



HOW CORPORATE CULTURE IS REFLECTED INTO CORPORATE ADVERTISING? AN INVESTIGATION ONTO CORPORATE ADVERTISING IN TURKISH FOOD SECTOR

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Abstract

People who live different parts of the world have specific culture since their existence. Just as culture every society differentiates itself in every society, corporations have different corporate cultures as a sign of their own identity. Every action is seen which brand identity is created according to its own cultural atmosphere, it has an effective role and it becomes a guideline. Brands use television channels to reach to a larger audience and broadcasts their corporate advertisements periodically to express themselves in a good manner, explains what corporation does, and what they will do for future and represents their corporate culture symbolically. This type of advertising creates not only positive perception toward institutionalized brand on people's mind, but also it plays an important role to inform about corporation and to position brand in specific place on consumers' mind. This paper examines advertisements of five corporate brands in Turkish food sector and looks into their advertising language in terms of corporate culture and examines how it is expressed through which ways with semiological analysis.

Keywords: Corporate Culture, Corporate Advertising, Semiotic, Food Sector.

1.Introduction

In our daily life, we encounter brands and corporate brands. Even though both of them called brand, there are many distinctions because corporate brands have their own unique culture to create their corporate brand which differentiates and to have a position in a certain sector. Today, we consume, we buy, and we need brands according to our needs, experiences, and expectations. All brands are categorized according to the sectors where they carry out their business. It isn't possible to say that every kind of brand depends on a corporation. But some of them are institutionalised. This is the reason why they position itself as a corporation towards their target audience, its competitors, and its employees. Corporate brand is a holistic term because it includes a variety of elements. Some of them are logo, symbol, language, and some of them from its employees part. Although it isn't easy to manage, it creates a mutual environment and clarifies what corporation is and what their characteristics are for its target audience. On the other hand, corporate brand comprises principles, values, systems, strategies, missions and visions. As corporate brand provides all these in an one umbrella successfully, it will protect its position toward its competitors because an institutionalised brand under a corporation is difficult to run, however it is carried out through effective communication. Advertising isn't only way but it is one of the most effective tool because it is a powerful communication tool to reach public. If it is used correctly, it will be understood in the same way which the corporate brand wants to express. Sometimes it creates a positive perception or vice versa so corporate brand creates potential consumers and positions its name and service on consumers' mind. This situation provides a better grasp about corporate brand business and creates an insight for the target audience whether it is good or healthy or unhealthy especially in food sector. There are many positive feedbacks happen to create corporate brand. If we think a behalf of customers, they will feel themselves secure while using a product of a corporate brand. In this study, corporate brand dimension is explained first, and then how corporate advertising expresses in terms of selecting colour, symbols, way of using language with using denotative and connotative meanings under semiological analysis.

1.1 Emergence Of Corporate Culture

In order to understand corporate culture, one should examine the frontiers of culture. Culture is a holistic term from corporation, it will include rules, procedures, gives reasons why they represent they

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behave in a certain way, and it draws an attention to how their structure internalize by people itself so this represents that culture doesn't only have a meaning for human being but also it is an important element for corporation's structure. This kind of structure is called corporate culture that it is a crucial way for doing business to create their corporate brand. Corporate culture is becoming a major area of concern among boards and audit committees. Bank Governance Leadership (2015) states that "Culture touches every aspect of the organization: strategy, business processes, employees. It's in everything we do"

Corporate culture is a need, and its characteristics indicate rules of any corporations. Undoubtedly, emergence of corporate culture is expressed with the concept of brand because if we take a look at corporate brands structure, there will be seen fundamentals a corporate culture is formulated. In any corporation, brands are differentiated from one another, because it includes different characteristics. This is the reason why it changes one to another according to their qualities. If we think that conception of corporate culture, we will firstly think what the brands, institutions and corporations are. So emergence of corporate culture relates with these kinds of institutions. On the other hand, if you look up the literature and search information about corporate culture, it is possible to say it was first seen in literature at 1980s. Paschaloudis and others (2008:658-660) underlines how corporate culture emerge into academic work. They underline this concept emergence with the book of Pascale and Athos 'The Art of Japanese Management' and then Deal and Kennedy took hand 'Corporate Cultures' in 1982. At the same period, Peters and Waterman wrote a book onto 'In search of Excellence' in 1982. After then, they think that academic works are diversified into organizational studies and management. Moreover, Makhlouk and Shevchuk (2008:50) who have different perspectives about corporate culture because they think that corporate culture has seven aspects. There are historical, behavioral, normative, functional, mental, structural and symbolic. Historical means about past, behavioral is about behaviours of human and they are learned, normative is about values, functional is adaptation to environment, mental is ideals, habits, structural includes ideas, symbols, and behaviors, symbolic means related to organization and which are shared.

