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Social Archetypes and Consumer Identity in Vilnius Street Advertising

MA thesis

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Vilnius

2024

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Acknowledgements

I am beyond grateful to my thesis supervisor Assoc. Prof. Dr Liudmila Arcimavičienė for her tremendous help and support. Her knowledge and motivational words inspired me to undertake this journey with confidence. In depth discussion sessions and editing help was greatly appreciated on my part and I could have not reached this goal without her support. I want to thank the defence committee for evaluating and analysing my study with great expertise.

Also, this journey could not have been possible without the help of my classmates and university colleagues. Their encouraging words and interest in my study showed me the purpose of my work and helped me to move forward with the analysis. I also want to thank my work colleagues for respecting my time and allowing me to pursue this academic goal without additional stress.

Lastly, I want to appreciate my family members, friends, and my partner for always being by my side and believing in this process. Their love, motivational remarks, and emotional support helped me to evaluate the purpose of my research and induced surprising insights.

Abstract

Studying street advertising provides valuable insights into the intricate dynamics of social identity within urban environments. The analysis of street advertising enables us to decode the underlying messages and themes that advertisers utilise to appeal to diverse demographic groups. By comprehending the strategies deployed in these advertisements, we can deepen our understanding of how social identities are crafted, reinforced, and negotiated in public spaces. This study aims to identify and analyse prevalent symbolic features of consumer identity in Vilnius Street advertising across four major spaces of Vilnius – two adjacent centre-oriented spaces of Senamiestis and Naujamiestis, and two more distant of Fabijoniškės and Baltupiai. Specifically, employing a qualitative approach, the examination of street advertising will be conducted within the theoretical framework of Critical Discourse Studies with the primary focus on the construction of social meanings in the formation of consumer identity and the social standing of the intended audience. To achieve the research aim, 291 advertisements were collected and analysed by following a three-step methodological procedure: thematic analysis, framing analysis, and archetype categorisation. It has been clarified that advertisers strive to present the urban street consumer of Vilnius as a rational, compassionate, well-informed individual who prioritises both financial and physical security, endeavours to contribute positively to society, and remains abreast of current trends while actively seeking optimal bargains. The findings suggest that the persuasive power of language and imagery can shape and be shaped by consumer perceptions and behaviours regarding their individual traits and values.

Keywords: *Critical Discourse Studies, street advertising, urban spaces, social identity, Jungian archetypes, framing analysis, advertising discourse*

Introduction

Studying street advertising offers valuable insights into the dynamics of social identity within urban environments. These advertisements serve as visual and textual representations of societal values, norms, and aspirations, shaping how individuals perceive themselves and others within their community. Analysing street advertising allows us to decipher the underlying messages and themes that advertisers use to appeal to diverse demographic groups. By understanding the strategies employed in these advertisements, one can gain a deeper understanding of how social identities are constructed, reinforced, and negotiated in public spaces. Moreover, street advertising serves as a reflection of the cultural, economic, and political landscape of a city, providing a lens through which issues of power, representation, and social cohesion can be explored. Therefore, investigating street advertising is crucial for unravelling the complexities of social identity formation and expression in contemporary urban settings.

This study aims to identify and analyse prevalent symbolic features of consumer identity in Vilnius Street advertising across four major spaces of Vilnius – two adjacent centre-oriented spaces of Senamiestis and Naujamiestis, and two more distant of Fabijoniškės and Baltupiai. More specifically, the qualitative study of street advertising was carried out within the theoretical framework of Critical Discourse Studies with the major focus on social meaning construction in the development of consumer identity and the social status of an addressee. By analysing the recurrent features of the prevalent thematic aspects, the social environment of Vilnius with its ideological underpinnings was deconstructed and associated with social archetypes. To achieve the research aim, the following research questions were raised:

1. How is consumer identity thematically contextualised through street advertising?
2. How do the recurrent themes correlate with Jungian system of archetypes?
3. What are the prevalent ideological features of social identity?
4. Is the social identity in advertising space-related?

It can thus be hypothesised that social identity is co-space dependent, and the proximity to the city centre determines social and consumer identity related variables.

The paper consists of four parts, including introduction, theoretical framework, methodology, and data analysis, which are followed by conclusions, a reference list, and appendixes. The first part consists of the overview of the key concepts and theoretical framework, including Critical Discourse Studies (CDS), advertising discourse, social identity,

Jungian Archetype system, the concept of habitus and the role of emotions in advertising. The second part of the paper presents the methodological framework that includes the main research methods and an overview of the sampling process. The analysis of the collected data samples can be found in the third part of the paper. The analysis consists of discussing several examples of collected advertisements that correlate with the established framing topics and reviewing the overall results. The final part presents the main conclusions of the analysis and the theoretical discussion. The references list and the appendixes are present at the end of the paper.

1. Conceptual and Theoretical Framework

Before discussing the data, methodology and analysis of this study, it is important to review the theoretical and conceptual background. The upcoming sections will discuss the main research method of the study – Critical Discourse Studies (CDS). In addition, the topic of advertising discourse in terms of representation of identity will be discussed by referring to previous studies and their findings. The topic of consumerism will also be investigated in more detail, especially in its relation to the system of Jungian Archetypes. The role of emotions and the importance of habitus and space in street advertising will also be discussed as a significant revenue for furthering the analysis of archetypes in advertising discourse.

1.1. Critical Discourse Studies (CDS)

To understand the notion of Critical Discourse Studies (CDS), one must comprehend the meaning of ‘discourse’. Van Dijk (2009, 67) argues that “discourse is a multidimensional social phenomenon” and can take shape of many forms, including, “an action” (an assertion or a threat), “a form of social interaction” (a conversation), “a social practice” (a lecture), “a mental representation” (a mental model, an opinion), “a communicative event” (a parliamentary debate), “a cultural product” (like a telenovela) or “even an economic commodity that is being sold and bought” (a novel). Furthermore, Fairclough (2013) observed that the notion of ‘discourse’ is understood differently in various fields. More specifically, discourse can be perceived in at least three different ways: (1) “meaning-making as an element of the social process”, (2) “the language associated with a particular social field or practice”, and (3) “a way of construing aspects of the world associated with a particular social perspective” (Fairclough 2013, 11). In the current study, the second definition was chosen to be applied to the analysis of advertising discourse. It can thus be said that ‘discourse’ is written or spoken communication that is concerned with social meaning-making practises. To analyse various types of discourse (political, medical, advertising, etc.), scholars turn to both theoretically and empirically grounded approaches of *Critical Discourse Studies*.

Critical Discourse Studies (CDS) (widely known as critical discourse analysis (CDA)) is a theoretical framework that focuses on the analysis of texts and talk in relation to the social contexts which give rise to them (Kress 1990). This approach considers language as a social practice that both reflects and shapes the way we perceive and understand the world. As pointed out by van Leeuwen (1996), Critical Discourse Studies emerged in the mid-1980s with its most prominent figures being Fairclough (2013), van Dijk (1996), Kress (1990), and Wodak (1993).

