

MULTIMODALITY IN THE ADVERTISING OF WORLD BEST BRANDS

The article highlights multimodal and multisensory approaches in the world best brands advertising in superb window displays, official sites with intensive usage of animation, video and sophisticated language coinages. Multimodal advertising becomes a component of cityscape attractive for window-gazing, and of virtual Linguistic Landscape as well aimed at creating the best possible life, tempting clients into buying new collection items, offering personilazation and building unique identity strategies. The concepts of GLAMOUR and MAGIC make the background for modern multimodal and multisensory advertising.

Key words: advertising, glamour, magic, multimodality, multisensory, Linguistic Landscape.

Стаття висвітлює сучасну мультимодальну і мультисенсорну рекламу кращих світових брендів з сезонними вітринами, офіційними сайтами з відео, анімацією, атрактивними фразами-слоганами, що супроводжують візуальну інформацію. Мультимодальна реклама стає компонентом міського ландшафту, частиною лінгвістичного ландшафту у віртуальному просторі, спрямованих на створення максимально комфортного простору для життя, пропонуючи клієнтам стратегії персоналізації. Концепти ГЛАМУР і ЧАРІВНИЦТВО використовуються як основа для мультимодальної реклами і мультисенсорного маркетингу.

Ключові слова: реклама, гламур, чарівництво, мультимодальність, мультисенсорний, лінгвістичний ландшафт.

В статье предложен анализ современной мультимодальной рекламы и мультисенсорного маркетинга самых известных мировых брендов, реализуемых в сезонном оформлении витрин, в контенте официальных сайтов с интенсивным использованием видео и анимации, изысканных слоганов. Мультимодальная реклама становится частью городского ландшафта, частью лингвистического ландшафта в виртуальном пространстве, направленных на создание максимально привлекательных условий жизни, на персонализированный подход к клиентам. Мультимодальная реклама и мультисенсорный маркетинг реализуются через концепты ГЛАМУР и ВОЛШЕБСТВО.

Ключевые слова: реклама, гламур, волшебство, мультимодальность, мультисенсорный, лингвистический ландшафт.

Modern communication is becoming more visual, multisemiotic and multimodal (Белова, 2010, 2012; Каратаева, 2014). Multimodality has turned lately into interesting and promising object of research within Semiotics, Applied Linguistics and Communication Studies (Каратаева, 2014; Єфименко, 2018; Multimodal Discourse Analysis, 2004; Reading Images, 2006; Bateman, 2008).

In virtual communication multimodality is growing noticeable due to the ICT (Information Communication Technologies) spread. ICT propell modern advertising discourse making it more dynamic, vibrant, entertaining and appealing to potential customers. Multimodal communication is a money-consuming and time-consuming enterprise but fierce competition in the world market and new fashionable ICT-based communication trends make companies diversify advertising, strategize in the most sophisticated and creative way, employ the most effective means and media. Lots of occasional and memorable word coinages are produced within advertising

discourse annually. The process looks unstoppable and limitless but language coinages as components of multimodal advertising and sensory storytelling tend to sound more interesting, more emotional, more creative.

Multimodality of advertising develops in parallel with multisensory marketing which conquers commerce, business, art. Multimodality within advertising is connected with a number of other communication-relevant trends and phenomena in modern world. One of them is the theory of Linguistic Landscape (LL) and the notion of the *-scape*, attributable to diverse aspects of reality, virtual reality as well. Thus multimodality becomes a component of current competitive landscape (Гулей, 2014; Білюк, 2016).

Holiday window displays have become important components of cityscape and creolized advertising discourse. Christmas window displays of the best shops in London (*Harrods, Selfridges, Liberty London, Fortnum and Mason*) and in New York (*Saks Fifth Avenue, Bergdorf Goodman*) are recommended as tourist destinations (see: What to see in London/ NYC). Reveal of the window displays is rendered as a great seasonal event and highlighted in mass media. The occasional Russian word *витринистика* might turn into a fully-fledged term in the nearest future (Витринистика...). As countries, world cities, companies, universities struggle for the top positions in ratings, window displays are also involved into unannounced competition. Ergonomic, creative, festive, glamorous landscape becomes a criterion of 'life satisfaction', 'the best possible life', happiness index which is taken into account in global competitiveness rating (World Economic Forum, 2019, The Global Competitiveness Report, 2018, p. 16).

Thus best-known department stores have set up so called «Happiness Departments» like *The Department of Surprise and Delight* (Harrods), with the teams of creative specialists and art studios (see also: *Events and Happiness (Takashimaya Tokyo official site)*: 'Yes, Harrods has established the specialist team especially for the festive season to bring unexpected moments of magic to all. The windows is just the start of it because the department will be responsible for bringing the spirit and wonder of Christmas to life, from in-store ballet, to festive personalisation, to impromptu musical performances').

The importance and the development of Visual Rhetoric in communication, linguistic landscape, cityscape is emphasized by new creative roles, for example, introducing the position of Creative Visual Director. Alex Wells-Greco, Creative Visual Director at Harrods, said the opportunity to 'create a world of theatre' turned into 'something truly magical'. He explained: 'As experts of the exceptional and makers of magic, it is our job to take our customers on a journey, whisking away their imagination. Luxury is a story, rich in meaning, emotions and moments, and I feel that *Fantastica* truly touches the pinnacle of sensory storytelling. From the windows, our stage to the outside world, to magical moments to surprise our guests within our four walls, we want the Harrods customer to be taken on a limitless journey this Christmas'. *Fantastica* — Christmas project 2018 at Harrods — can be described as one of the best implementations of multisensory marketing, multimodal communication and digital communication as well as it is *Instagrammable*.