There are different points of view on corporate culture. For example, Schein (1985) expresses corporate culture within three levels. According to his definitions first level is identified Artifacts and Creations. This level is about employees' perception of behaviours of organization. Especially, this level creates an insight for the employees about organizations' facilities, offices, furniture, dress code. The second level is called Espoused values. This level is abstract because it is learned. What it means is that this level consists of missions, vision, personal values, slogans. This level becomes distinct to corporations' traditional or conservative business approach. Third level is called Basic Assumption by Schein. This level is unclear because these are unspoken rules. It depends on the interaction between memberships and it is built via every interaction(as cited in Makhlouk and Shevchuk, 2008: 50). Another different opinion about for corporate culture is made by Graham, Harvey, Popadak and Rajgopal. They carried out a survey and seven types of culture are revealed according to the result of survey questions. These types of culture are entrepreneurial, hierarchical, collaborative, results oriented, high integrity, in transition and dysfunctional (2015:5).

1.2 Definitions On Corporate Culture

Corporate culture is like a guideline for both corporations and its employees. It creates a mutual area for them. Even though corporations are composed of missions, visions, values, strategies, its culture is a core thing to become corporation because if it isn't formulated, there will be ambiguity inside an organization. Because culture is a way of understanding corporations' properties and its qualities. Corporate culture which identifies personal behaviours of individuals in a corporation and manipulates core values of organisational behaviours. In addition to this, stories, celebrations, language using, decoration, dresses are effected from corporate culture. (Rithchie &Thompson, 1988; s. II). Okay who has a different opinion onto corporate culture. She thinks that corporate culture is shaped according to corporate identity and corporate culture creates norms and values system for corporate identity because corporate culture is the result of a corporate identity so corporations identity effects directly its corporate culture (Okay, 1999, s. 254).

The other definition is made by O'Reilly. According to O'Reilly (1989), most individuals care about the people who surround them. Thus, if we share a common set of expectations with the people we work with, we are monitored whenever we are in their presence. In this respect, culture complements more traditional control systems, such as incentives.

According to Kreps (1990), corporate values are simply the reputation that a company has developed over time. Thus, corporate culture does not change the preferences of individuals; it only alters their



incentives in a repeated game. By contrast in Hodgson (1996) a corporate culture is able to modify the preferences of individuals and induce them to internalize some norms (as cited in Guiso,2013:4-5).

According to Nahavandi and Malekzadeh (1998), culture is the beliefs and assumption shared by members of an organization. The authors further state that the term culture is often used as if companies just have only one culture, instead most companies have more than one set of beliefs that influence the employees' behavior within their organization.

1.3 Types Of Corporate Culture

Zhuravleva classifies four types of corporate culture: forced, traditional, snobbish and innovative. Traditional corporate culture is characterized by a managers hierarchy. It develops very slowly, professional level increasing is regulated. Management feedback is very weak. The adverts are usually of a low quality, sometimes they contain unchecked information. A forced corporate culture is one of the most widespread, it can't exist by itself, usually it is a part of other corporate cultures. Its representatives work at the firm, because they have to due to certain reasons. It's very difficult to motivate such staff because of inactivity. A snobbish corporate culture is characterized by a dynamic structure, the staff is interested in new ideas that can bring profit in future. The internal environment is highly competitive. The leader is of a "shark" type, the main aim is a short - term extra profit, the staff is ready for changes and professional level increasing. Their adverts are of a very high quality, very often contain misleading information (Advertising A Enterprise Corporate Culture Reflection, 2013).

1.4 Importance of Corporate Culture

There are many brands, corporations, organizations which surround us in our daily lives. The reason behind the emergence of those institution is human need. These institutions sometimes resemble to one another because they identify and appeal to consumer through same way. But today this condition isn't enough to manipulale consumer because consumer's decision changes according to types and performances of different brand. They think differently to select them because they make a decision according not to their characteristics but they select them and have an idea about them through their cultures. Corporate culture is a language to understand corporation because its regulates its business, gives messages to their employees and their customers. This situation also presents identification of an institution, corporation or brands. For example, if we think that we go to the abroad, people who don't know anything about country. Firstly, one understands that country through observation and this observation strengthens country's culture. The person who live in a country sees peoples' behaviours, dresses, their way of life, their talking style, and characteristic of a country. This condition undoubtedly differs from one country to another. To this point, corporate culture is the same way to understand corporations and brands. Every corporation has its own culture and they should protect them to run their business. Even though corporate culture comprises many elements, it is on indispensable element to carry out business so corporate culture includes consumers, employees, suppliers, competitors which has multiple dimensions for them so it should be conducted clearly to tackle with competitors.