The scholar explains that the need to “ground critical discourse analysis in critical social theory and to articulate the relation between discourses and the social practices in which they are embedded” is what led to the emergence of CDS (van Leeuwen, 2006, 292). By the early 1990s ‘discourse’ became a key term in postmodern philosophy and cultural studies, however CDS distanced itself from the tendency of removing the ‘social’ aspect from discourse studies (van Leeuwen 2007).

CDS include key features such as critical perspective, interdisciplinarity, social context, power, and ideology, talk and text analysis, social change, and questions on identity. Many scholars refer to CDS as Critical Discourse Analysis (CDA), however, according to van Dijk (2009), the later term is too concrete and oriented around a more practical analysis. By comparison, CDS as a more general term “suggests that such a critical approach not only involves critical analysis, but also critical theory, as well as critical applications” (van Dijk 2009, 62). CDS should not be viewed as a method, but rather as a “perspective, position or attitude within the discipline of multidisciplinary Discourse Studies” (van Dijk, 2009, 62). In the current study, CDS is used as a method, however, the unique features of this approach are applied in all the stages of the analysis and the essence of the attitude is kept unchanged.

In CDS, the analysis of text and talk should lead to a deeper understanding of social and power relations. Several properties of CDS are provided by van Dijk (2009): (1) the aim of these studies is to analyse various social problems, especially those “caused or exacerbated by public text and talk”, usually in regards to social power abuse and “resulting social inequality”; (2) such analysis is conducted within a “normative perspective” that is understood through international human rights and allows a critical assessment of any kind of abuse; (3) the analysis focuses on the interests and the expertise of the victimised groups. As can be seen, van Dijk mainly relates CDS to power relations and societal mistreatment. Along the similar lines, Fairclough (2013) identifies CDS as “an approach that views language as a social practice and that seeks to identify the reproduction of power relations and ideological processes in discourse”. This definition is extremely applicable to this current study as the analysis will aim to investigate power relations in language that is used as a social practise by advertisers and their audience.

It can thus be argued that the notions of ‘power’, ‘power relations’, and ‘ideology’ are central to the empirical studies of CDA. Fairclough (2013) explains the ideological nature of discourse via its relations to power. On the other hand, Foucault (1982), another important

figure related to the origins of CDS, in the late 1900s expressed a need to establish a method for power relations analysis. Foucault (1982, 791) states that ‘there cannot be a society without power relations’, therefore it is important to analyse any place where they appear to better comprehend the complex distribution of power. One of these ‘places’ is advertising discourse, thus, the power relations present between the advertisers and the viewers must be explored to better comprehend how the citizens of the current urban society are identified.

1.2. Advertising Discourse and Social Identity

Advertising discourse is a significant and fruitful area of study within the CDS. Examining advertisements through a critical lens involves analysing the language, images, and overall communication strategies used in advertising to understand how they reflect and contribute to broader societal norms, power dynamics, and ideologies (Marthanty & Lestari 2020). In simple terms, advertising can be described as a commercial enterprise that constantly tries to persuade the audience to purchase products or services by presenting their benefits (Gurrieri, Zayer & Coleman 2022). An important keyword in this definition is ‘to persuade’ which means to influence someone to do something by providing arguments or reasoning (O’Shaughnessy and O’Shaughnessy 2004). In the case of advertising, persuasion is achieved not only through logical reasoning, but also through emotional appeal. In the study by McQuarrie and Phillips (2005) it has been determined that, for example, by using visual and verbal metaphors, advertisers can engage with the consumer in both emotional and rational ways, thus the persuasion tactics can take on multimodal channels of communication. In another study by Danciu (2014), it is claimed that persuasive tactics often lead to manipulation which widens the asymmetries of power between the company and the consumer. Thus, the current study, as inspired by the previous research, is set to investigate how advertising in urban areas of Vilnius apply the strategies of persuasion that enact power dynamics and reassert individual and collective identities.

It is also important to note that during the early 2000s the persuasion strategy was prioritised by many advertising companies, as the Competitiveness between them demolished any advantage of price and functionality (O’Shaughnessy and O’Shaughnessy 2004). The study by O’Shaughnessy and O’Shaughnessy (2004) has showed how most advertisers try to persuade their consumers by adhering to social norms and values, solidarity, prestige or cognitive aspects such as mental modes of excitement or negative and positive reinforcement. These findings are particularly relevant for the current study, which aims to analyse how various services and

products are represented in the highly competitive streets. Despite its high competitiveness trends, street advertising is generally ignored by most citizens, who view commercials and advertisements as an irritable and “unnecessary” information during the day (Verlegh, Franssen & Kirmani 2015). However, Grau and Zotos (2016, 5) maintain that “advertising professionals are often considered ‘cultural intermediaries’ who develop messages” and can create strong social understandings for those, who view advertisements in subconscious or direct ways. It can thus be argued that street advertising is valued for advertisers’ attempts to persuasively recreate social identities and values that also deliver a public message.

The concept of identity is closely intertwined with advertising for its social meanings that appeal to collective emotions. In sociolinguistic sciences, identity is a central concept that relates to the ways individuals define themselves in relation to various social groups (Jenkins 2008). Social identity includes such aspects as ethnicity, nationality, gender, social class, age, and more (Hogg & Abrams 2003). The concept of identity is closely interrelated with the concept of consumerism, which refers to the social and economic ideology that encourages the acquisition of goods and services as a primary means of achieving happiness, status, and fulfilment (Talbot 2007). In consumerist societies, individuals are encouraged to define themselves and their worth through their consumption patterns, leading to the continuous pursuit of material possessions and lifestyle choices (Talbot 2007). It should also be mentioned that “customers of our generation are steadily moving from the ‘mere purchase’ to the ‘meaningful purchase’” (Habib & Hossain 2015, 3). This means that advertisers are challenged with creating new ways of perpetuating desires for new products, promising that ownership of these items will enhance one’s social status, self-esteem, or quality of life (Sanders and Krieken 2018). Even though advertisers sometimes focus on individual characteristics, mostly they try to address a collective consumer. Hence, the structure of identities will be analysed within the context of archetypes and their properties assigned to an urban consumer.

1.3. Social Archetypes

The archetypal structure of urban consumer identity will be explored by using Jung’s (1919) theory of archetypes, and its applicability to advertising discourse. An archetype, which is defined as the original blueprint from which all similar entities derive, serves as a model or paradigm (Connolly 2023). Jung’s psychoanalytic approach to archetypes denotes the recurring patterns of thought, conduct, and character that are inherently present in individuals (Lindenfeld 2009). Jung’s 12 archetypes representing fundamental aspects of the human

psychology and “encompassing our deepest selves” (Connolly 2023), are universally present, and they can be applied across diverse cultures, and even historical epochs. Jung (1919) claims that as individuals, we possess an innate capacity to identify and resonate with the elements of archetypes within ourselves and others (Neill 2018). The model of archetypes is relevant for the current study aiming to explore how the combined use of language and visuals can shape these ‘innate’ archetypes and consumer identity in the current urban advertising environment of Vilnius.

