



Strategy Variations in Roadside Outdoor Advertising

A Psycholinguistic Perspective



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Current time advertising strategies

„The purpose of current time advertisement is not only to form a **preference for a brand** but also to teach or **educate people**“

(Kotler 2007:606)





Current time advertising strategies

Commercial

commercial subjects

Non-commercial

state or non-profit

(SOCIAL, PHILANTROPIC, PROTEST)

Hybrid

either combination

(TRANSITIONAL)





Current time advertising strategies

...non-commercial advertisement „**uses the same methods (same techniques)** of influence that are adopted in advertising goods and services“.

(Hajn, 2002: 258)





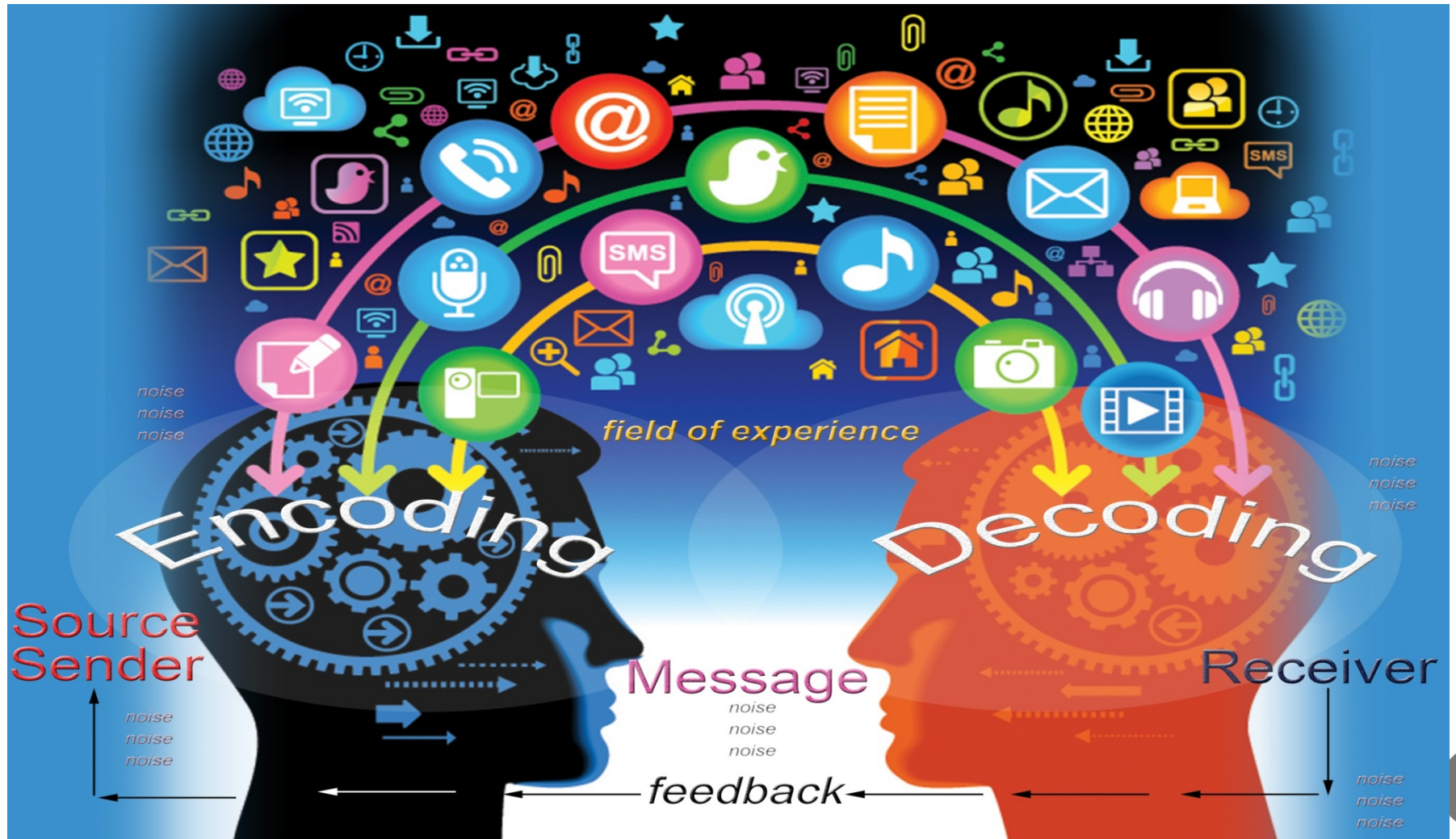
Current time advertising strategies

The hypothesis:

Various subjects use **varied strategies** and techniques according to **who they are**, what is **their aim** and who are **their target audiences**.



