

Appendix A

(Survey Questionnaire)

Name:.....

Age:.....Years

Ethnicity:.....e.g. Indian, White, Coloured, Black

School:.....

Gender:.....

Place of residence:.....

1. In your own words, please describe the advertisement.

Did you already know of the brand shown in this advertisement?
Yes....No....Other....(explain)

Have you ever seen this exact advertisement before? Yes.....No.....Other.....(explain)
(Please do not turn over the next question until you have completed 1)

2. Describe your opinions and feelings about the advertisement. (please do not go to the next question before finishing 2)

3. What do you think the advertiser was trying to communicate with this advertisements? (please do not turn over to the next question until you have finished 3)

4. How do you know what the advertiser was trying to communicate with this advertisement? What makes you think so? Give reasons.

5. Do you think that the message you got from the advert differs or is similar to the one intended by the advertiser. Give reasons for your answer

Appendix B

(Focus-group Interview Questions)

Interview questions used to direct the focus group discussions

1. Does Soviet symbolize any social status? (will be asked for the other three brands as well). Support your answer.
2. Do you think that 'the sex appeal' found in advertisements would not have been accepted in the past?
3. What makes you think that the Levis advertisement would appeal to black guys, American wanna be's and hip hop fans? Somebody said it is not for Alexandra, do you know where such people are found?
4. Most of you said that some of the brands are selling sex or are preoccupied with the people and not selling the product, which they are supposed to do. Where does one draw a line between an advertisement which sells the product and one which does not? In your opinion what is the best way of advertising such products?
5. Some of you thought that some of the adverts exploit females (and not males) and that they belittle or degrade the dignity of a female body. Why do you think advertisers do this? Is this a good practice or a bad practice?
6. Are you familiar with Guess products? If so which ones are those?
7. Most of you have used the word 'hot' in referring to some of the models in the advertisement and the people who wear the products (e.g Guess). What is meant by hot?
8. Does advertising reflect or represent social reality? For example, in one of the brands, someone claims that 'most girls who dress this way are wild and looked down upon'.
9. Some advertisements rely solely on a 'half naked woman' to appeal to the consumers (e.g Soviet and Guess). In your opinion who between females and males is the target audience?

10. Should advertisement be constructed in a heterosexual manner or should they represent both genders (comparing the Levis and Diesel)?
11. Some of you have accused Soviet and Levis of discriminating against fat people. How valid is this assertion?
12. Some advertisements are difficult to interpret (e.g Diesel). Why do you think you had difficulty in interpreting this advertisement? Both people in the Diesel advertisement were said to be 'hip'. What is the meaning of 'hip'?
13. Do you identify with any of the constructions in the four brands? Or do you think other young people can actually identify with these brands? Support your answer. Please refer to one or more of the brands.

Appendix C¹²

Diesel Profile

Representing the vigour that keeps fashion moving, Rosso's Diesel has been striding high on the legacy of working in a single borderless macro culture displaying strength in discarding the conventional slavish trend following culture so very typical of the fashion industry. The brand is largely unaffected by fashion fads, it is innovative and, at times, radical too -- but it always shows careful attention to detail with focus on the selection of quality materials and production techniques. Offering a wide range of apparel and accessories, each of Diesel's products delivers an individual statement to the user.

"Diesel - For Successful Living" is a campaign that's become synonymous with the brand in consumer perception. Diesel's development and success is largely attributed to the joint efforts of its internal creative team and its external advertising agency, which have consistently been coming up with a single creative execution every season since 1991. One very visible communication in Europe these days is small pamphlets displaying Global Diesel Individual's Market Research findings: "In the last 9 months the total amount received in tips by waitresses wearing Diesel jeans has tripled." The message effectively targets a huge cross-section of working men and women in the services sector.

Diesel banks on talented people with unconventional approach and lots of imagination. The working methods are unconventional, albeit productive. At the core of Diesel is the command of freethinking propagated by Renzo Rosso. His capabilities have been widely recognised at several reputed forums. Diesel is also actively engaged in promoting events like the International Talent Search (ITS) that felicitates and rewards young and budding designers from the reputed fashion institutes across the world. The company tends to view the world as a homogenous macro-culture just as the literal meaning of the brand transcends all regional and geographical barriers.

¹² Taken from www.diesel.com

Appendix D

Guess? Profile

¹³About Marciano

Marciano is the new runway-inspired collection designed for the contemporary "it girl." Daringly sexy, yet highly sophisticated, Marciano represents pure glamour in everyday fashion. From intricately detailed tops, to body conscious party dresses and well-constructed slacks and coats, the collection offers a trend-setting variety of mix-and-match pieces that will take you from morning meeting to cocktail hour in style. Marciano accessories, including boldly-colored leather handbags, stunningly sexy footwear, and attention demanding jewelry, are a key element of this A-list lifestyle.



Maurice Marciano
Co-Chairman & Co-CEO

Pairing the highest quality construction and intricate craftsmanship with the most luxurious fabrics, the Marciano collection is unmistakably sumptuous. Elegant silk chiffons, soft cashmeres, and finely decorated jacquards add sensual femininity to this decadent line. As distinguished through such elements as delicate beading and beautiful jeweled button accents, great detail and care go into the design of each piece. Designer denim in the latest washes and figure flattering silhouettes also plays a key role in the Marciano line.



Paul Marciano
Co-Chairman & Co-CEO
and Creative Director

The Marciano girl demands fashion and indulgent style at every turn, making her the constant center of attention. To represent the chic Marciano lifestyle, ultra-glam heiress, Paris Hilton, was selected as the first face of the collection. Paris epitomizes the stylish confidence and provocative sensuality that is Marciano. Her stunning beauty and vibrant personality translates the true meaning of the collection. She will appear in alluring advertising images in major fashion publications and billboards throughout North America.

The first brand extension from GUESS, Inc., Marciano follows suit in true GUESS style with apparel and accessories that are on the edge of the fashion forefront. The chic, upscale, and easy-to-wear designs exude utmost sex appeal, and allow you to look your best from day to night. Marciano boutiques will be opening in major metropolitan cities throughout North America. You can also find the Marciano collection in select flagship GUESS store locations, specialty stores, and online at www.marciano.com.

¹³ taken from, <http://www.marciano.com/About.aspx>, 13 July 2

Appendix E¹⁴

Levi's Profile

Levi Strauss is a brand to conjure with. It was invented in 1873, and the lot number '501' was assigned to Levi's 'waist overalls' in 1890. The brand defies classical marketing logic that a product goes through cycles, from infancy through growth, towards maturity and finally, inevitably, decline, at which point yesterday's generation is the only one left grimly clinging to the product. But Levi's has achieved the unimaginable. Over a 100 years launch, while the brand's appeal is ageless, it is powerfully driven by the youth. The brand's core values, as brand director Nicky Burton points out, are encompassed in the words original, iconic, crafted. The brand communicates its originality through being associated with local musicians like Godessa, Kobus! Tumi and the volume, Flat Stanley, Bed on bricks and Karen Zoid.

Levi's 501 jeans are enjoying an updated fit in 2004, the waistband dropped and a move to the straight leg. "The 501 jeans is not a fashion item," says Levi Strauss South Africa marketing manager Tracey Kirsten. "It's in the interpretation. The consumer can interpret it as the cool jean. We don't dictate. The Levi's brand is about personal expression." There's compelling energy that runs from the Levi's Red Thread retail branding through music, clothes and media. It has captured the essence of the country's true individuals, according to Brands and Branding in South Africa 2004.

¹⁴ taken from 2004 Encyclopedia of Brands and branding in South Africa in association with Sunday Times.