

The image of the marketing communication addresser as a fragment of the value worldview of businessmen

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Abstract. The article is the study of the image of the addresser in marketing texts within the context of the value worldview of businessmen. It postulates that the image of the addresser being a key participant in the marketing communicative situation not only conveys information about the promoted brand and its products but also reflects the values, beliefs, and worldviews of the target audience of marketing communication. The aim of the study is to identify the main characteristics of the addresser's image in marketing texts and their connection with the value worldview of British businessmen. The results allow us to conclude that the addresser's image in marketing communication between digital marketing agencies and their potential clients is based on values that characterize business in the conditions of VUCA world. The addresser's image is formed in the process of marketing communication using linguistic means that emphasize such critical values for the recipient as creativity, reflexivity, critical thinking, expertise, effectiveness, ability to stimulate business growth, ability to think and act strategically, smartness.

1 Introduction

The business world in the era of digital marketing is subject to high competition and constant changes. The world as a whole is characterized by volatility, uncertainty, complexity, and ambiguity. Hence, as marketers say, we live in VUCA world [1]. To overcome this and develop successfully, it is not enough for a business to have a quality product. It is necessary to communicate effectively with consumers, convincing them that they need to choose the certain brand and its products out of the variety of brands and products on the market. One of the key tools in this process is marketing communications, which are aimed at attracting attention to the brand and convincing potential customers to choose its products.

Marketing communications begin with positioning a business in the market. An integral part of this process are brand slogans, designed to position brands and their products in the market. They help to create a unique and memorable verbal impact on potential consumers, contributing to the recognizability of the business and strengthening its image. They serve as a kind of leitmotif that reflects the values, advantages, and unique selling proposition of the business, as well as a beacon for the target audience [2]. Thanks to the comprehensive

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implementation of linguocommunicative strategies and speech impact technologies, an effective brand slogan promotes loyalty to the business, stimulates purchases, and helps the business to stand out in the overcrowded and overheated VUCA market. Thus, brand slogans play a key role in the business positioning strategy, ensuring its long-term success and competitiveness.

The majority of the linguistic studies dedicated to the analysis of advertising slogans focus on their linguistic design, the choice of specific linguistic means at the phonological, lexical-grammatical, syntactic, and semantic levels of language [3–7]. As a result, linguists often overlook the marketing value of slogans, which lies in the substantive information about the object of advertising—the promoted business. Our study is dedicated not to the choice of linguistic means, but to identifying those extralinguistic factors that determine this choice. The hypothesis of the study is that the basis for the choice of specific linguistic means lies in the values of the addressee of B2B marketing communication, and these values can be identified by analyzing the conceptual structure of the studied brand slogans, those “selling concepts” (as digital marketers say), which are at their core.

A brand slogan is a lapidary catchy expression used by a company to emphasize its uniqueness, values and positioning in the market [8]. It represents the key message that a company wants to convey to its consumers [9].

A brand slogan is an important element of branding and marketing as it helps to create a recognizable image of the company that is memorable and attracts the attention of consumers. As a rule, a brand slogan reflects the company's core values, its mission, unique advantages of goods or services, as well as strategic goals and objectives. Thus, the brand slogan reflects the value worldview of the addresser of marketing communication—through the transfer of certain values that adhere to the participants of business. Thus, if a company values success, its slogan may contain phrases about its achievement, including for clients, for example: *Your Partner in Digital Success*. — Softigh. If uniqueness is important for a company, then in its brand slogan you can see elements that testify to its differences from competitors, for example: *Always Different. Always Seven Dot*. — Seven Dot Limited.

So, a brand slogan is not only a marketing tool but also a reflection of the values and principles of the company and its leadership. It helps to create a brand image that will attract the target audience and align with consumer values.

We proceed from the assumption that marketing agencies formulate their slogans based on data obtained from customer development—analysis of consumer feedback [10], or in-depth interviews with representatives of the target audience (the addressee of marketing communication). During customer development, consumer motives and the values of business clients are carefully studied. The data obtained are then generalized, analyzed, and based on the results, marketing agencies create brand slogans that thus reflect the value worldview of the clients.

Understanding the values and motives of the target audience is a critically important element of a successful marketing strategy. Customer development, including in-depth interviews with representatives of the target audience, allows for valuable insights into what is truly important to consumers, what problems they experience, what needs they have, and what values they adhere to. Using customer development data, digital marketing agencies can develop more accurate and effective communication strategies, including the creation of brand slogans that will resonate with the value worldview of the addresser, ensuring more effective marketing communication.

Thus, analyzing the brand slogans of the UK digital marketing agencies allows us to reconstruct the value worldview of the addresser (British business) by identifying key themes, values, and beliefs reflected in these slogans. The analysis of brand slogans also helps to understand which aspects of the brand or its products are emphasized in communication with consumers.