Shannon-Weaver (1948), Jacobson (1960), Hall (1973)





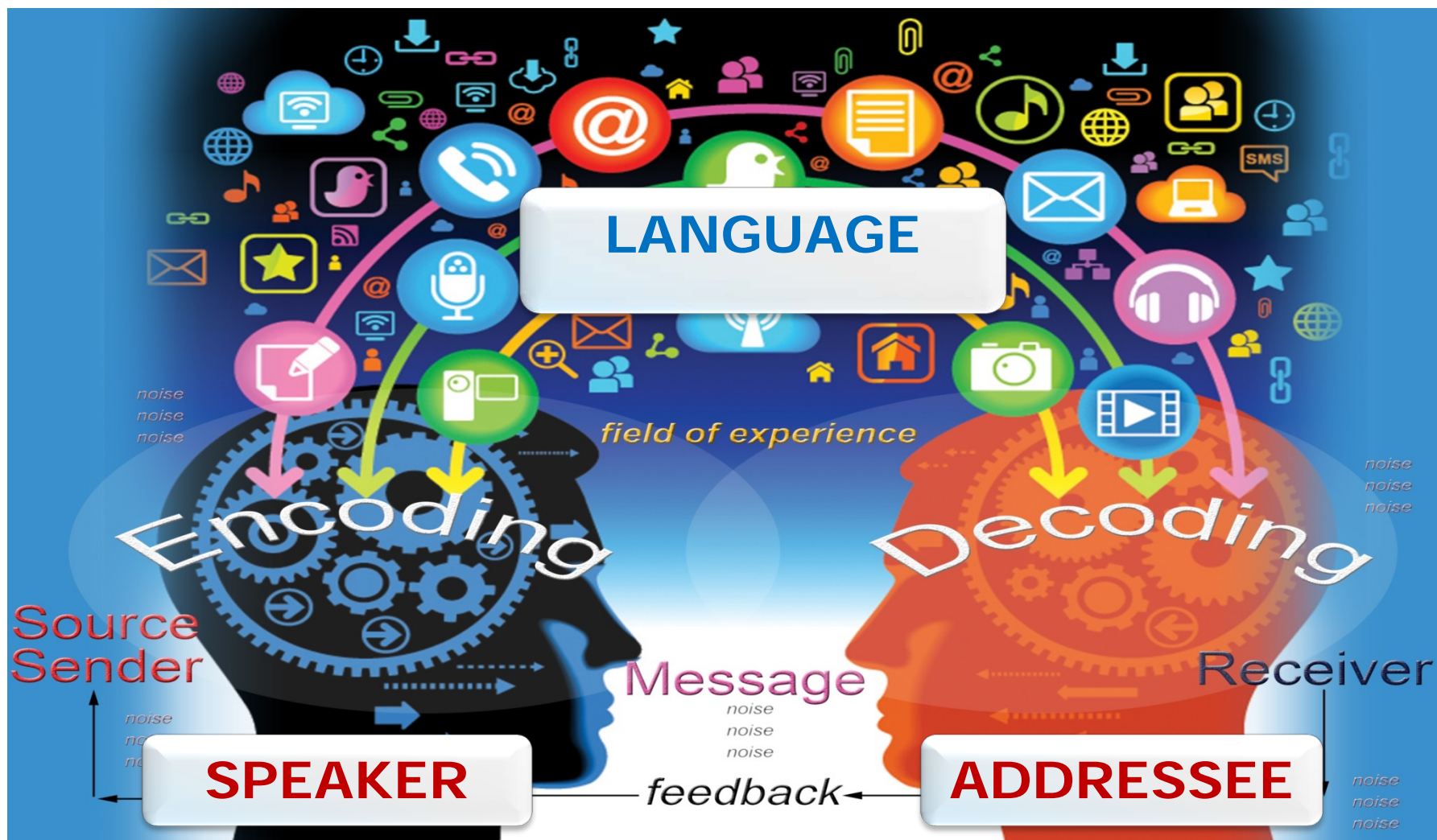
COMMUNICATION MODEL

Shannon-Weaver (1948), Jacobson (1960), Hall (1973)





COMMUNICATION MODEL – Linguistic perspective





POLITENESS THEORY

Brown & Levinson (1978), Ting-Toomey (2004)



Brown & Levinson (1978), Ting-Toomey (2004)





POLITENESS STRATEGIES

DIRECT (on record)

MITIGATION

INDIRECT (off record)



POSITIVE POLITENESS



common view, reciprocity
praise, compliment
in-group interest...