The Jungian archetypes can be also used as a framework for understanding and categorising human behaviour within communities, in this case, in the advertising environment (Sanders and Krieken, 2018). The 12 archetypes that are going to be discussed in the current study are as follows (Jung 1919; Lindenfeld 2009; Neill 2018; Connolly, 2023):

1. **The Caregiver:** Caregivers are nurturing, empathetic, and supportive individuals who prioritize the well-being of others. They often take on roles such as parents, teachers, or healthcare professionals.
2. **The Ruler:** This archetype embodies responsibility, leadership, and power. They seek to create a prosperous, successful family or a community.
3. **The Artist:** Artists are seen as creative and perfectionist individuals with a big imagination. Their main task is to develop the cultural aspects of the society and express their own vision.
4. **The Innocent:** This archetype represents faith, traditionalism, and optimism. They are seen as slightly naïve individuals who seek to do things right.
5. **The Sage:** Sages are wise and knowledgeable individuals who provide guidance and insight. They are often sought out for their wisdom and experience.
6. **The Explorer:** Explorers seek adventure, new experiences, and personal growth. They are often motivated by a desire to discover the unknown and expand their horizons.
7. **The Rebel:** Rebels are seen as outrageous individuals that seek radical freedom. Their main goal is to overturn what is not working and make a revolution.
8. **The Magician:** Magicians are solution seeking individuals that aim to make their dreams come true. They fear unintended negative consequences and usually find a vision to live by.
9. **The Hero:** This archetype embodies courage, strength, and a willingness to sacrifice for the greater good. Heroes are often characterized by their ability to overcome challenges and obstacles.

10. **The Lover:** Lovers are driven by relationships, connections, and a deep appreciation for beauty. They may seek intimacy and emotional connections with others.
11. **The Jester:** Jesters bring humour and levity to social situations. They use wit and playfulness to entertain others and may not always adhere to conventional norms.
12. **The Everyman/Everywoman:** This archetype represents the average person, often relatable and unremarkable in many ways. They serve as a reflection of the common human experience.

It is important to mention that individuals may exhibit traits from multiple archetypes, thus it is expected that advertising discourse will include a combined archetypal narrative. It is interesting to note that archetypes can be discovered and understood throughout various cultures by examining universal symbols, themes, and motifs which are inherent in all human beings (Vedor 2023). This is known as the collective unconsciousness that creates a unified cultural understanding of what values, behaviours, and traits create a desirable lifestyle; thus, advertisers try to adhere to the unified understanding when using specific language and visuals in their advertisements (Sanders and Krieken 2018). In addition, Jung also argues that instincts (archetypes) are always activated in relation to specific things in the world, within specific contexts (Vedor 2023). This only proves that advertisements must be framed in specific ways to activate the archetypal values in each consumer in addition to creating a unified experience understood by many. After reviewing the theory and some of the previous studies on the Jungian archetypes, it is also important to explore how emotions and habitus influence the formation of social identity.

1.4. The Role of Emotions and Habitus in an Archetypal Structure

As competitive nature is present in most advertisements, emotional appeal also plays a crucial role by adding depth and relatability to the narrative structure of the advertisements. When it comes to the Jungian archetypes, as they go into the universal human experiences, tapping into consumer emotions can create a connection between them and the conveyed message (Jung 1919; Sanders and Krieken, 2018). Emotions in advertising have been investigated for quite some time now, for example, in the study by Mizerski and White (1986) it is explained that “a reward system” is often applied to advertisements. Advertisers try to trigger a response from the consumers by offering an emotional benefit from interacting with the service / product they are providing (Mizerski and White, 1986). For example, when a person donates to charity, they feel joy and pride in their decision. The language and the visuals

in this type of an advertisement correlate with the feeling or emotion they (i.e., language and visuals) try to provoke (Green, Fitzgerald, and Moore 2019). Moreover, using emotions in advertising can lead to fruitful results as many consumers who identify themselves with certain archetypes often pay attention to these types of advertisements.

In advertising discourse, habitus and space also play a significant role in understanding consumer behaviour and the effectiveness of marketing strategies. The term of habitus coined by French sociologist Pierre Bourdieu refers to the ingrained habits, skills, and dispositions that individuals acquire through their socialization process within a particular cultural context (Hillier and Rooksby 2005). It encompasses both conscious and unconscious behaviours, and preferences, that shape how individuals perceive and interact with the world around them. In the context of advertising discourse, habitus influences consumer preferences, brand loyalty, and purchasing decisions (Hillier and Rooksby 2005). Advertisers often tap into consumers habitus by aligning their marketing messages with the values, aspirations, and lifestyles of their target audience. Understanding the habitus of a target market enables advertisers to create more resonant and compelling advertising campaigns that effectively engage consumers (Lizardo, 2004).

In advertising, space refers to both physical and conceptual spaces where advertisements are encountered, consumed, and interpreted by audiences. Physical spaces include traditional advertising mediums such as billboards, print publications, television commercials, and retail environments (Asma *et al.* 2014). In this study, only posters and billboards placed in the selected spaces of Vilnius will be analysed. Conceptual spaces, on the other hand, refer to the socio-cultural contexts and environments in which advertising messages are embedded (Lizardo 2004). These may include cultural norms, social trends, ideological frameworks, and symbolic meanings that shape the interpretation and reception of advertisements by consumers. Advertisers strategically select and leverage various spaces to reach their target audience effectively (Connolly & Dolan 2018). This is relevant to the current study, as it aims to investigate whether particular advertising choices are space related.

To sum up, it can be maintained that within the CDS, power relations and identity construction are embedded in advertising, where language functions as a tool of persuasion. This persuasive power of advertisements is deeply intertwined with consumer identity. In urban environments, advertisements play a crucial role in highlighting the complex interplay between advertising, societal values, and individual aspirations. The aspects are expressed through the

Jungian archetypes, whereby archetypal values will be used to create a unified cultural understanding. Jung (1919) also believes that archetypes are activated in relation to specific contexts, highlighting the importance of framing analysis of advertisements that would help to resonate with consumers' innate psychological patterns. By strategically selecting various spaces and employing strategies of emotional appeal, advertisers can effectively reach their target audience. Thus, the upcoming analysis will try to explore these notions by studying sampled advertisements in terms of their themes, linguistic frames, and visuals to better understand the urban consumer identity. The upcoming sections will focus on discussing the research data and methodology and will present a detailed analysis of the research findings.

2. Data and Methods

To apply the theoretical insights of the CDS, 291 advertisements from 8 Streets in Vilnius were sampled. To investigate how consumer identity is presented in advertising, two central (Central and Naujamiestis neighbourhoods) and two more distant (Fabijoniškių and Žirmūnų neighbourhoods) spaces were selected. The streets that were chosen for this research are as follows: Gedimino Pr., Pilies Str. (central neighbourhood), Kauno Str., Švitrigailos Str. (Naujamiestis neighbourhood), Fabijoniškių Str., Ateities Str. (Fabijoniškės neighbourhood), Kalvarijų Str., and Ozo Str. (Žirmūnų neighbourhood). In *Figure 1* the visual map of all the streets that were investigated is indicated with orange lines marking the places where the advertisements were collected. Central neighbourhoods are expected to present a more tourist-oriented identity, while distant parts of the city might focus more on consumers' everyday life needs. Thus, the streets were selected due to their length and factors.

