uusi A: Suomi Edition. Made in Finland.

27 941 €

75%

Mercedes-Benz



Not so good car ad

1. Boring
2. Conventional, same like others.
 - Doesn't differentiate from other brands, does not interest.
3. No feeling. Too matter-of-fact
4. No story. Just the car interests few readers.
5. No technics. Just the product photographed is not enough..
6. Ypu can't see the car. Car is too small in the ad
7. Scrappy. Too much happening around the car
8. Not enough information.
9. Brand is invisible or is taken as another brand
9. Does not strengthen the brand . Weakens the brand image, too old-fashioned etc.



Old brand images stick!

"The images do hold true. The Japanese re reliable and easy to maintain, the Germans are very good but more expensive, Americans are pretty good, too, and the French are bad, lot of small problems."

"The French cars have good motors, but then they have a lot of electricity problems and consumable parts that no thanks..."

"Mercedes is the best of course, the value will not drop even throughout the years, it's so durable and high quality in every aspect"

"These new korean brands, you have no idea how they are going to last.... Even though they have long guarantees, but anyway the value of the car drops to half immediately when you drive it out of the shop..."

"I wish I could afford a Volvo some day, it's such a safe and sturdy car, a good family car."

"Toyota is best for an ordinary guy. Sit's so reliable, the price-quality relation is just right and they have such a good maintenance service, too."

"BMW and Audi give you the feeling they are cars of nouveau rich Quality cars for sure, the very best, but so damn pricy"

"At first she (the wife) said, that there's not going to be a Skoda on our yard!... Then she heard that the neighbor had bought one, too, the person she highly respects, then she was like "have THEY bought a Skoda?" ... so after a while we got Skoda, too."



B. Semiotic analysis of car advertisements

B. SEMIOTIC ANALYSIS

What is semiotic analysis

I Orientoiva

Orientation

II Kertova

Discursive

III Myyttinen

Mythical

IV Soveltuvuus

Suitability

Orientation level : What colours communicate, shapes, typographies, rhythm, perspective, scale, sensory impressions and the composition: harmony/contrast in the ad.

Discursive level : Everything that tells a story. Setting, characters, heroes, roles, acts, rituals, objects, gestures, reference groups, relations and showing who or what has status.

Mythical level: What makes an inexplicably strong feeling. What we interpret instantly as good or bad, desirable or not desirable. Myths, symbols, archetypes, stereotypes, universal values, good-bad-dichotomies.

Suitability: How well this communication suits this industry, branch, product group or brand.

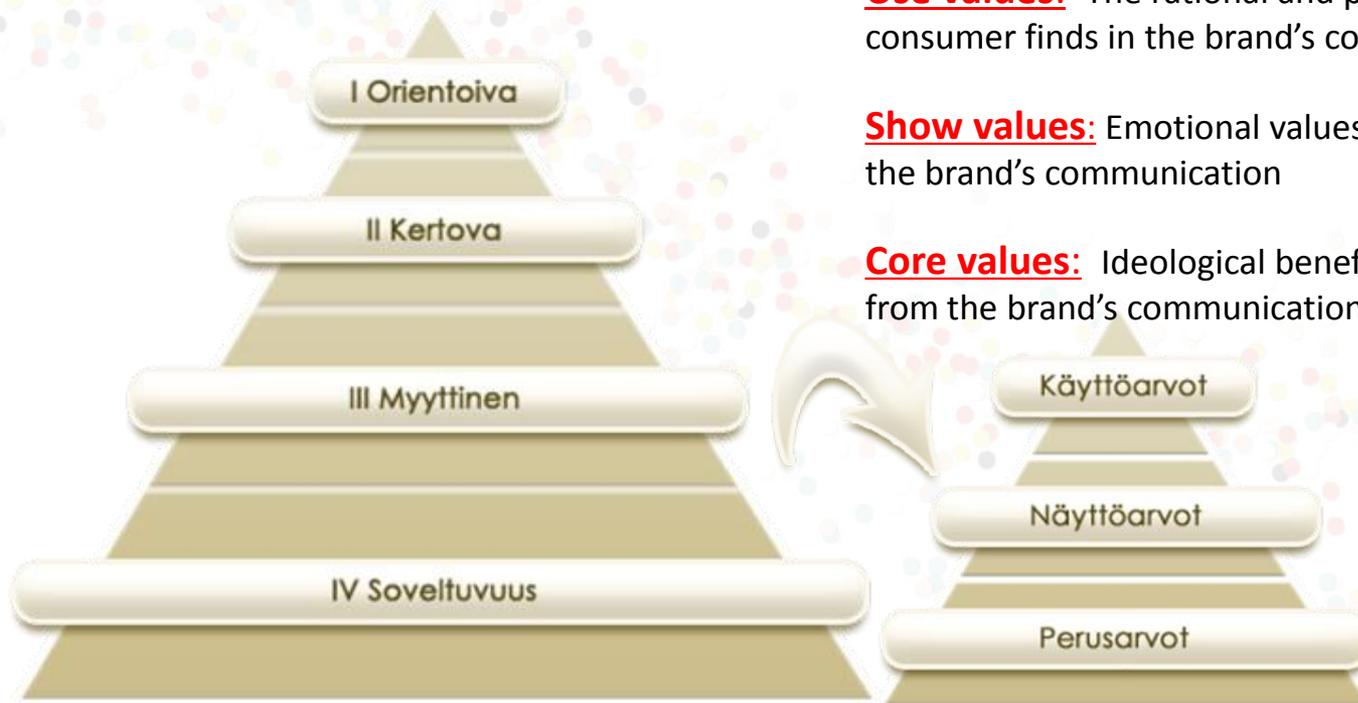
"L" ON SEKSIKÄIN KOKO
TÄSTÄ LÄHTIEN.