NEGATIVE POLITENESS



impersonal language
softeners, hedges,
minimizing
reference, conditional,
neutral

DIRECT

No or minimal
strategy use
Simple
formulations

FACE AVOIDANCE



hints, quizzes
humor, jokes
ambiguity, metaphors
equivocation, hyperbole
over/understating...



The Bridges campaign



D1 – km/h – BLB – ABS – ARO – JIP – RIP
140 – 150 – 160 – 158 – 155 – 150

The Bridges campaign



The purpose of highway D1 is to get as fewer Pragers to Brno as possible.

The Bridges campaign

Out of sight, out of road.



Even the king of the highways can get a checkmate on D1.



You will not frame your selfie from a radar.



Micro-sleep has mega-consequences.



God's radars grind slowly but surly.



It is better to have a smile on your face than the airbag.



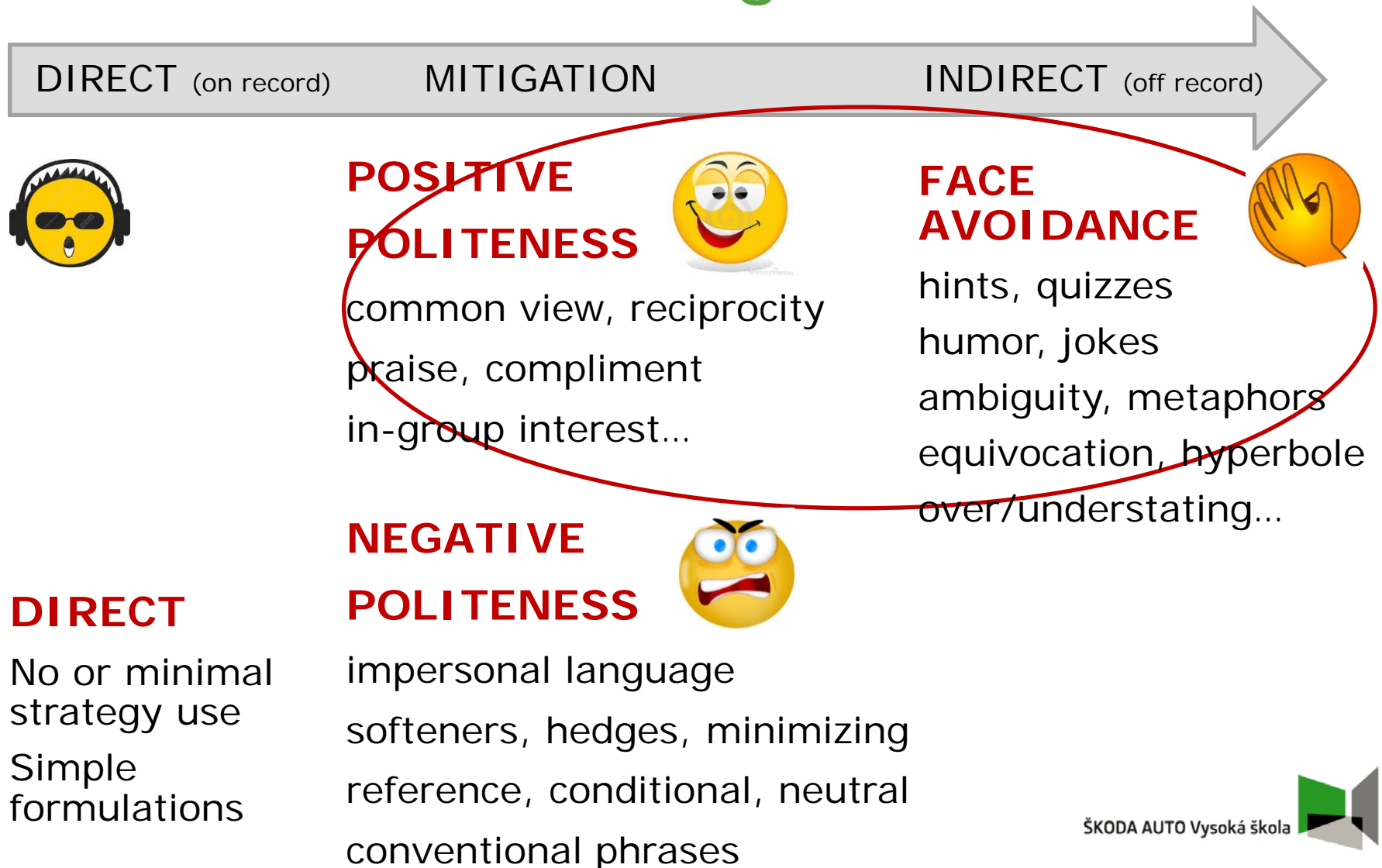
Do not let your ego drive.