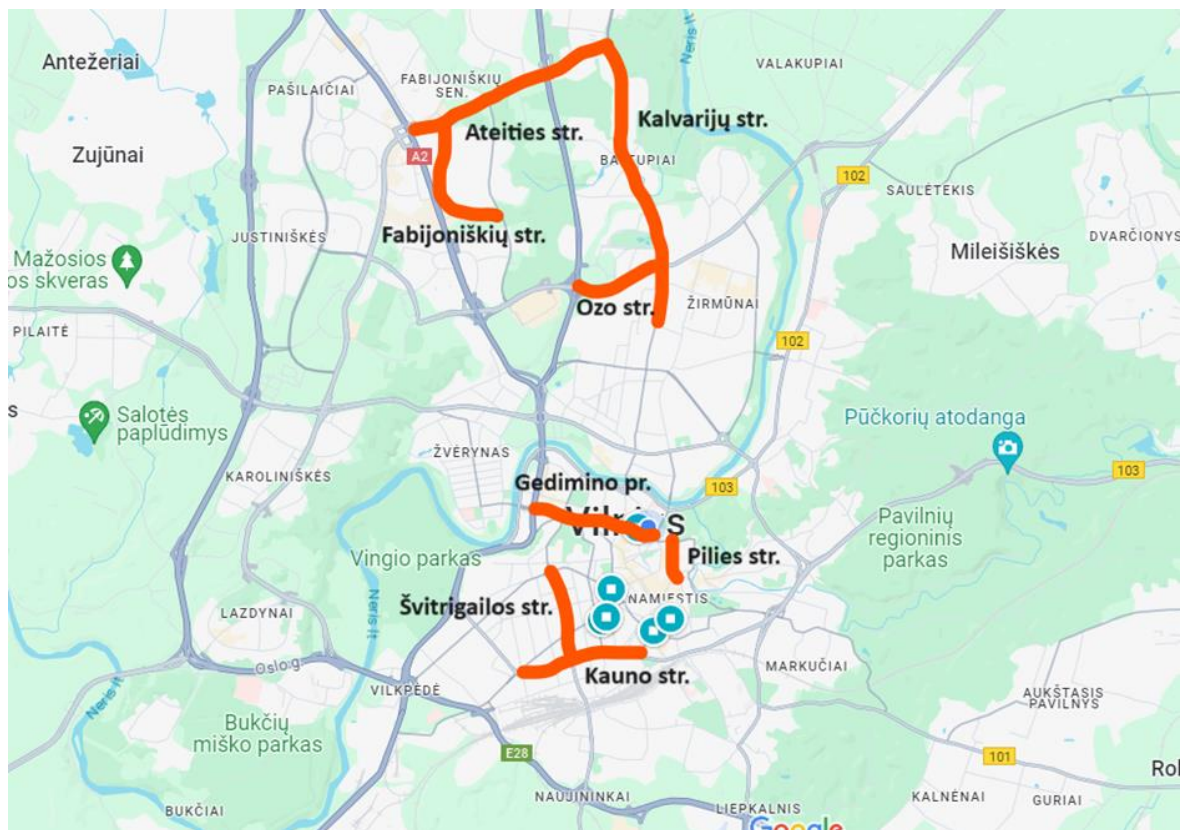


Figure 1. The Data Collection Map

The advertisements were selected according to a purposive sampling method – a method that allows the researcher to select sampled consciously based on the understanding of the research goal and question and questions. The main selection criteria were to choose advertisements that are in a form of a billboard or a poster. Such forms of advertisements that

were present as individual billboards on the side of the road or as parts of bus stops, buildings, and window displays. The advertisements were selected by walking up and down the streets on the opposing sides and collected in the period from March 4th until April 23rd. All the advertisements that matched the above criterion were photographed, categorised, and coded by following a sequence of coding steps that are presented in *Figure 2*.

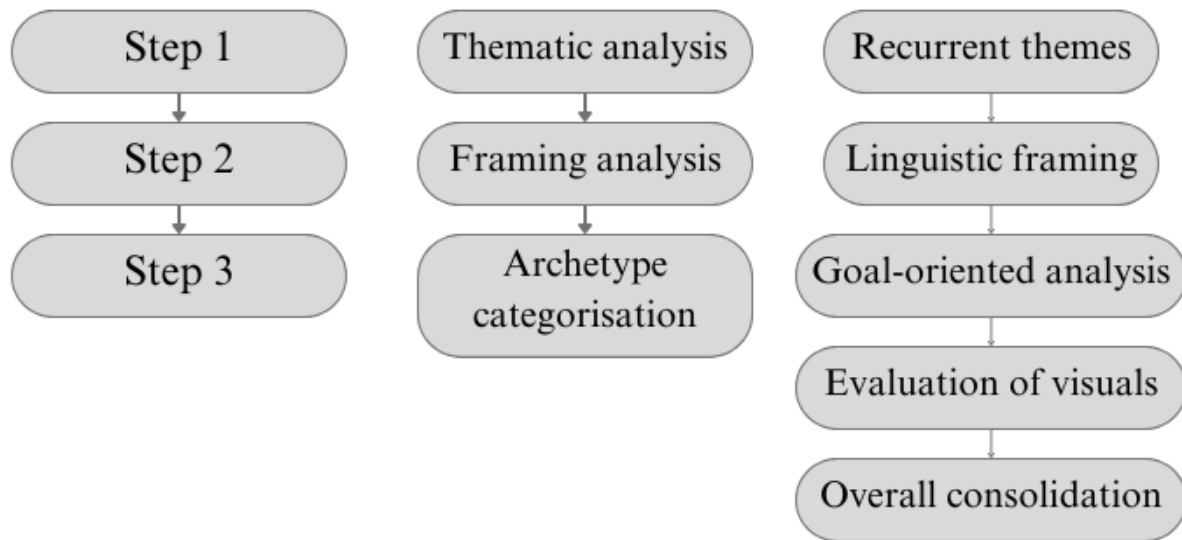


Figure 2. Coding Procedure

The advertisements were coded according to the thematic, linguistic, and visual representation (the coding can be seen from the *Appendix 8* to the *Appendix 15*). The framing analysis included the following: general linguistic information, verb use, positioning and referencing (social actor), visual objects, colours, and topics. The coding was based on the empirical observations of the contextual features related to themes and framing. The analysis of the selected samples consists mostly of qualitative analysis with some raw quantitative measures (coverage range and normalised frequency at 100000 words). The step-by-step model in *Figure 2* describes the steps of the analysis from thematic analysis to framing analysis, and finally to archetypal analysis.

The collected data was empirically analysed within the theoretical framework of Critical Discourse Studies (CDS). The thematic analysis allows the researcher to examine the data in terms of recurring themes such as underling ideas, and patterns of meaning (Caulfield 2023; Tannen 1993). The framing analysis is a complementary method to the thematic analysis that is principally concerned with the use of language and its effect on the broader discussion of the issue (Hope 2010). After the thematic coding and framing analysis, the coded patterns were categorised into the types of the Jungian archetypes.

In *Table 1*, all the Jungian archetypes are displayed and grouped according to individual traits and shared goals (Neill 2018). During the analysis, the themes and the framing were evaluated and compared to the goals of each archetype category. The categorisation is driven by Jung’s observations (1919) that archetypes are innate and subconscious, and their linguistic and visual representations persuade them in subliminal ways.