Semiotic analysis studies especially the 'hidden' structures of communication .

B. SEMIOTIC ANALYSIS

Semiotic analysis examines the values the advertising communicates



Use values: The rational and practical benefits the consumer finds in the brand's communication

Show values: Emotional values consumer gets from the brand's communication

Core values: Ideological benefits the consumer gets from the brand's communication

Advertising is examined, what kind of values it communicates to the reader. The reader's own culture and background influences how he/she interprets advertising and which values he/she supports. However myths are set in us by culture, so that we take for granted the values the myths offer. On the orientation level i.e. the influence of colours is originally physiological, so we react to colours often the same way. On the discursive level the reader has most 'power' to interpret, and many stories are interpreted in different ways depending on the reader's attitude.

Semiotic analysis of car advertising

B. SEMIOOTTINEN ANALYYSI



1. Strong, contrasted colours
2. Stylish, classy colours
3. Soft, natural colours
4. 'Trendy colours'
- 5a. Centralised lay-out
- 5b. Typographies
6. Status stories, myth of Success
7. Myth of the Golden Calf
8. Travel stories and the myth of Freedom
9. Every-day stories
10. Pet stories and the myth of Cute creature
11. The brand myths

MESSAGES OF CAR ADS



Huippumuotoilua haussa?

Tulevaisuus alkaa nyt. Täysin uusi viisiovin Audi A3 Sportback ei ole kuten muutkaan. Täysin uusi viisiovin Audi A3 Sportback ei ole kuten muutkaan. Täysin uusi viisiovin Audi A3 Sportback ei ole kuten muutkaan. Täysin uusi viisiovin Audi A3 Sportback ei ole kuten muutkaan.

Alk. 27.117 €



1. Strong, contrasted colours

- **Red-Black**

- ⇒ Combination of competition and war
- ⇒ Aggressive, masculine, hard values
- ⇒ Traditional colours of car sports
- ⇒ Speed, power, movement

ASSOCIATIONS

- ⇒ "I am the strongest. I challenge you!"
- ⇒ "Predator"
- ⇒ "Driving like a speedster"

MESSAGES OF CAR ADS

B. SEMIOTIC ANALYSIS



3. Soft, natural colours

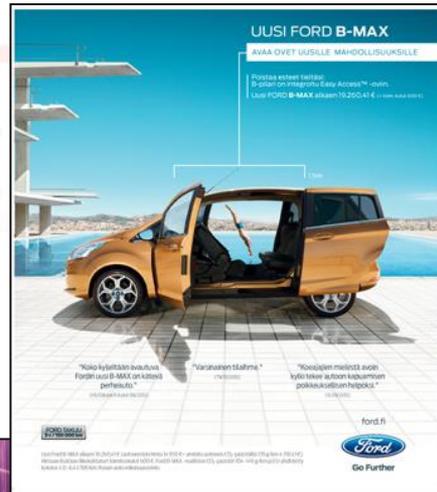
Emphasize security, down to earth,
Warmth, empathy, humane