2 Materials and Methods

The study was conducted within the paradigm of marketing linguistics—an applied field that examines the functioning of language units and speech in marketing discourse [11, 12]. The material for the study consisted of 1600 brand slogans of digital marketing agencies from the United Kingdom. The material was selected using an automated deterministic sampling method from a data array published on the online platform *clutch.co*, which features leading providers of IT and marketing services, as well as software developers.

To analyze the obtained data, both quantitative and qualitative research methods were used, namely, a thematic analysis of the collected brand slogans was conducted, and common trends were identified in relation to them and the value worldview of businessmen. During the data analysis process, no results were excluded; all obtained data were processed and taken into account when forming conclusions.

The above materials and research methods allowed for a correlational analysis between the image of the B2B marketing communication addresser and the value worldview of businessmen—the addressee of this communication.

3 Results and Discussion

The fundamental principle of marketing communication is the play on the consumer motives and values of the addressee. Marketing appeals must correspond to the mentality of the market into which the advertised product is being introduced. Otherwise, this appeal risks being ineffective. To increase the effectiveness of marketing appeals, the sender studies the market's mentality, identifies its values and consumer motives. Only then is the concept of marketing communication formed, and unique selling propositions, value propositions, advertising and brand slogans, and other marketing texts are developed. Thus, by analyzing these texts and identifying the dominant concepts within them, it is possible to reconstruct the value worldview of the marketing communication addressee, which can be represented as a conceptual field.

B2B marketing communication is predicated on the presumption of equality between the addresser and the addressee. It is always a communication at the level of “specialist to specialist.” This setting of communicative equality dictates the specificity of the use of linguistic means, which are intended to emphasize this equality [13, p. 795].

The equality of the addresser and the addressee is expressed, in particular, in the fact that B2B marketing communication is predominantly persuasive, rather than suggestive or, moreover, manipulative. Therefore, among all the rhetorical strategies of influence identified by Aristotle [14], *Logos* (57%) prevails in the brand slogans of digital marketing agencies we have studied.

The equality of the addresser and the addressee is based on one of the key consumer motives of the addressee—to interact with a business that shares the values of their own brand. Thus, the image of the addresser, articulated in the brand slogans of marketing agencies, must correspond to the image formed in the market's mentality—the value worldview of the addressee.

As a result of the research, the main characteristics of the addresser's image in marketing text reflecting the value worldview of businessmen have been identified. Among them, aspects such as professionalism, determination, result orientation, aspiration for success, and innovation can be highlighted. These traits of the addresser's image create a certain impression of the company and its values on the target audience.

The analysis of 1600 English-language brand slogans of marketing agencies has allowed us to identify the most frequent key lexemes significant for the value worldview of the sender in marketing communication.

Table 1. Lexemes significant for the value world picture of the sender of marketing communication.

No	Key lexemes	Frequency
1.	creative	351
2.	thinking	93
3.	solution	89
4.	experience	75
5.	grow	68
6.	creativity	60
7.	big	59
8.	growth	56
9.	results	46
10.	strategic	37
11.	smart	35

The data from the quantitative analysis have revealed key trends that shape the image of the addresser in B2B marketing communication between digital marketing agencies and their potential clients.

1. **Creativity**—the ability to produce or use original and unusual ideas [15], e.g.:
A creative marketing agency, where ideas grow. — Studiovine.

This brand slogan explicates the image of the addresser as an innovative and creative marketing agency. The addresser is presented as an organization where ideas flourish and evolve. The use of the word *creative* emphasizes the addresser's unique approach and ability to generate innovative ideas. Another significant lexeme here is *grow*, the use of which demonstrates not only the development of ideas but also their further evolution and realization into final marketing products. Thus, the addresser is depicted as an agency where each idea gains its potential and becomes part of a successful marketing campaign.

2. **Reflexivity**—the fact of someone being able to examine their own feelings, reactions, and motives (= reasons for acting) and how these influence what they do or think in a situation [15], e.g.:
A fresh thinking creative agency. — VMAL

In this case, the addresser is represented as an entity capable of reflection and adaptation. The phrase *fresh thinking* implies a continual aspiration towards new ideas and the ability to engage in creative thought. This underscores the agency's readiness for constant renewal and adaptation to the evolving demands of the market. Furthermore, *fresh thinking* distinguishes the addresser from its competitors, highlighting its ability to think differently and offer original solutions. This creates in the mind of the addressee an impression that the agency can bring forth new marketing ideas and approaches. Thus, the brand slogan effectively conveys the image of the addresser as a subject capable of reflection and ongoing renewal, as well as a unique and creative player in the marketing services market.