Table 1. *The Jungian Archetypes*

No.	<i>Archetype</i>	<i>Trait</i>	<i>Goal</i>
1.	Caregiver	Service	Provide structure
2.	Ruler	Control	
3.	Artists	Innovation	
4.	Innocent	Safety	Spiritual journey
5.	Sage	Knowledge	
6.	Explorer	Freedom	
7.	Rebel	Liberation	Leave a mark
8.	Magician	Power	
9.	Hero	Mastery	
10.	Lover	Intimacy	Connect to others
11.	Jester	Pleasure	
12.	Everyman/Everywoman	Belonging	

The identified thematic aspects and their linguistic framing serve as the basis for discussing research findings in terms of their correlation with the specified categories of archetypes. The visual aspects of the advertisements are given secondary and complementary importance in this study; however, some prominent aspects of visualisation will be also considered. Thus, in the upcoming chapter, the collected advertisements will be analysed according to the set criteria and the results of the investigation will be thoroughly discussed.

3. Research Findings and Discussion

Before delving into qualitative analysis, it is important to consider some numerical information. In *Table 2*, the general information regarding the word count and the coverage range is presented. As indicated below, 291 advertisements were collected, with their coverage of 5,434 words. Gedimino Pr. had the highest number of the collected advertisements collected with 92 in total, 1883 words and take up 35% of the word count. The street that had the least advertisements collected was Fabijoniškių with the total amount of 9 (195 words) that take up 4% of the total word count. In Kalvarijų Street there was also an impressive number of advertisements collected – 56 (9% coverage range (479 words)). Kauno and Ozo streets shared the same number of advertisements, 32, however, the number of words present in the advertisements was different – 582 (11%) and 479 (9%) respectively. Overall, the central area of the city (113 advertisements) and the neighbourhood of Žirmūnai (88 advertisements) were the most crowded with advertisements.

Table 2. Data Distribution

	Streets of Vilnius								Total
	<i>Gedimino</i>	<i>Pilies</i>	<i>Kauno</i>	<i>Švitrigailos</i>	<i>Fabijoniškių</i>	<i>Ateities</i>	<i>Kalvarijų</i>	<i>Ozo</i>	
Advertisements	92	21	32	20	9	29	56	32	291
Words	1883	409	582	422	195	403	1061	479	5434
Coverage range	35%	7%	11%	8%	4%	7%	19%	9%	100%

The visual representation of how advertisements were collected can be seen in *Figure 3* below. It presents a map of Gedimino Pr., the space that had the most advertisements collected. The advertisements are marked in green, orange, blue, and red dots and numerated according to the route – the advertisement no. 1 was sampled first, while the advertisement no. 92 was collected the last. All the streets were visualised according to this model and more information about how the collected data is distributed can be found in the Appendix section of this paper (from *Appendix 1* to *Appendix 7*). These maps help to compare and visualise the density of advertisements according to each area.

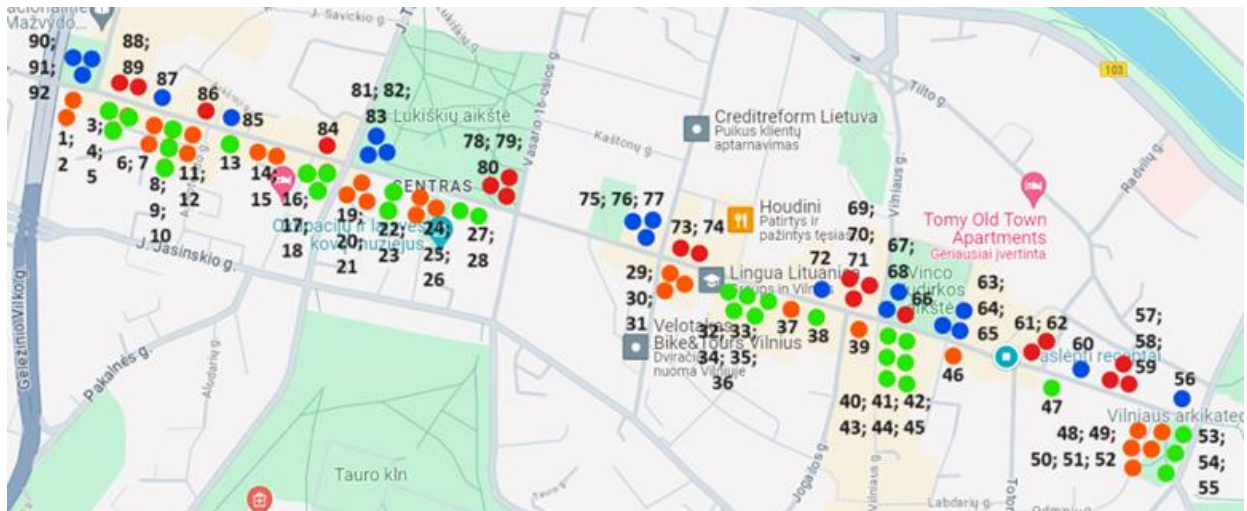


Figure 3. The Map of Advertisements from Gedimino Prospekt

As mentioned previously, the linguistic information of the sampled advertisements was collected into an Excel document and each street was categorised in a separate sheet (see from *Appendix 8* to *Appendix 15*). Then the linguistic information categorised by and coded according to several criteria. In addition, the visual information was considered, however, the framing analysis was the primary complementary means to the thematic categorisation. The analysis of the recurrent themes and their framing aspects resulted in three overarching topics as follows: *competitiveness*, *emotions*, and *quantification*.

The frame of *competitiveness* included linguistic information that focused on emphasising superiority, uniqueness or newness of the product or service advertised. For example, such phrases included words like ‘new’, ‘the best’, or ‘never seen before’. The use of these phrases shows that the advertiser is trying to persuade the consumer to purchase their product or service to feel up-to-date, modern, and somehow better than others. As seen in *Table 3* and *Table 4* below, such types of advertisements were the most popular in all the selected spaces of Vilnius, mostly prominent in the Prospect of Gedimino (73 advertisements (1571 words)), Kalvarijų (45 advertisements (897 words)), and Kauno (27 advertisements (500 words)). The word count of the advertisements from this category correlates with the number of advertisements collected – the high frequency of advertisements in the area correlates with the thematic representation of *competitiveness*.

When it comes to other themes, another trend that was noticed and classified is that of *quantification*. The theme of *quantification* is often closely intertwined with the theme of *competitiveness*. This is due to them sharing the quality of logic and rationalisation. The topic of *quantification* covers linguistic information that includes numbers such as the percentages

of discounts (e.g. ‘40%’), number of people (e.g. ‘100 participants’), dates (e.g. ‘only on the 25th of April’), etc. Such quantitative information correlates with the topic of *competitiveness*, as by showing these numbers, one can support their arguments of claiming that some products are better or newer than others. This can include statistics from a survey, the number of sales or how satisfied other consumers are. The word count in *Table 3* below and their raw frequency in *Table 4* reveal that the topic of *quantification* is also the most prominent in the spaces of Gedimino (36 advertisements (950 words)), Kalvarijų (23 advertisements (528 words)), and Kauno (14 advertisements (336 words)) Streets. This is due to the close interconnectedness of these two themes. However, the theme of *quantification* is also used together with the theme of *emotions*, which points out another aspect of advertising strategy – emotional appeal for persuasion purposes.