Road pirates often wreck.



Communication strategies



Reactions, results

PROFESSIONAL AWARDS

- › **Nutcracker** (Louskáček) 2012 - **creativity** in advertisement
- › **Creative Copywriters Award** (Zlaté pero) 2013 - the best outdoor text **creating** act in 2012 in **stylistic** and **argumentation quality**.

GENERAL REACTIONS

- › “**Philosophical, wise, amusing**”
- › „I like those advertisements with **jokes**, those that convey interesting **ideas**”
- › „They are **amusing** and hopefully make you **think**”
- › ...

The Runter vom Gas campaign



„One is aggressive, two die“

„One forces through, three die“

„One gets distracted, four die“

The Runter vom Gas campaign



„One is aggressive, two **die**“

„One forces through, three **die**“

„One gets distracted, four **die**“

The Runter vom Gas campaign



„**One** is aggressive, **two die**“

„**One** forces through, **three die**“

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The Runter vom Gas campaign

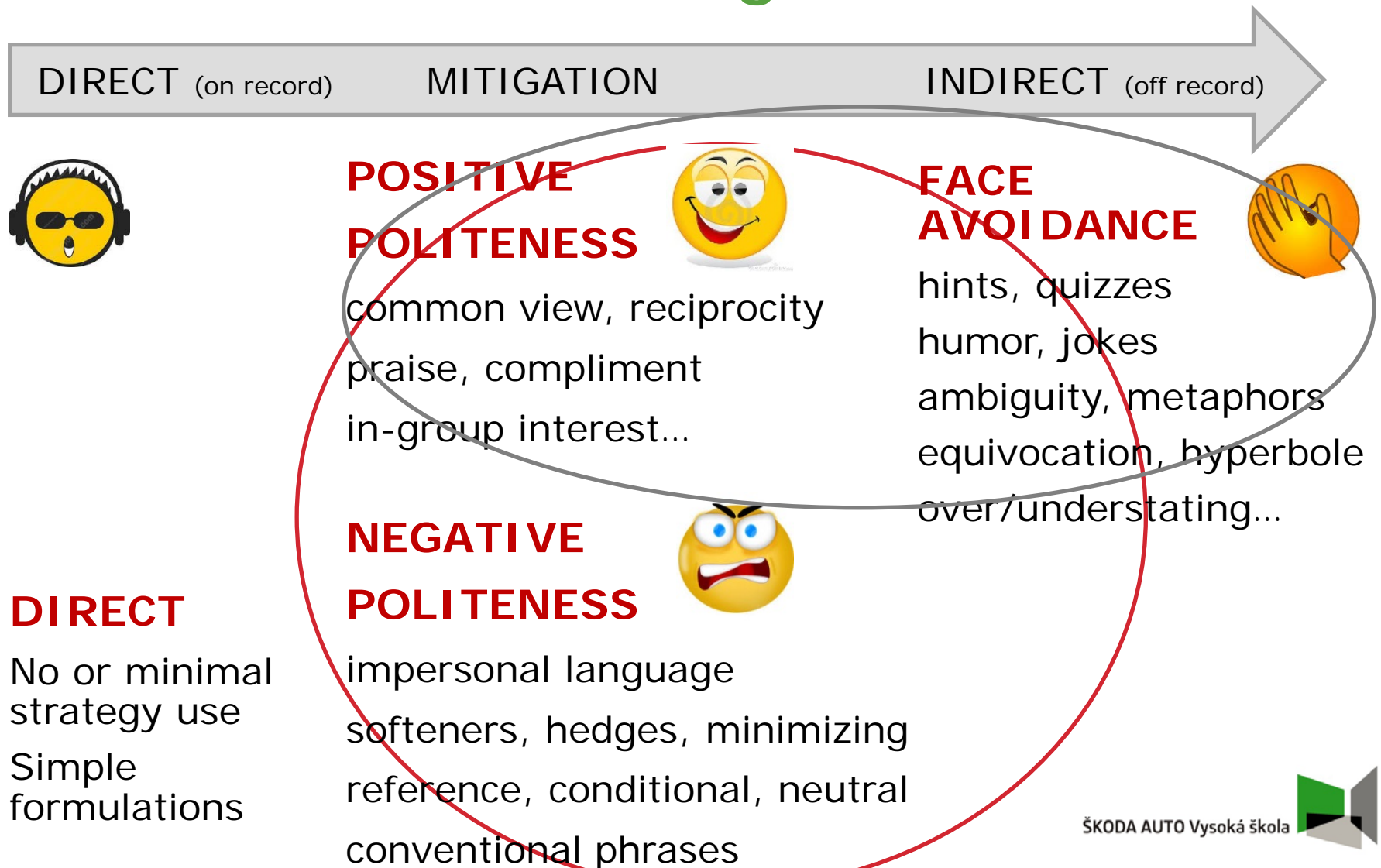


„**One** is aggressive, **two** die“

„**One** forces through, **three** die“

„**One** gets distracted, **four** die“

Communication strategies





Reactions, results

PROFESSIONAL AWARDS

- › **Effie-Awards** in **social projects**