- **Brown**
 - ⇒ Safety, stability, protection
 - ⇒ Earth, dirt, bark
 - ⇒ Valuing nature
 - ⇒ Soft values, naturality
 - ⇒ "Have a safe journey with me"
 - ⇒ Brown car: "Protective, kind family man"
- **Beige**
 - ⇒ Mildness, quietness, unnoticeable
 - ⇒ Nice, adaptable, ductile
 - ⇒ Permissive
 - ⇒ "Peaceful travelling"



MESSAGES OF CAR ADS

B. SEMIOTIC ANALYSIS



5. Centralized lay-out

- **Car standing in the middle**
 - ⇒ Static, motionless
 - ⇒ Car standing still, 'in a normal position'
 - ⇒ "Safe car"
 - ⇒ Car exposed as in a car show
 - ⇒ Subordinated to the reader's look: examine freely
- **Car in motion**
 - ⇒ Diagonal lines in use
 - ⇒ Car in a lopsided position etc
 - ⇒ Impression of a fast moving car
 - ⇒ Excitement, tension, motion
 - ⇒ "Exciting car"

www.toyota.fi

PIENESTÄ PITÄEN!

"L" ON SEKSIKÄIN KOKO TÄSTÄ LÄHTIEN.

Monipuolinen **VERSO-S.** Niin kuin Sinä.

TOYOTA

ALWAYS A BETTER WAY

Kia Venga.
Uuden ajan auto.

VENGA

Kia Venga -mallisto alkaen 10 810 € (kukaan auto ennakkoavauksella)

KIA
The Power to Surprise

Kia Venga on avara ja monipuolisesti muunneltava – kuin tila-auto, mutta paljon ketterämpi ja taloudellisempi. Istunkorkeus takaa tavallista paremman näkyvyyden, ja tilaa löytyy enemmän kuin monesta isommassa autosta, myös takana. Vengaan saat myös automaattivaihteistosta.

Katso lähin Kia-jälleenmyyjäsi www.kia.fi

5b. Typographies

Grotesque, plain, unorganic' matter-of-fact-type'

⇒ Logical, rational, theoretical, factory-made, modern

LETTERS WITH SHARP EDGES AND ANGLES

⇒ Businesslike, effective, willpower

Bold and low typographies

⇒ Materialistic, power, concrete, greed

Antique, organic 'novel-type' letters with 'buds'

⇒ Humane, talkative, traditional, natural

Slim, narrow and high types

⇒ Theoretical, spiritual, fine, clerical

MESSAGES OF CAR ADS

B. SEMIOTIC ANALYSIS



6. Status stories, myth of Success

- ⇒ Car is associated with other elements of status: high design, architecture, diamonds, bling-bling, red carpet, shine, luxury materials
- ⇒ Expensive price and luxury decoration communicate success and high status
- ⇒ Image that to be successful you need a fine car

Uusi Volkswagen CC.

Jokas auto on enemmän kuin auto. Uusi Volkswagen CC on auto, joka tekee vaikutuksen. Hiljainen, turvallinen ja ajettavuudessaan toistellaan kokonaisuuden krusuun entistä edullisempi muotoilu. CC:n saat halutessasi joko TSI, TDI tai TSI MultiFuel -moottorilla sekä edistykselliset DSG -automaattivaihteilla. Mallistossa saatavana myös tehokkaat 4MOTION -nelivetovaltoiset.

Hinta alk.: autoveroton hinta 30.460 €, arviolta autovero* 10.235,02 €, kokonaishinta 40.695,02 €


Das Auto.

Hinnasto 1.4.2012 • Jällemyyjätoimien toimituskulut. *CO₂-päästöiltä 153 g/km. Yhdistelmäkulutus 4,7-6,3 l/100 km. CO₂-päästöt 125-215 g/km. Kuvan auto erikoisvarustein.

YLELLISYYYS VAKIONA.

ETUSI JOPA 4 000 €

Volvo XC60 ja XC70 -mallit ovat nyt saatavana joulukuun alusta alkaen. Volvo XC60 -mallin hinnat alkavat 40 400 € + verot. Volvo XC70 -mallin hinnat alkavat 44 900 € + verot. Volvo XC60 -mallin hinnat alkavat 44 900 € + verot. Volvo XC70 -mallin hinnat alkavat 49 400 € + verot. Volvo XC60 -mallin hinnat alkavat 44 900 € + verot. Volvo XC70 -mallin hinnat alkavat 49 400 € + verot. Volvo XC60 -mallin hinnat alkavat 44 900 € + verot. Volvo XC70 -mallin hinnat alkavat 49 400 € + verot.