2.Relations between Advertising and Corporate Culture

Advertising is understood as a communication way between brands and its consumers. It addresses to huge amount of people to give message of corporations. It isn't the only way to present corporation or brand characteristic and its culture but it is an effective way to manipulate consumer choice. Today, not only intense competition but also huge amount of people take place. This is a the big threat for corporations to show themselves to their consumers or its target audience. How advertising has a role to this point? The answer is easier said than done. Advertising gives knowlegde, gives an opinion, gives an idea to consumer but reflection to the culture in its advertising is applied in a clear way to provide mutual understanding between consumers and corporations. Advertising empower reputation of a corporation or vice versa because it depends on message of an advertising. Even though corporation message endures in a second, its effectiveness lasts during a long day. So this is the main thing to enterprises because their business facilitate through advertising because it finds and supports available markets and consumers for their job. Torlak 'Advertising is a part of the marketing program so that advertiser is to have knowledge of the marketing experience and to be able to resolve the problems encountered. An advertiser who could not comprehend the concept of modern marketing will not be able to solve the marketing problem he encountered and will give legitimacy to people who are against advertising' (1995:14).



On the other hand, if we think relations between corporate culture and advertising, advertising provides corporate image but corporations should select right channel for its target audiences qualities. It takes an important role for protection of a corporate image (Bakan, 2008: 304).

2.1 Purpose of Corporate Advertising

Different kinds of advertising take place in different communication channels. One of them is corporate advertising which is a product of a corporate culture. There are dissimilarities between advertising content of a corporate advertising from other types of advertising. Generally, corporate advertising gives an idea to consumer about what corporation is, what they do, what their characteristics are, what their products are and what their principles and values include. According to this type of advertising, corporation prepare their advertising content not to sell products but also to promote their preferences, they try to create good images onto consumers' mind. Elden thinks that the content of corporate advertising should represent basic philosophy of a firm, corporate desing, logo, and its visual identities (2005:5).

Cohen (1988: 67) sequences advantages and basic reasons to use corporate advertising. One of them is to increase awareness toward corporation. Secondly, corporate advertising ensures services to be seen under one umbrella. Thirdly, it gives information to its target audiences about what corporation does. Fourthly, it mentions how corporations' products or services are more productive. The last one is that corporate advertising develops relations different types of target audiences with its employees and it increases motivations of target audiences to use its product and services. so corporate advertising is the example of an informative advertising.

If we conclude general aims of a corporate advertising, there will be some headlines given by Meral as follows;

- *It provides awareness,
- *It represents financial power and substantiality,
- *It reflects social responsibility to public, local groups, opinion leaders, and pressure groups.
- *It gives information whether corporation name changes, associations or not (2006:396).

In conclusion, corporate advertising is a crucial tool for corporations' reputation and to increase sustainability in a sector.

2.2 Representations and Language of Corporate Advertising

As mentioned before, corporate advertising has dissimilar qualities because of its content. This content is the reason why language of corporate advertising is formulated in a different way because corporate advertising doesn't represent a product or not aim to sell a product. It is only about corporations. Because of this reason language of corporate advertising should be shaped clearly. It defines corporation in a complete way to provide an insight for the consumers. Furthermore, creation of a corporate advertising is a risky job because it is sometimes understood unfavorably what advertising exactly tells us to its consumer.

Corporate advertising should reflect a unified strategy. Corporate image advertising should "brand" a company the way product advertising brands a product. A major difference between corporate and product advertising is who pays for each. Corporate advertising, on the other hand, falls within the corporate communication area and either comes out of that budget or, in some cases, is paid for by the CEO's office. Corporate advertising should present a clear identity and image for the organization based on a careful assessment of its overall communication strategy language has a powerful influence over people and their behaviour. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important. Visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it(Kannan and Tyagi,2013;2-9).

The purpose of this study is to see how instituinalized brands identify themselves in their advertisement. For example, how they use langugae, how they use colours to specify their brands. All advertising in this study are selected from well known brands in Turkish food sector. According to analyses of thos ads, it is aimed to put find out what the differences and the similarities between corporate advertising concept.