3. **Critical thinking**, or problem-solving skills—the ability of thinking carefully about a subject or idea, without allowing feelings or opinions to affect you, and finding solutions to problems [15], e.g.:
Creating human solutions to digital problems. — Precedent

This brand slogan overall broadcasts the image of the addresser as an expert in the field of digital technologies and the development of effective digital marketing solutions. The use of the word *creating* underscores the addresser's active participation in the process of crafting these solutions. It expresses not merely the offering of ready-made solutions but emphasizes the focus on the process of creativity and innovation. The term *human solutions* introduces a humanistic aspect, indicating that these solutions are oriented towards human needs and values. Thus, this brand slogan allows for the interpretation of the addresser as an

organization that possesses critical thinking and is capable not only of responding to problems but also of analyzing them, identifying their essence, and offering effective solutions.

4. **Expertise**—knowledge or skill that is obtained from doing, seeing, or feeling things, or something that happens which has an effect on you [15], e.g.:

Driven by Results. Backed by Experience. — Xanthos Digital Marketing

The presented brand slogan incorporates two key elements that help to forge the image of the addresser. The first element, *Driven by Results*, emphasises an active approach and a commitment to specific outcomes. This conveys that the addresser is focused on achieving goals and results for its clients. This facet of the addresser expresses its energy, determination, and goal-oriented nature. The second element, *Backed by Experience*, signifies that the organisation possesses extensive experience in its field, which bestows upon it authority and trust. Consequently, this brand slogan shapes the image of the addresser as an active and determined specialist, endowed with the vast experience necessary to attain the desired results.

5. **Effectiveness**—the ability to be successful and produce the intended results [15], e.g.:

An Agency Where Results Come First. — Banc Media Ltd

The phrase *Results Come First* employed in this brand slogan articulates the primacy of outcomes over all other aspects of the agency's operations, which can be highly appealing to potential clients who value obtaining specific measurable results from their investments. This brand slogan also constructs an image of the agency as a dependable partner, prepared to prioritize results and work towards their attainment.

6. **Ability to stimulate the addressee's business growth**—as a specific instance of effectiveness, e.g.:

Digital Growth Architects...Building Your Brand's Online Presence in London & around the world. — Digitalhound

This brand slogan reflects the image of the addresser as an expert in the field of digital marketing focused on the growth and development of the brand. The metaphor *Digital Growth Architects* implies a high level of competence and experience in digital marketing. Its actualization creates the impression that the addresser possesses the necessary knowledge and skills for the successful construction of the client's business online presence. This testifies to the addresser's commitment to concrete results and the achievement of measurable objectives. Overall, this brand slogan successfully combines expertise and a results-oriented approach, emphasizing the addresser's ability to stimulate the growth of the client's business in the online environment.

7. **Ability to think and act strategically**—in the way in which an organization, country, etc. decides what it wants to achieve and plans actions and use of resources over time to do this [15], e.g.:

CREATIVE. STRATEGIC. RESPONSIVE. — Something Big

This brand slogan creates the image of the addresser as a company capable of creative thinking, strategic planning, and prompt response to external changes. The term *strategic* denotes the addresser's ability to think and act strategically, which is crucial for the successful structuring of marketing processes, adaptation to the changing market conditions, and attainment of long-term objectives.

8. **Smartness**—the quality of being intelligent, or able to think quickly or intelligently in difficult situations [15], e.g.:

A Brand Growth Agency that supports hungry clients with smart and characterful thinking.
— Underdog

This brand slogan conveys that the organization not just offers brand growth services, but does it intelligently. The phrase *smart and characterful thinking* emphasizes the company's

intellectual approach and the uniqueness of its thought process. It doesn't merely provide services; it does it with special attention to details and considering the individual characteristics of each client. Such an approach constructs the image of the addresser as an organization possessing a high level of professionalism and creativity, capable of satisfying the needs of the most demanding clients.

In all the examples above, the image of the addresser is formed explicitly—through the direct nomination of qualities attributed to digital marketing agencies. Of interest are also the cases of implicit representation of the addressee's image through the use of the lexeme *big* and its synonyms to describe the addressee's product, e.g.:

Big Ideas. Not big Egos. — CYGNUS

This slogan highlights that the addresser focuses on grand ideas while avoiding self-absorption and arrogance. It portrays the company as innovative and original, yet modest and not prone to excessive self-promotion.

big group. bigger thinking. — big group.

This slogan emphasizes that the addresser possesses a deeper and broader mindset (than its competitors). It creates the image of an agency capable of tackling major tasks and thinking on a grand scale.

Great ideas, put to work. — William Joseph

In this brand slogan, the addresser is presented as an organization capable of bringing great ideas to life. It indicates that the company has the ability not only to conceive grand ideas but also to successfully implement them in practice.