Table 3. Raw Frequency Distribution per Theme

	Streets of Vilnius								Total
	Gedimino	Pilies	Kauno	Švitrigailos	Fabijoniškių	Ateities	Kalvarijų	Ozo	
Competitiveness	73	18	27	16	8	18	45	26	231
Emotions	22	8	4	5	2	14	16	6	77
Quantification	36	3	14	10	3	9	23	14	112

The theme of *emotions* was coded, according to the linguistic information that appeals to consumer sympathy, empathy, or inner values. For example, the use of such phrases as ‘help [*the ones in need*]’, ‘with love’, ‘feel good’ or ‘pamper yourself’ appeals to consumer emotional needs and values that might influence their choice. As seen in *Table 3* and *Table 4*, the spaces that include the highest range of advertisements coded with the frame of *emotions* were found in the Prospect of Gedimino (22 advertisements (454 words)), Kalvarijų (16 advertisements (316 words)), and Ateities (14 advertisements (201 words)). Interestingly, Kauno Street, which had wordy advertisements on the topics of *competitiveness* and *quantification*, only had 4 advertisements with 72 words in total regarding the topic of *emotions*. This shows that the neighbourhood of Naujamiestis is not a common place to target consumer’ *emotions*. In addition, many advertisements that have thematic aspects of *emotions*, also display the thematic aspects of *competitiveness* by combining logic and emotional appeal to reach as many consumers as possible. In some instances, the overlapping thematic aspects were found in the advertisements and code for both categories. To further understand the general trend, it is important to compare the frequency data.

Table 4. Thematic Representation of Advertisements per Street

	Streets of Vilnius							
	<i>Gedimino</i>	<i>Pilies</i>	<i>Kauno</i>	<i>Švitrigailos</i>	<i>Fabijoniškių</i>	<i>Ateities</i>	<i>Kalvarijų</i>	<i>Ozo</i>
Competitiveness	1571 (RF)	367 (RF)	500 (RF)	324 (RF)	185 (RF)	241 (RF)	897 (RF)	382 (RF)
	29% (CR)	7% (CR)	9% (CR)	6% (CR)	3% (CR)	4% (CR)	17% (CR)	7% (CR)
	0.16% (NF)	0.04% (NF)	0.05% (NF)	0.03% (NF)	0.02% (NF)	0.02% (NF)	0.09% (NF)	0.04% (NF)
Emotions	454 (RF)	136 (RF)	72 (RF)	120 (RF)	21 (RF)	201 (RF)	316 (RF)	134 (RF)
	8% (CR)	3% (CR)	1% (CR)	2% (CR)	0.4% (CR)	4% (CR)	6% (CR)	2% (CR)
	0.05% (NF)	0.01% (NF)	0.01% (NF)	0.01% (NF)	0.002% (NF)	0.02% (NF)	0.03% (NF)	0.01% (NF)
Quantification	950 (RF)	212 (RF)	336 (RF)	287 (RF)	108 (RF)	117 (RF)	528 (RF)	299 (RF)
	18% (CR)	4% (CR)	7% (CR)	5% (CR)	2% (CR)	2% (CR)	10% (CR)	6% (CR)
	0.01% (NF)	0.02% (NF)	0.03% (NF)	0.03% (NF)	0.01% (NF)	0.01% (NF)	0.05% (NF)	0.03% (NF)

As seen in *Table 4*, all raw frequencies (RF) were normalized (NF) by comparing them to 10,000 words. This number was chosen, as the overall word count of the collected advertisements is comparatively low (5434 words) and does not reach 10,000 words. Thus, the highest normalized frequency is found at 0,06% (*Gedimino Pr.*, the theme of *competitiveness*) and the lowest is 0.002% (*Fabijoniškių Str.*, the theme of *emotions*). The average normalised frequency of the overall sample size is 0,03% (the theme of *competitiveness* at 0.06%; while the themes of *emotions* and *quantification* at 0.02%). These numbers show that the advertisements on the topic of *competitiveness* have a higher word frequency than other categories. Overall, the word count for each established thematic category is similarly distributed. However, it can be noted that the advertisements referring both to *quantification* and *competitiveness* have a higher word frequency overall than the advertisements referring to emotions.

The upcoming sections will focus on discussing each thematic category in terms of their relation to the Jungian archetypes. The best examples from each category will be analysed in more detail and overall conclusions will be drawn. All the collected advertisements can be found in the link that is provided in the Data Sources section. During the analysis, the visual information will also be considered as a part of the framing analysis, as the combination of these two modes allows advertisers to convey their messages more persuasively.

3.1. *Competitiveness* and Jungian Archetypes

As most advertisements displayed themes within the category of *competitiveness*, it is important to investigate the most interesting and representative examples. When it comes to

the Jungian archetypes, the theme of competitiveness resonated with consumers who portray the strongest connection with the archetypes of Explorer, Ruler, and Everyman/Everywoman. Explorers aim to experience new things in life, while rulers always desire to stay role models to others, and finally everyman/everywoman archetype fears of being left out of the current social environment (Neill 2018; Jung, 1919). Thus, if consumers identify with any of these traits, they will always be interesting in new and unique products/services that are advertised.

The first chosen example portrays one of the simplest and most common way of how the category of *competitiveness* is portrayed. As seen in *Figure 4* (the 27th advertisement from the Gedimino Pr. map (see *Figure 3*), the main object of the advertisement is a picture of a burger as it takes up the largest amount of space. Without reading the text, consumers would not be able to tell what is special about this meal. The text states: “*Pasiūlymas galioja ribotą laiką / McPlant / “Tu turi paragauti!” / Beyond Meat / Pasiūlymas negalioja pustryčių metu nuo 6.00 iki 10.00*” (English translation: “The offer is valid for a limited time / McPlant / “You have to taste it!” / Beyond Meat / Offer not valid during breakfast from 6.00 AM to 10.00 AM”). As most of this text is in Lithuanian, the parts that describe the uniqueness of this burger are conveyed in English – “McPlant” and “Beyond Meat” – and that can create difficulties for non-English speakers.

The burger, as can be understood, does not include a real meat patty, and is only made from plant-based ingredients. However, those consumers who do not speak English might not understand this idea and only be persuaded to try the new meal by reading words “[...] *galioja ribotą laiką*” (In Eng.: “valid for a limited time”) and “*Tu turi paragauti!*” (in Eng.: “You have to taste it!”). In Lithuanian the informal ‘you’ (2nd person singular) is used to address the audience directly; thus, the advertisement creates a friendlier tone and targets a younger audience. In addition, these phrases encourage people to come into the restaurant and try the new meal, especially when the phrase that is formatted as a quote is represented as said by someone else.