In this research, advertisements were selected from the food sector in 2015 and 2016. In addition to this, all these are television advertisements. The main reason to choose these brands is because they are mostly preferred brands and these advertisements have a high ratings.

3.1 Allocation of Datas

Advertisements of Ülker, Pınar, Sütaş, Kuru Kahveci Mehmet Efendi and Aynes were found through Youtube channel because some of them aren't broadcasted in television now. The reason to choose these brand is that their hit rate and view rate is high than other brands in Turkish food sector.

3.2 Limitations

Corporations and brands carry out different advertising campaign. They try to start at print media(newspaper, periodicals), digital media(social media..) and traditional media (radio,television,..). Even though they give out the same message, they use different technics and methods as they use these types of media. In this study, only television ads are examined because television is effective way to reach different kinds of target audience and it is watched by millions of people. (Asadollahi, Tanha) 'TV advertising in recent years have had very progressive and growing, Apart from their relative, the most important sources of information on cultural, economic and social trends among And significant influence on the formation of patterns of intellectual, emotional and behavioral audience'(2011:2).

3.3 Samples

There are five instutionalized brand selected for interpreting their corporate advertising. Particularly, food sector encounter many risks because there are many sensationals about food production on food brands. And this situation needs to arise corporate advertising because corporations and brands need to acknowledge their abilities and clarify how they produce their products. Because of this reason, Sütaş, Pınar, Aynes, Kuru Kahveci Mehmet Efendi and Ülker brands are selected to investigate their advertising content. There are some reasons to choose these brands. One of them is that they are corporate brands of Turkey, second them is that these brands give importance making corporate advertisements periodically on Tv and the other one is that their viewer rate, number of comments of Youtube channel are high. These are at the below;

Table 1: Number of Comments on Youtube

	Viewer rate	Number of comments
Ulker	3.658.057	251
Sütaş	2.576.796	257
Pınar	161.810	16
Aynes	293.529	33
Kuru Kahveci Mehmet Efendi	1.568	--

4. Semiotic Analysis of Corporate Advertising in Turkish Beverage Sector

Semiotic analysis provides way of understanding how advertising is interpreted and communicated through its target audience. In addition to this, semiotic analysis shows detailed analysis on advertising and messages which are created. In this study, semiotic analysis is investigated according to the study of Zeynep Güney. Zeynep Güney(2005) who analyzed Telsim advertisement. She wrote an article ' İnteraktif Reklam Uygulamalarından Bant Reklamların Analizi: Telsim Bant Reklamları Örnekleri'. According to her study, she looked through pictographic and linguistic indicators in Telsim advertisement. Furthermore, she examined denotative and connotative meanings in her study. I cited from her analysis to interpret characteristics of corporate brands and its corporate culture.

4.1 Ülker 'Mutluluk Her Yerde'

This ad was broadcasted in 2015 as a television ad. The main message is created under happiness context because Ülker gives happiness to people as they eat them. The most distinct element of this advertisement is to show happy people. In addition to this, semiotic analysis of this advertisement is made through pictographic and linguistic indicators.

a- Pictographic Indicators



In this ad, we see that brand name 'Ulker' and its ad song take part at the below of advertisement. The purpose is to draw attention to togetherness of people. Although people take place in different areas or environment, they are reflected integrally. This advertisement of Ulker composed of nine frames and these frames creates composition and meaning. On the other hand, some of these nine frames is represented within short or long compositions. Inner sashes of these six frames shows people with their friend, with their husband, with their colleagues, with their child etc. Especially, sections of these advertisement represents happy moment of people and this happy moment happens through Ulker brand. Their good mood is a way of understanding how Ulker creates and contributes to a mutual area for their happiness. If take a look the colors used in this ad, we see that there are different kinds of colors used. For example, peoples wearing, peoples' clothes wearing, environment include more than one color. But if we look at brand name color of Ulker, there will be some implications through color meaning. What we see that the letters and type size is composed of red colour. The meaning of red is expressed as energy, excitement, passion. Also, red colour is attractive and increase blood pressure of people and these are the reasons why brands use this colour for expressing brand identity. The selection of color of brand is too crucial to create demand toward the product.