It should be noted that the previously highlighted concepts that shape the image of the B2B marketing communication addresser are also realized in the analyzed brand slogans implicitly. Consider the following examples.

A creative approach to business. — gbdesignstudio

In this brand slogan, creativity is presented not merely as a characteristic of the business approach but also as a key trait of the company's character. It implies that the advertised agency considers business tasks and challenges from unconventional perspectives, and its staff consistently finds innovative solutions. Thus, it indirectly conveys the notion that the addresser is characterized by creativity and an original approach to business.

FREETHINKING SOLUTIONS FOR FREETHINKING CLIENTS. — Republic of Media

The phrase *freethinking solutions* suggests an innovative and liberated approach to solving marketing challenges, one that considers various perspectives and can offer unconventional solutions. This constructs an image of the addresser as an entity that values and encourages creativity, autonomy, and flexibility of thought. The use of the word *freethinking* relates not only to the solutions but also to the brand itself, implying that it also embraces and fosters this philosophy. It demonstrates that the company is innovative and prepared to consider its clients' tasks from new angles, unafraid to deviate from traditional patterns. Attention should also be drawn to the term *freethinking clients*, which complimentary describes the addressee of the communication, the one who shares such a value as independent thinking.

We build Digital Products that solve problems for ambitious companies. — Borne Digital

The expression *We build Digital Products* directly indicates the activity and initiative of the addresser. It suggests that the entity not only develops but also *builds* products, implying a creative and constructive approach to problem-solving. The phrase *solve problems for ambitious companies* characterizes the addresser as a problem solver, although formally it refers not to the entity itself but to its products. Thus, this brand slogan implicitly contains the idea that the addresser possesses critical thinking and the ability to tackle the most complex tasks.

Expert marketing help, when you need it. — Get Fletch Ltd.

The epithet *expert* in the phrase *expert marketing help* indirectly signifies the addresser's high level of knowledge and experience in marketing, thereby underscoring their authority and professionalism. Consequently, this brand slogan shapes the image of the addresser as a reliable and competent business partner, ready to provide expert assistance in marketing matters.

Innovative design for effective communication. — Cloud Create UK

Here, the phrase *effective communication* draws attention as it characterizes the outcome of the activity, or the end product, of the addressee. It suggests that the innovative design offered by the addresser is aimed at facilitating effective communication. This brand slogan is an example of what is termed *positioning through product quality*, a distinctive metonymic transfer of the product's characteristics onto its creator. Consequently, in the mind of the addressee, an impression is formed that the addresser is also effective, i.e. result-oriented.

Strategically-driven design and branding. — Glidden Design & Brand Communications

In this brand slogan, the epithet *strategically-driven* on one hand characterizes the addresser's products, and on the other, indicates that the addresser possesses the ability to think and act long-term, with consideration for strategic goals and objectives, as well as the capability to apply this thinking in the realm of design and brand identity creation.

Clever creative that cuts through. — Our Own Brand

Here, the term *clever* primarily characterizes the addresser's product (*creative*). However, the product itself cannot be *intelligent*: it is the idea or approach underlying it, and ultimately the creative team creating the product, that can be considered intelligent. Thus, in this brand slogan, the addresser not only describes their product but also indirectly characterizes themselves as a collective of people possessing intellect and acumen.

The characteristics of the addresser's image in marketing communication presented above reflect the value worldview of businessmen who, as our research has shown, appreciate in a performer such qualities as creativity, reflexivity, critical thinking, expertise, effectiveness, ability to stimulate business growth, ability to think and act strategically, smartness. These qualities are realized in the examined brand slogans both explicitly—through the direct characterization of the addresser—and implicitly, for example, through the characterization of the addresser's technologies and product.

4 Conclusion

In B2B marketing communication, the image of the addresser is shaped on the basis of the values and needs of the addressee. A comprehensive analysis of the brand slogans of the UK digital marketing agencies has allowed for the reconstruction of the value worldview of businessmen, as well as the identification of features of the addresser's image in marketing communication that can be utilized in developing marketing strategies and communication campaigns. The key trends identified in the formation of the addresser's image, such as creativity, reflexivity, critical thinking, expertise, effectiveness, the ability to stimulate business growth, strategic thinking and action, and intelligence, reflect the value worldview of businessmen and form the basis for creating effective marketing communication between digital marketing agencies and their clients.

In the future, we plan to continue research in the field of marketing linguistics, studying various aspects of the functioning of language units and speech in marketing discourse, as well as analyzing the features of the addresser's image and the value orientations of different target audiences, in order to ensure more effective and result-oriented marketing communication, thereby contributing to the development of communication efficiency in the business sphere.

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