

Applying semiotic analysis to advertisements and their context leads to the discovery of associations and symbols, potentially increasing the trust the spectator has on the brand. In this thesis, I provide semiotic analysis of selected Louis Vuitton advertisements and their context, where I analyse the advertisement's visual images and narrative line, and infer associations and symbols. The analysis enhances average day factors, full of duties and stress, making them more appealing in the advertisement world. The primary focus for the analysis will be the Spirit of Travel² advertisement.

I will apply semiotic analysis to the elaborate, dream-like, and pleasantly-toned piece of art contained in this advertisement. The philosophical nature throughout the advertisement is connected to the promoted material goods, such as travel cases, and it binds a line of advertisements with an abstract motive defined through "The Journey" (the journey as a life itself).

The content of the advertisement is not as it seems at first sight. The narrative level is quasi-philosophical, yet it is strategically presenting a question without an immediate, initial answer. The resulting cognitive dissonance then creates pressure on the spectator. The question is later answered in the advertisement, and a special trust between the spectator and the brand is established. This "handshaking" between the psychological aspects and the advertisement is present in the real world and is commonplace in daily life. It modulates our decision-making process as well as the value system to which we adhere to.

We live in a world constantly fighting for our attention, affecting our purchase decisions as customers. Marketing is dynamic, changing to natural resistances and immunities that we build against advertisements that surround us every day.

2 <<https://www.youtube.com/watch?v=QPzxmIWWep0>> [cit. 2014-03-02]