Also, any animations or other type of representations aren't used in this advertisement. But red colour of Ulker isn't used enough to attract attention. But this ad is one of the example of corporate advertising of Ulker. The purpose is to shape positive perception because all representations are used in a good manner.

b- Linguistic Indicators

Text is an important element to interpret linguistic meaning of an advertisement. Although linguistic indicators is understood through text, the interpretation of a meaning differs from one person to another on the point of the readers. The way of meaning is understood especially denotative and connotatives. This ad of Ulker wants to reach all segments of people in the society. Because we see friend group, old couple, football fanatics, mom and sun. And the discourse of an advertisement is formulated through advertisement concept. Generally, there isn't any dialogue between actors. There is only advertisement song and scenes of daily life are represented. In order to explain this ad, we listen and interpret advertising meaning through ad song of Ulker. Because this song represents how denotative and connotative meanings are drawn. Denotative and connotative meanings are basis of the Roland Barthes' theory. Denotative meaning is clearly seen because its meaning is represented in a simple way. *A denotative statement is a first-order statement: a statement which concerns the literal (first-order) meaning of the words that make up that statement (Allen,2003:50).* But connotative meaning of an advertisement isn't clear because it is understood through readers emotion or way of understanding level. *Connotation, an implied, second-order, plane of meaning will continue to be of enormous importance in Barthes's structuralist.(ibid)* Actually, Ulker advertisement uses happiness concept while it is showing visual elements. In addition to this, frames of an advertisement are shown in the same way under happiness concept.

Table 2

Frame 1	
Denotation	Connotation
Crawling	Happiness
Shouldering	Catching, caring

Frame 2	
Denotation	Connotation
Extending one leg	Pleasure, going to the picnic
Ride on a swing	Catching Ulker
Çokokrem (red colour)	Increasing Blood Pressure, Passion

Frame 3	
Denotation	Connotation
Student is thinking in lesson	Waiting for having a break



Running in school corridor	Happiness
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Frame 6	
Denotation	Connotation
Sharing Ulker	Supporting team
Shouting	Fanaticism

Frame 4	
Denotation	Connotation
Holding hands	Dependence
Kissing	Happiness

Frame 5	
Denotation	Connotation
Closing ones' eye	Surprising
Hugging	Happiness,togetherness

The frames of an Ulker advertisement shows us our daily life. All of us are familiar with what Ulker ad shows us. The happiness concept of this ad uses denotative meaning even though it uses connotative meaning but happiness is seen in a similar way and understood in the same manner by millions of people so Ulker gets to the point what advertising message encircle around so whichever people see this ad, they understand Ulker makes people happy and it is shared in a crowded area and people witness a happy moment.

4.2 Süttaş 'Süt Aşkı 40.yılı'

Süttaş ad is an example of a corporate advertising. This advertisement was broadcasted in 2015 for fortieth anniversary of Süttaş. As we examine advertisement of Süttaş, it will be seen that how Süttaş associates itself with naturality. The ad aims to convince audiences to buy Süttaş products without any doubt.

a-Pictographic Indicators

Brands and corporations position themselves according to characteristics of its products. Süttaş advertisement is one example of this situation because Süttaş produces dairy products and it position itself with placing emphasis to naturality. So in this advertisement, we see that the main visual character of this advertisement is cow. Because all kind of dairy products (milk, yogurt, ..) resource is cow. In addition to this, cow symbolizes village life and rural area because the general perception onto cow is that their living area are these places. Actually, this ad gives information about how Süttaş produces it products, it gives general information about its corporation for target audiences. It shows how corporate culture of Süttaş has specific discipline because all manufactured products are controlled one by one.

Süttaş which explains this advertisement through using animal figures like cow and rooster shows its factory in a rural area. It doesn't explain its business literally. On the contrary, village, rural, animals are the main symbols to understand how Süttaş creates their environment for healthy and natural product. In addition to this, we should look at the colours of advertisement because colours carry meaning to be interpreted whatever we see because they give meaning to people to understand what it is about. Especially, using colour is the strategy for marketers and they should be careful selecting the colours. Green colour usually expresses calm, health and freshness and this is the reason why Süttaş chooses green colour to identify its corporate identity. It gives messages to consumer that it is healthy and Süttaş is expressed dominantly by green. Because animals live in a rural area. On the other hand, Süttaş doesn't show living environment of a cow, but also it represents how it gives importance to animals life condition. At the same time, the logo colour is the green and this shows that how advertisement of Süttaş becomes entegrated with its corporate identity and corporate culture. This is crucial because corporate culture must be understood in the same way



by millions of people. It should be stable and it doesn't change so the ad creates meaning and tries to perceive and position consumers' mind correspondingly what brand says with its product.