MESSAGES OF CAR ADS

B. SEMIOTIC ANALYSIS



8. Travel stories and the myth of Freedom

- ⇒ "On the road"
- ⇒ Free to wander, no time limits, no obligations
- ⇒ Getting loose, away from every day
- ⇒ Myth of Freedom
- ⇒ Myth of Vagabond



Maailman eniten myydyksiin SUV-automobileihin kuuluva Volkswagenin 4MOTION -mallisto on nyt täysin uudistettu. Kaksi uutta SUV-automobileita, Volkswagenin uusi SUV-automobile ja Volkswagenin uusi SUV-automobile.

Tutustu marraskuun kattaviin 4MOTION®-etuisiin.

Volkswagenin 4MOTION®-mallisto on nyt täysin uudistettu. Kaksi uutta SUV-automobileita, Volkswagenin uusi SUV-automobile ja Volkswagenin uusi SUV-automobile.

Katsoi Volkswagenin uudet SUV-automobileit	✓ Golf	✓ Passat Alltrack	✓ Caddy
✓ Golf Variant	✓ Volkswagen CC	✓ Transporter	
✓ Passat	✓ Skoda	✓ Touareg	
✓ Passat Variant	✓ Skoda	✓ Touareg	
	✓ Skoda	✓ Touareg	

4MOTION®-mallisto on nyt täysin uudistettu. Kaksi uutta SUV-automobileita, Volkswagenin uusi SUV-automobile ja Volkswagenin uusi SUV-automobile.

MESSAGES OF CAR ADS

B. SEMIOTIC ANALYSIS

Beetle vie pitkälle.

"L" ON SEKSIKÄIN KOKO TÄSTÄ LÄHTIEN.

TYYLII KÄÄNTÄÄ PÄÄT

TEHO SYTYTTÄÄ SYDÄMET

Fiat 500 -mallisto alk. 13.990 €

10. Pet stories and myth of

Cute creature

- ⇒ Car designed to resemble a small animal, a bug, a bunny or such
- ⇒ Or pet stories in the ads
- ⇒ Cars are pets or cars are attached with pets
- ⇒ Awakens feeling of protection and affection towards the car
- ⇒ Possessiveness, 'love' towards the car
- ⇒ Car is funny, humorous

TILAVAA
5 HUKKAA
DOLLISIA
TYÖNÄ JA
SUUREN LA
www.kia.fi

Kia Picanto. Puhdasta Laatua.

picanto

Kia Picanto -mallisto alkuun 11 990 € (vain autonvarusteita)

Tässä se on. Tällä, innovatiivista tekniikkaa ja käsitönnöllistä mukaveutta kompaktissa kokossa. Kia Picanto. Moderni ja turvallinen kaupunkiauto, joka ylittää perinteisen suuren funktiojärjän ja tarjoaa vertaansa parhaimmillaan. Sinä on persoonallista luonnetta ja tunteita, jotka vaihtelevat ajamisen.

Katso lähin Kia-jälleenmyyjäsi www.kia.fi

Kia Picanto autonvarusteita alk. 10230,24 € + paketti-autonvarusteita 11990 € + alkuun 12 190 €
Kia Picanto autonvarusteita alk. 11990 € + paketti-autonvarusteita 13990 € + alkuun 15 190 € + alkuun 15 190 €
Tässä 7 vuotta tai 100000 km, kumpikin ensimmäinen voimassa oleva takuu. Kia 24h hätäpuhelu- ja autokorjauspalvelu.

VIICONTI O C... ITTI KEVÄÄSEEN.

MITÄ SINÄ TEIT VIICONTI LOPPUUNA?

Uusi SKODA Yeti ja Yeti Outdoor. Valinta on sinun.

SKODA Yeti -mallisto alk. 21 990,74 € + autonvarusteita alk. 26 890 € + paketti-autonvarusteita 29 890 € + alkuun 32 890 €
2017 ajoneuvo. 7000 km, paketti-autonvarusteita alk. 21 990,74 € + autonvarusteita alk. 26 890 € + paketti-autonvarusteita 29 890 € + alkuun 32 890 €
Hätäpuhelu- ja autokorjauspalvelu. Ilmainen 24h hätäpuhelu- ja autokorjauspalvelu. Ilmainen 24h hätäpuhelu- ja autokorjauspalvelu.