- › „**Goldenen Social Effie**“ from Gesamtverband Kommunikationsagenturen (GWA) in Berlin for **efficiency** and **significance**
- › **Silver OttoCar-Trophäe** by the international AutoVision-Festival (2009)
- › Main price at the „**International Festival for Road Safety Campaigns 2009**“ in Tunis





Reactions, results

GENERAL REACTIONS

- › ...mehr als 70% der Deutschen **kennen** Runter vom Gas!
- › ...für 20% soll die Kampagne **Gesprächsthema** im Familien- und Freundeskreis **geworden** sein.
- › ...die Plakate werden **wahrgenommen**, für 92% der Befragten sind sie das wichtigste und **reichweitenstärkste**...
- › ...71% meinten, dass Runter vom Gas! **zum vorsichtigen fahren anregt**.
- › The **forcible** character provoked critical reactions
- › **Fictive death reference** does not meet reality in frequency of accidents – **exaggerating, misleading**
- › The **drastic** message content make observers unsure, afraid
- › Described as „**perverse** Autobahn-Kunst“ (Godeon Böss, Die Welt)





The Bolivian Bridges



„Use the safety belt every time you drive“.



„Respect traffic signals, stops and traffic lights“.





The Bolivian Bridges



„**Use** the safety belt every time you drive“.



„**Respect** traffic signals, stops and traffic lights“.





The Bolivian Bridges



„**Use** the **safety belt** every time you drive“.