b- Linguistic Indicators

Language provides communication between creatures and all organisms around the world. Advertising includes a wide variety of elements but it is formulated through language because it is text and this text reaches millions of people to express brands or corporations qualities. It expresses languages in a second but it is effective way. Sometimes advertising use language elements like dialogues but sometimes it uses advertising song and gives messages through this song. Süttaş advertisement is an example of this situation. Süttaş advertisement includes song and expresses advertising message from beginning to the end. But text is integrated with advertising song and they give integral message because visual of advertising is regulated through this song. The song is vocalised by Candan Erçetin. This is a type of using star strategy in advertisement because she is one of the most powerful voices in Turkey. She sings Süttaş song sentimentally that it tries to create bond between the target audience and Süttaş brand. Süttaş brand is an institutionalized brand and this advertisement shapes emotional connection. It uses fragile words and emphasizes 'SütAşkı'. Actually, it identifies consuming Süttaş product as a 'love'. As we look advertisement, there are denotative and connotative meanings surround the text and language created by the advertiser. These advertisement comprises two frames and these frames connect to each other.

Table 3

Frame 1	
Denotation	Connotation
Voices of rooster	Rural area
Big green environment	Süttaş farm

Frame 2	
Denotation	Connotation
Cow	Milk
Inside of a factory	Green area
Control of a product	Cow dominance
Doing Business by cow	Strict and prescriptive

4.3 Pınar 'Pınarla Büyüdüm'

Pınar ad was broadcasted in 2012. This advertisement message create emotional bounds with Pınar. It shows that how a girl is fed with Pınar milk. Pınar is represented like a person because it witnesses every stages of a woman raising from a baby to become a mom.

a-Pictographic Indicators

Pınar, which is one of the most preferred brand produces a wide variety of dairy products. Furthermore, it specifies its products according to its target audience. But Pınar Milk ranks as the first order in their producing products and to know Pınar brand. It shows that Pınar milk contributes growing period of a girl. This message aims to effect mothers because milk isn't only crucial for children but also its ingredients provides people to become healthy person. As we look at corporate brand name of a Pınar holds a place at the end of advertisement with its slogan ('Sıra yeni nesillerde'). Actually, this advertisement shows growth a girl and even though there isn't any dialogue or discourse about the people, there is only a mother and a child as a leading role. As we examine the ad, it comprises generally four frames. Inner frames of these seven frames represent how mother build relations with her girl and Pınar Milk and we see that how a small girl grows stage to stage from childhood, primary school, university, a business woman and to a mother.

In addition to these frames, Pınar name doesn't hold a place inside of an advertisement. We don't see any expression about the brand or its functions. When the ad finishes, Pınar name becomes visible with the slogan. Especially, it uses white. The meaning behind the using white colour is that white symbolizes purity, cleanness, and soft meaning so colour is an important element to identify Pınar milk. Actually, it addresses to children and this is the reason why it creates purity and cleanness meaning for them. In



conclusion, this ad of Pınar milk is so pure that it shapes its corporate advertising under expression of an emotional bond.

b- Linguistic Indicators

Linguistic indicators of an Pınar Milk advertisement is formed through ad music and its song. It is deduce from the ad song that it is vocalized in a sensitive way. Nil Karaibrahimgil is loved especially by young people and corporate brand Pınar uses strategy to address and express Pınar Milk. This is a way of explaining Pınar milk ad song. Ad song is supported with visual messages because it corresponds to what the ad tell us. Actually, Pınar Milk is represented like a character because it witnesses growth of girl and Pınar witnesses especially a happy moment in the school. The message is encircled around drinking Pınar which a person happy, and provides a happy and a healthy child. Furthermore, Pınar is represented like a heritage because small girl grows and becomes a mother and she gives her child Pınar milk from the beginning of her childhood so as we look at denotative and connotative meaning of an advertisement, four frames are examined through the scenes. General meaning is emphasized through a girl life. The frames starts with school period of a girl and continues to show until she becomes a mother.