But the best window displays are not just the samples of pure individual imagination, they have deep cognitive background and are based on collective experience, on cognitive structures like frames, stereotypes, concepts: «Each window represents a familiar festive ritual, from unwrapping gifts and the Queen's speech, to a Christmas feast and a party».

Captivating captions which accompany Harrods window displays turn them into creolized texts and contribute to the festive atmosphere of Christmas party: 'Harrods is Oh So Sweet', 'The Harrods Feast', 'Unwrap the day with Bottega Veneta', 'Party Time with Elie Saab', 'The Dolce & Gabbana Leftover Fridge'.



Fig. 1–2. Christmas Window Displays, London 2018

Parallel to regular and seasonal decorations of shops and boutiques, the best brands work on seasonal events for their official sites informing guests and customers about new arrivals, forthcoming events, parties etc. projecting virtually the festive fairy-tale atmosphere of the forthcoming Christmas. Other concepts involved in multimodal advertising are GLAMOUR and MAGIC aimed at creation of the atmosphere of life satisfaction and happiness what is viewed as an essential component of modern economy growth and development.

The brands tend to be more and more creative offering attractive and memorable language coinages in their sites. Christmas season 2018 at Harrods was presented as *Fantastica*. The words *magic*, *wonder*, *Christmas feast*, *the joy of Christmas* are among the most frequently used festive words: «The famous Knightsbridge store has turned into an emporium of wonder and magic.»

News letters to customers about new arrivals were aimed at bringing the atmosphere of magic, wonder and Christmas party glamour — «Party Style — shop partywear / Shop the trend. Make a statement this party season, be a family affair or

glamorous event, in dazzling dresses, from self-portrait and Needle & Thread to heavenly heels from Valentino Garavani and Jimmy Choo». The GLAMOUR concept is being studied nowadays in Humanities as a significant component of present day life, image, identity, individuality, uniqueness, driving force and dream (Васильєва, 2013; Саранюк, 2018; Семко, 2016). The language coinages used to emphasize glamour and uniqueness are numerous and include semantic supelatives or language units with similar semantics:

High Shine — From sequins to studs, on dresses, shoes or accessories, go for maximum impact with minimum effort with one edit of ‘all-eyes-on-me’ partywear.

Trending Winter White = White Hot.

Party Heels — From cute kitten to striking stiletto we’ve got shoe for you.

Head over Heels — Looking for the Perfect pair of heels? We’ve got the styles you’re destined to fall for.

Your Plus One — Grab hold of new clutch full of your evening essentials.

Dress Code: Party Impress at every event in your social calendar this season with our party-ready edit.

The dress to impress.

Make velvet your party go — to instill your look with the instant dose of glamour.

Very Velvet — High shine winter wines lingerie.

Shop partywear.

When the invitations start to arrive and RSVPs have been sent, it’s time to focus on finding party-perfect dresses, dancing shoes and the extra details that will see you through the festive season in style .

Some clusters with intensifiers look unusual and prove unique flexibility and combinability of English, for example, *very velvet*, *party-perfect*, *white hot*, *inter white*, *high shine* etc. New English spelling rules, mix of different languages proliferate into advertising discourse in other languages, for example: «ЖЕЛАЕМ ВАМ #VERYVERSACEHOLIDAYS не забудьте одеться, как требует ситуация — покажите, что значит стиль VERSACE».

Video and animation have become obligatory components of the best known brands official sites. For Christmas 2018, so called *Golden season*, Hermes official site offered *Jingle Games* with the tune produced by the out-dated record playing in the snow, symbolizing winter, atmosphere of retro, old traditions and coming festive season. The story of the brand festive assortment is visualized by various childish constructions of boxes in brand colors and different catalogue items involved in Christmas season games, with a symbolic horse and incorporated lady’s bag which reminds about the origin of the company and its best known item, flying brand leather goods, flying saucers, balloons of silk scarves. It is an invitation to childhood games but at a new, expensive and sophisticated level: «Golden season. Let the festivities begin. Construct your totem pole using shapes, orange boxes and other objects, and share it wherever you like. Let’s play! Silk fires and bags of tricks, Hermes lets its imagination run wild and builds, piece by piece, a celestial Eve party. Ride your own sleigh».



Fig. 3-6. Hermes Christmas 2018

The strategy remains the same — to create the festive atmosphere: «This chequered tableware is all set for a dreamlike dinner». Fairy-like virtual landscape is created with the help of clusters like «Our cave of wonders», anaphoric phrases «Will-o’-the-wisps», allusion and pun «Last but Knot Least. These manifold scarves are to tie for». The vocabulary of Christmas, games, the idea of endless journey is used to create the festive atmosphere.

Multisensory approach is conveyed via verbs — *Touch, feel, stroke, smell, sense, breathe. Absorb the rhythms in the world of Hermès leather. Hide, and seek. Together in leather.*

Animation is used to fill in the short waiting time — customers can watch graceful black horse moving on the screen what reminds the clients about the origin of the company again.

Video is used to advertise and demonstrate the most expensive and stylish items of the latest arrivals, for example, Verrou Chaîne mini bag, The Hermes Riders Club — Equestrian Horizons, Apple Watch Hermes. Verbal part of advertising includes the idea of personalization, unique identity: «Unlock the Verrou. Inspired

by a creation by Robert Dumas, this leather bag will be your confidant.» ‘Know-how: watchmaking. Our artisans work on capturing time. Dive into their detailed gestures. Don’t Worry, Be Crabby. This strong-willed watch crabs its way to the top.’

Best world brands set new standards in advertising experimenting with means and media, thus making it multidimensional, theatrical, fantastic and glamorous, Instagrammable to wrap every day into dream, magic and fairy-tale.

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