Valores Consult
www.semiotikka.com

MESSAGES OF CAR ADS

B. SEMIOOTTINEN
ANALYYSI

11. The brand myths

- ⇒ Brands that in themselves have become mythical
- ⇒ So expensive, so desired, so perfect that they have grown into mythical proportions in consumers' minds
- ⇒ Jaguar, Porsche, Ferrari, Rolls Royce and other luxury brands
- ⇒ Mercedes-Benz, BMW, Audi, Volvo
- ⇒ Or so unique, so genuine that they have a mythical reputation
- ⇒ Citroën, Toyota Prius, VW Beetle, Morris Mini...
- ⇒ 'Lower' follower brands imitate the mythical brands and try to usurp their mythical capital
- ⇒ Also negative images are mythical with some car brands
- ⇒ Lada, Moskovitsh, Skoda in the old times



CITROËN

ŠKODA



SUMMARY



1. A car is not enough. You have to have **STORY** or **TECHNICS** or both.
2. **TECHINICAL INFO** speaks more to men.
3. **STORIES** speak more to women. The car has to be present in the story and picture, too.
3. **BRAND** has to **STAND OUT**. Should not be mixed up with other brands. Brand has to be remembered.
4. Advertising has to be **UNIQUE** and **RECOGNIZABLE**, for there are so many car brands in competition.
5. Strong **MYTHS** and **STORIES** create genuine, memorable advertising.
6. **CLEAR** lay-out, not too much of stuff around, but enough information.
7. **CAR** and the car **BRAND** have to be **BIG ENOUGH** and easy to see.

WHAT WORKS BEST ON DIFFERENT FIELDS



INTERIOR

- ⇒ Look of an interior
- ⇒ No people!
- ⇒ Enough text
- ⇒ Dreams, no realism
(My home is my castle)
- ⇒ "Sunday Forever"
- ⇒ "Just laying around"
- ⇒ "Upper class"

FASHION

- ⇒ Product well shown
- ⇒ Interesting people!
- ⇒ No text needed
- ⇒ Fantasy
(the crazier, the better,
imaginative, fun, weird)
- ⇒ "Life is a Party"
- ⇒ "Dreamlike, timeless"
- ⇒ "Uppest class, luxury"

CARS

- ⇒ Car shown big enough
- ⇒ People make a story!
- ⇒ Enough text, information
- ⇒ A Better reality
(Clean shiny car, ideal family, no
hurry)
- ⇒ "On the Road, Getting Loose"
- ⇒ "Free as a bird"
- ⇒ "Car = status, success"

YARIS NÄYTTÄÄ SUUNTAAN.

TOYOTA YARIS JA YARIS HYBRID.

Model	Price	Consumption (l/100km)	CO2 (g/km)
Yaris 1.5i	11,900 €	5.8	124
Yaris 1.5i S	12,900 €	5.8	124
Yaris 1.5i L	13,900 €	5.8	124
Yaris 1.5i X	14,900 €	5.8	124
Yaris 1.5i Hybrid	15,900 €	4.5	99
Yaris 1.5i Hybrid S	16,900 €	4.5	99
Yaris 1.5i Hybrid L	17,900 €	4.5	99
Yaris 1.5i Hybrid X	18,900 €	4.5	99

Liikkumisen puolesta. 4MOTION™.

Tuotevalikoiman kattavin 4MOTION™-etuhin.

Model	Price	Consumption (l/100km)	CO2 (g/km)
Golf 1.4i	14,900 €	5.8	124
Golf 1.6i	15,900 €	5.8	124
Golf 1.8i	16,900 €	5.8	124
Golf 2.0i	17,900 €	5.8	124
Golf 2.0i 4MOTION	18,900 €	5.8	124

Uusi SKODA Octavia Avaruus ympärilläsi

SKODA Octavia v. 1.7 162,31 €

TOISET NE USKALTAA

UUSI NISSAN MICRA ALK. 11,400 €

UUSI NISSAN MICRA ÄLYAVAIN-TEKNOLOGIALLA. ENÄÄ EI TARVITSE ETSIÄ AVAIMIA.

UUSI NISSAN MICRA. GO GET IT.

Anna elämälle tilaa.

Uudistunut Volvo V70 Sportswagon

Alkaen **39 958 €**

VOLVOCARS.FI

AUTOMAATTI JA NAVIGOINTI 0 €. NAUTINNOLLISIN REITTI KEVÄÄSEEN.

BMW

Bon voyage and enjoyable mileage!