It has been determined that 84% of people tend to follow recommendations from others, if they had a positive experience (Paget 2024). This tactic would especially work on the archetype of Everyman/Everywoman and Explorer, who fear of missing out and desire to try new things, respectively. Even if the consumer does not understand the English part of the text, they would be tempted to try the *unique* meal. In addition, this advertisement was made by an American multinational fast food chain McDonald’s, however, the logo of this company cannot

be seen. The brand can be identified by looking and their distinguishing mark ‘Mc-’. Also, the advertisement is placed on the wall of a McDonald’s restaurant. This says a lot about the company – it considers itself highly well-know and do not see the need to place their logo on advertisements. Lastly, the colour green, that is prominent in this advertisement, usually symbolises nature and health, thus the usage of this colour can attract consumers, who are searching for more healthier fast-food choices (Singh & Srivastava, 2011; Aslam 2006).



Figure 4. Advertisement from Gedimino Pr. (advertisement 72)

Overall, the theme of *competitiveness* was chosen for advertisements that use linguistic information, which provides references to discounts, deals, uniqueness, or newness. Thus, the second example was chosen to investigate the aspect of discounts and sales, and how it intertwines with the current urban social identity of Vilnius. In *Figure 5*, the advertisement from a retail chain company Maxima and shopping mall Akropolis can be seen. The advertisement was placed in a busy area of Ozo Str. (advertisement 23, see *Appendix 5*). Most advertisements that were categorised within the theme of *competitiveness* include more textual information than those that were framed within the theme of *emotions*. This due to their tendency to include deals or statistics in the advertisement that need detailed evidentiary

support or broader explanations that is usually written in small letters and the bottom of the advertisement and is almost impossible to read if the consumer is not standing next to billboard or poster (as seen in *Figure 5*). In this example, the numerical information is present, thus the advertisement is coded within the theme of *quantification*.



Figure 5. Advertisement from Ozo str. (advertisement 23)

In *Figure 5*, it can be seen that the discount percentage “30%” is the most prominent visual in the advertisement. The advertisement claims that the discount is applied to “weighed fresh meat and fresh fish” (in Lt. “*sveriamai šviežiai mėšai ir šviežiai žuviai*”), which attracts the attention of people who are searching for quality fresh ingredients. In addition, another slogan claims “enjoy and be healthy” (in Lt. “*skanaus ir į sveikatą*”) is written in a large font. Both advertisers try to persuade consumers to visit their store and purchase healthy products of quality with a discount. Such information would attract the attention of the consumers with the archetypal perceptions who hold quality, knowledge, and information of the highest value, such as the Sage or the Ruler. It also correlates with any consumer who is trying to save money, but still purchases products of high quality. The Everyman/Everywoman archetype would also be interested in this commercial, as these types of consumers do not put too many thoughts into advertisements and try to follow the social norms to stay in the current trend loop.

When it comes to the aspect of knowledge and the theme of *competitiveness*, many advertisements of this sort try to directly address the consumer and praise or challenge their intellectual capacities. As can be seen in *Figure 6* (advertisement from Ateities Str., number 6

in *Appendix 6*), the text of the advertisement only includes a few phrases: “*Verslo Žinios / galvojantiems savo galva*” (in Eng. “*Verslo Žinios / for those who think for themselves*”). This type of advertisement is especially targeted towards the archetypes of the Sage, the Ruler and the Magician. These archetypes identify themselves with traits of knowledge, power, and control. They do not like to be told what to do and try to be the ones in charge. Thus, the words “think for themselves” can trigger their internal beliefs and cause them to check out the service to see what kind of information is presented there. In addition, the colour red is very prominent in the advertisement, and it usually symbolises power, courage, and energy (Singh & Srivastava 2011; Aslam 2006).



Figure 6. Advertisement from Ateities Str. (advertisement 6)

Also, this advertisement (*Figure 6*) is a good example of how the rule of three can be applied to appeal to certain consumer's needs. The rule of three is effective for rapidly memorising information (Sheth & Sisodia 2002). This rule is applied in 8 advertisements out of 29 in Ateities Str. alone. Overall, 60 advertisements out of 291 include the reference to the list of three. This advertising strategy can be applied to any type of information and can have an effect on various audience members. The Lithuanian language is limited in terms of structural representation, as longer sentence structures are used to express ideas, thus the usage of 4 or 5 can also be frequently noticed. This also challenges an idea that postmodern audience is not concerned with spending much time on information and that advertisers try to shorten it. The analysis of the collected data has shown that the advertisements addressing senior members

of society are lengthier in words, while those targeting a younger consumer are shorter. Despite this difference, advertising discourse is unified by the marketing goal of reaching a particular audience and increasing the consumer demand.

Thus, it can be argued that the advertisements framed within the theme of *competitiveness* aim to target consumers that identify themselves as knowledgeable, unique, and modern individuals. These people seek to try new experiences and desire to stay up-to-trend with the latest products/services. Such traits best apply to the archetypes of the Explorer, the Sage, the Magician, the Ruler and the Everyman/Everywoman. Collected advertisements within the theme of *competitiveness* involved of art-related products (concerts, museums, theatre, etc.) (53 samples), store endorsements (drugstores, technology stores, pharmacies, etc.) (48 samples), brand displays (specific brands like JCDecaux, McDonalds, etc.) (38 samples), and food (restaurants, concrete food items, etc.) (36 samples). The difference between store endorsements and brand displays is that brands would often advertise themselves as companies without physical places in mind, but stores would invite consumers to visit them. It should also be mentioned that many telecommunication companies such as Telia, Bitè, and others have many similar advertisements within the theme of *competitiveness*. Hence, by referring to the theme of *competitiveness*, the advertisers try to shape the collective social identity of an urban consumer as a unique knowledge seeking individual who is always up to date with the current trends and tries to get the best deals.

3.2. Emotions and Jungian Archetypes

When it comes to the theme of *emotions*, it can be noticed that the most common archetypes associated with these types of advertisements are the Caregiver, the Jester, and the Lover. Caregivers are people who aim to service others and have high compassion, Jesters are all about the pleasure of life and would pay attention to anything that brings them joy, while Lovers are individuals who care about others and aim to build connections (Neill 2018; Jung, 1919). As they aim to connect to others and help the humanity, the advertisements that feature emotionally charged linguistic and visual information would draw their attention faster.

In *Figure 7* (the advertisement from Gedimino Pr., number 27 in *Figure 3*). The advertisement portrays a photograph of a pre-born baby being held by a man's hand to show how small the child is. An illustration of a rocket in the background next to the baby with the night's sky in purple can be seen. The colour purple usually indicates compassion, wisdom, and spirituality; thus, it is very fitting to illustrate a more sensitive issue in the advertisement.

This visual information immediately triggers an emotional reaction from the audience, as it presents another human being, more specifically a baby, in need. The linguistic information is framed as follows: “*Ankstukai / Padėkite ankstukams užaugti skirdami 1,2% GPM / Prisidėti galite skirdami 1,2% GPM bei internetu ankstukai.lt/aukoti*” (in Eng.: “*Ankstukai / Help preborns grow by donating 1.2% PIT / You can contribute by donating 1.2% of your PIT or online at ankstukai.lt/aukoti*”). In the Lithuanian text, the consumer is addressed in a formal way by using the 2nd person plural pronoun, thus indicating that the tone of this advertisement is more polite and targets a wider audience that could allocate their personal income tax to a designated charity of their choice. Moreover, in this advertisement, two types of experiences are blended into one: financial aid is represented as the one that will directly help the preborn babies. This blended association creates an illusion of an interpersonal relationship where the donated money is seen as directly impacting the baby’s life. Thus, the consumer who identifies themselves with traits of empathy and caregiving would feel the need to donate to the organisation.