Table 4

Frame 1	
Denotation	Connotation
Child is running	Giving reward 'Pınar Milk'
Drinking a Pınar Milk	Growing

Frame 2	
Denotation	Connotation
Apron of a child	Going to the primary school
Playing sek sek	Expression of a growing

Frame 3	
Denotation	Connotation
Playing voleyball in school	Sign of a middle school
Throwing a cap	Graduation from university

Frame 4	
Denotation	Connotation
Wearing suit	Having a formal job
Giving Pınar milk to child and fondling her head	Becoming a mother

4.4 Aynes 'Aynes'ten İyilik Sağlık'

The advertisement of Aynes was broadcasted in television in 2015. Aynes is a corporate brand that it includes a vairyety of dairy products. All products of an Aynes is manufactured in Denizli. The ad is a corporate advertising and it explains especially principles and corporate values of Aynes under 'İyilik Sağlık' concept. At the same time, this concept is represented with a slogan in an advertisement.

a- Pistographic Indicators

The Aynes ad gives message about its products from general overview. Because we see not only yogurt, milk but also other types of dairy product of Aynes. As we investigate this ad, we have an idea about what Aynes does. In this advertisement, there is a big bus which expresses corporate identity and corporate culture of an Aynes. Because it has a role to distribute Aynes products. The important thing about this bus is Aynes name its letter character is written thumpingly. Aynes name and letter character is written with red. The meaning of this colour is important to show corporate culture of Aynes. Aynes prefers same colour with Ulker. The meaning is to create passion because red is one of the most attractive colours. On the other hand, Aynes prefers white and blue colour not only to write its slogan but also uniforms its employees. We know that meaning of an white already because Pınar brand prefers it to express itself. But when we take a look at



the meaning of blue, it identifies responsibility, trustworthiness, security, and dependability. This shows how visual elements overlaps with the meaning of using colours.

As we define the frames of Aynes, it will be seen that three frames are represented. Especially, the frames asks question how Aynes carries out its job through using big bus, and how it communicates with public while reaching Aynes products to people. Generally, these frames are fictionalized along the way and observed behaviours of an employe doing his job and customers of an Aynes.

b- Linguistic Indicators

Aynes uses same strategy with Ulker, Süttaş, Pınar. It creates an ad song for its corporate advertising which dominantly specifies advertising content. But the difference of Aynes is that it identifies the advertising song like a narrative. If we examine the ad song, the locality figure will be seen as the most attractive element. We listen to withe and rich sound singing the song. We don't see a person who vocalizes song but it is perceived to be an old man. In addition to this, Aynes uses sempathetic language because it uses local language and communicates people in an informal way and this shows that corporate culture of Aynes state in an explicit way. On the other hand, there is a man, who is employe, who communicates with target audience individually. This behaviour shows how corporate culture is shaped through communication dimension of its culture. So there are three frames with denotative and connotative meanings according to concept of Aynes.

Table 5

Frame 1	
Denotation	Connotation
Green environment	Rural area
Small homes, buildings and roads	Village

Frame 2	
Denotation	Connotation
Stuffed vegetable with yogurt	Turkish local food
Family dinner	Sharing and happiness

Frame 3	
Denotation	Connotation
Head scarf and shalwar	Countrywoman
Big buses	Corporate image of Aynes

4.5 Kuru Kahveci Mehmet Efendi

Kuru Kahveci Mehmet Efendi was established in 1871. It isn't only a corporate brand of a Turkey but also it symbolizes Turkish culture. It creates a heritage product because it symbolizes Turkish history and creates a connection between Turkish people. This corporate ad of Kuru Kahveci Mehmet Efendi was broadcasted in 2015 and it uses people to explain what they do while drinking Kurukahveci Mehmet Efendi.

a-Pictographic Indicators

Kuru Kahveci Mehmet Efendi differs from other types of corporate brand analysed in this study because it sells only one product, coffee. This corporate brand is known by many people because it was established a long time ago. Many Turkish people prefer it because some of them addict it and some of them are addicted to need it. There are four frames in this advertisement. Denotative and connotative meaning don't circulated around functions of Kuru Kahveci Mehmet Efendi. On the contrary, denotative and connotative meaning is explained that coffee is a mutual point for people to gather around and this is the reason why Kuru Kahveci points to every point of life. All these are reflected in three frames.

There are signs to look and examine the corporate culture of Kuru Kahveci Mehmet Efendi. These signs like slogan and colour brand name gives an idea about which type of culture Kuru Kahveci Mehmet Efendi has. Also, there is a one symbol who drinking coffee onto brand name. This symbols is the way of recognition Kuru Kahveci Mehmet Efendi, it creates its identity and reflects its corporate culture to its target audience. As we look further for meaning of colors used, there are two colour comes into prominence. These are brown and yellow. Brown means nature, simple and durable. Especially, nature meaning shows that how it brings up coffee trees. This colour relates to coffee trees and their preparation. In addition to this,



yellow isn't only used on the brand name but also a woman who wears yellow blouse at the end of the ad. Yellow corresponds to positivity, warmth and shining. The reason behind to prefer yellow colour relates to how coffee connects peoples into good mood. When we look at the ad, people drink coffee and they have a positive opinion because their body language, faces signifies how happy they are.