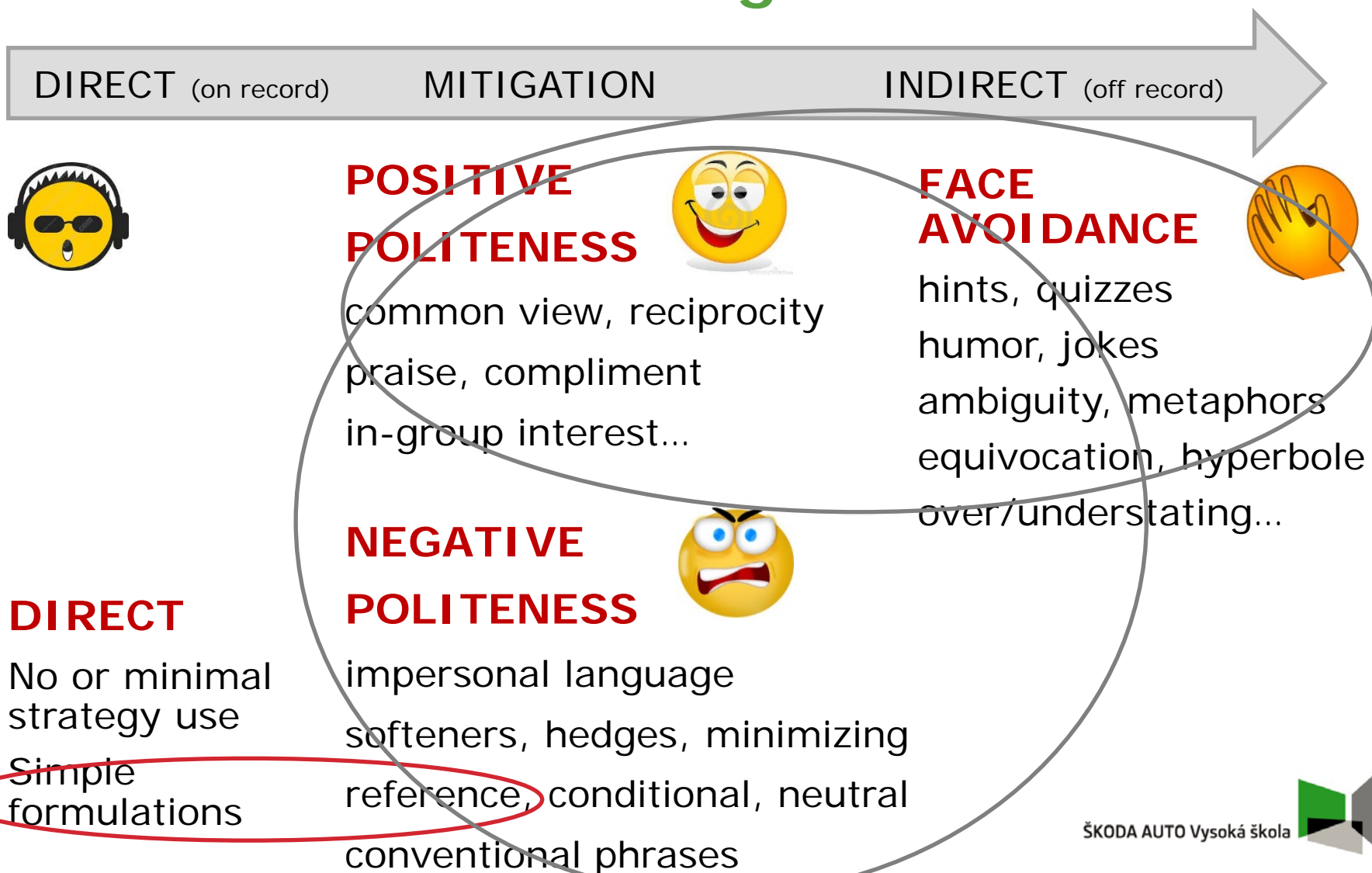


„**Respect** traffic **signals**, **stops** and traffic **lights**“.





Communication strategies





Reactions, results

GENERAL CONTEXT

- › originally **state owned**
- › **privatized** in 1995 as a subsidiary of Telecom Italia
- › **nationalized** in May 2018 (through a unilateral nationalization decree by the government)
- › enjoying a position of a **confirmed political and economic power**
- › **international arbitration** against the Bolivian State launched in 2010 claiming reparation for expropriation, to protect their foreign investment **by Telecom Italia Group**
- › **investing** high amounts of money **in solidarity actions** since 2010
- › other than the customer or profit oriented incentives?





Strategies vary according to WHAT IS OUR AIM:



DIRECT (on record)



MITIGATION



INDIRECT (off record)



PRIVATE company
to target a **selected market segment**,
(social and economic status, education, etc.)
to **sell** or create **positive brand image**



STATE administration
to reach a **broader social coverage**,
to **influence, change** behavior



STATE OWNED business
to **fulfil requirements, exercise power** or
to **repair international image?**





Advertisement Strategies in Warnings and Advice

A Psycholinguistic Perspective

THANK FOR ATTENTION



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Strategies vary according to WHO WE ARE:

DIRECT (on record)

MITIGATION

INDIRECT (off record)

PRIVATE company = creativity

› **positive face** locus, indirect, **off-record**



STATE administration = efficiency

› appeal on **negative face**, **positive face**, **politely indirect**



STATE OWNED business

› **minimal use** of face strategies, **on-record**