b- Linguistic Indicators

Kuru Kahveci Mehmet Efendi creates its language through discourse about peoples' behaviour. Advertising language isn't composed of advertising song, it comprises off-voice. And off voice is supported with music. Every thing which off voice say is represented through clearly. Especially, Kuru Kahveci Mehmet Efendi says 'It isn't only a coffee, it is the most beautiful time of your day.' This emphasizes how Kuru Kahveci position itself, because it isn't an ordinary product. People shares their good time with Kuru Kahveci. Linguistic indicators are formulated through three frames and content of these frames is composed of peoples daily life and how coffee has position as they spend time with their friend, with their boyfriend, with by oneself. In addition to this, advertising language is created sensitively because coffee provides having a good mood between people and it is a way of communication through people. And it underlines there isn't specific time to drink coffee.

Table 6

Frame 1	
Denotation	Connotation
Sign onto cup	Kuru Kahveci Mehmet Efendi
Drinking coffee	Resting

Frame 2	
Denotation	Connotation
Clouds and trees	Freshness
Talking with one or women	Gossip

Frame 3	
Denotation	Connotation
Drinking coffee	Thinking, keeping away from life
Lovers talk to each other , and watching distant place	Imagining sweat dream

5. Conclusion

Corporate brand is understood and interpreted through connection to corporate culture. Because corporate culture is composed of not only behaviours, missions, visions, but also it is seen by elements which they show us. Like a human culture, corporate culture isn't formulated simultaneously. Knowledge, experiences and other kinds of elements shape corporate culture. It clarifies what rules of a corporation and how it is reflected upon a corporate brand. We don't see inner side of an organization or corporation but we see and observe its communication way through communication channel which it uses. Therewith, if we talk about corporate brand, we must talk about corporate structure of it. This structure shows how corporate brand is shaped through cultural elements and it is like a mirror for its customers. The important think to show business of a corporate brand is realized through communication channel which it prefers to represent itself. .

Today, even though digital media develops quickly, and it effects and spreads millions of people, television protects its position especially for advertising business. In this study, I investigate 5 corporate brands in Turkey from food sector. The reason behind to choose food sector is that there are doubts about food sector and people don't trust, their judgements and decision process have different stages. The brands have corporate structure and generally they are widely preferred brands in Turkey. As we look at the signs of corporate culture of these brand in their ads, it is deduced that there are some mutual points. Especially, colour using in Sütaş and Aynes prefers same colour. I think that the corporate culture of Aynes is reflected successfully because people see an employooyee, his behaviours, and language with its target consumers. On the other hand, Sütaş uses cow figure for representing how it produces its product and strict rules as the stage of manufacturing dairy products.

Advertisements of these corporate brands are examined through denotative and connotative meanings. Target audience who see corporate advertisement of these brands have an idea about corporate



brands. In addition to this, this provides better recognition and awareness toward the brand. Because of this reason corporate advertising should be prepared carefully to shape content of corporate advertising. The other mutual point on ad is that they create their ad song to be remembered and occupy consumers' mind. Particularly, as we compare Aynes and Ulker, it is seen that Aynes reflects traditional way of a society. But it isn't related with Pınar, Kuru Kahveci and Süttaş because all of them give their discourse differently. Kuru Kahveci has an advantage because Turkish people drink it and share with their friends, families and it has a special meaning for them.

In short, corporate advertising is a product of corporate brand. It doesn't only give message about the product but also it creates a meaning around its corporate structure and it must be consistent with colour using, behaviour, language, brand promise, and brand strategy. Even though corporate advertisements are broadcasted for specific purposes according to strategy and content of corporation, the purpose of these five advertisements is to increase awareness level of consumers. In addition to this, corporate brand makes customers feel food so the ad should use the same concept, it shouldn't be changed, if anything change in the plan, it customers should be consulted and then the brand should identify new strategies about corporate brand and culture. What we know through corporate advertising take an informative role to enlighten its customers and potential customers so corporate brands remind themselves because becoming corporate brand doesn't sustain inner structure of a corporations. It should be known and supported by its target audiences to protect its whole structure. Corporate ad are expressed in seconds and as we look at denotative and connotative meanings which reflect corporate culture of a brand under colour using, selecting the music, content of the advertising slogan and advertising song.

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