Figure 7. Advertisement from Gedimino Pr. (advertisement 27)

A similar advertisement is seen in *Figure 8* (the advertisement from Švitrigailos Str., number 13 in *Appendix 3*). In this case, the main character of the narrative is not a preborn baby, but a senior dog that appears to be blind. The textual representation is as follows: “*Dog Spotas / Vilnius / Nematau, bet jaučiu! / Skirk savo 1,2% GPM paramą Senjorų namams / www.dogspotas.lt*” (in Eng.: “*Dog Spotas / Vilnius / I can’t hear, but I can feel! / Donate your 1.2% PIT to the Senior Home / www.dogspotas.lt*”). The linguistic structure of the sentence “I can’t hear, but I can feel” sets a personalised tone for the interpersonal relationship between the receiver and the dog. The dog’s deafness instantiates consumer’s empathy towards the physically impaired animal, whose ability to “feel” adds another layer of sympathy. However, this example and the example in *Figure 7* show charities have to compete among each other for consumers’ donations, by displaying emotionally touching ways for persuasiveness effects. The visuals in the advertisement in *Figure 8* are simplified so that the main focus of the audience is shifted to the animal and the textual message.



Figure 8. Advertisement from Švitrigailos Str. (advertisement 13)

The emotionally charged commercials are especially persuasive on the consumers with the perceptions grounded in the Jungian archetype of the Innocent. These individuals crave emotional safety and are afraid to do things wrong. This type of a consumer is easier influenced to follow certain rules and notions set by the advertiser, similarly to the Everyman/Everywoman archetype. In addition, the Caregiver, an individual who seeks to take care of others, would be immediately drawn to advertisements that require compassion towards others. Interestingly, people who identify themselves with traits related to the Hero and the Magician archetypes would feel the need to make the country a better place by helping the ones in need. It can be thus argued that the emotional aspects of the consumer identity can be applied to a variety of consumers, while the competitive aspects might not influence everyone.



Figure 9. Advertisement from Fabijoniškių Str. (advertisement 7)

The theme of *emotions* from the selected spaces of Vilnius is also specifically realised, as shown in in *Figure 9* (the advertisement from Fabijoniškių Str., number 7 in *Appendix 7*). In the advertisement it is claimed that “*Nuo šiandien rasiu džiaugsmą akimirkose / Jose dažnai slypi magija*”

slypi magija” (in En: “From today I will find joy in short moments / There is often magic in them”). This advertisement does not have any stimulating visuals and the text is written in a pink and black font placed on a pastel pink background that creates a friendly mood. However, the advertisement is used by the advertisement company JCDecaux to attract potential clients to use the advertising spaces. This is done by evoking the theme of emotions that highlights positive aspects.

There are multiple advertisements like this one placed in each of the spaces that were investigated, but the linguistic information differs. For example, in advertisement 56 from Kalvarijų Str. (see *Appendix 4*) it is stated that “*Nuo šiandien nusišypsosiu praeiviui / Nes taip lengva praskaidrinti kito dieną*” (in Eng.: “From today I will smile at the passerby / Because it's so easy to brighten someone else's day”). This advertisement encourages friendliness towards each other, even among strangers. There are more examples that encourage the audience to reach out to old friends or, for example, collect memories instead of things. Interestingly, the linguistic information is expressed in the 1st person singular pronoun form, which activates the receiver and stimulates a first-person narrative. It can be speculated that this initiative was created by the city's municipality together with the advertisement company to spread positive emotional messages around the city. At first it might seem that these posters were made to give consumers a break from the advertisements, however, they have a strong power over the overall image of the collective social identity. These posters imply that urban citizen of Vilnius should be friendlier to others, keep a positive mood, care less about materialism, and enjoy smaller moments of life. It can be speculated that due to the current difficult political state of the world and persistent economic struggles, these advertisements are meant to create a sense of collective unity and shared empathy.

It can be stated that even though there are less advertisements related to the theme of *emotions* (77 in total), in comparison to than the ones within the theme of *competitiveness* (231 in total), they might have a more persuasive power by attracting consumer's attention. These types of advertising targets consumers that consider themselves more compassionate, empathetic, and positive individuals. These people aim to help others, desire to stay good citizens, and are more easily influenced by the ones in control. These traits can be best matched with to the archetypes of the Caregiver, the Innocent, the Lover, the Jester and the Everyman/Everywoman. The sampled advertisements regarding the theme of *emotions* included such topics as charity (organisations that help seniors, animals, etc.) (18 examples), art (museums, city events, theatre, etc.) (15 examples), brand displays (specific brands such as

JCDecaux, Akropolis, etc.) (14 examples), and social engagement (social advertising, political advertising, etc.) (12 examples). It should also be noted that the advertisements related to *emotions* also contain less textual information, with some exclusions, and aimed their persuasion techniques towards the visual aspects. Finally, it can be stated that advertisers try to present the modern urban consumer as an individual who is a caring empathetic individual and seeks to be a good citizen and wants to donate their personal possessions to the ones in need.

3.3. *Quantification and Jungian Archetypes*

The theme of *quantification* is closely intertwined with the themes of competitiveness and emotions. Despite the overlapping aspects of meaning, the numerical information is used in creative ways, when it comes to advertising. For example, in *Figure 10* (the advertisement from Gedimino Pr., number 92 in *Figure 3*) the letters are replaced with numbers, but the receivers can still understand the textual information that is being conveyed. The main text states “B4NK45 NĖR4 T1K 4P13 5K41Č1U5“, which should be correctly spelled as “*bankas nėra tik apie skaičius*” (in Eng. “banking is not only about numbers”). The letters ‘A’, ‘S’, ‘I’, and ‘E’ were replaced with numbers ‘4’, ‘5’, ‘1’, and ‘3’ respectively. As the shape of the numbers look like the designated letters, the receiver can easily recognise them and read the text correctly. It shows that the modern citizen should be clever and able to process linguistic and numerical information fast enough to understand the message.

It is also interesting that two seemingly unrelated companies – the bank (*Šiaulių bankas*) and the national dictation organisation (*Nacionalinis Diktantas*) – created a joined advertisement for the initiative represented as follows: “*Diktantą atnešk į bet kurį Šiaulių banko skyrių ir jį nemokamai išsiųsime patikrinti*” (in Eng.: “Bring the dictation to any branch of *Šiaulių bankas* and we will send it for checking free of charge”). This initiative with its claim that “banking is not only about numbers” shows that a modern urban consumer should be an intelligent human being who is literate and numerate at the same time. In addition, it can be noticed that the imperative mood (2nd person singular form) is used to set a more informal tone for demanding an action.



Figure 10. Advertisement from Gedimino Pr. (advertisement 92)

Generally, the imperative mood is used frequently in the Lithuanian street advertising in both 2nd person singular and 2nd person plural forms. In the collected advertisements, the 2nd person singular imperative mood was used 96 times, while the 2nd person plural was used 28 times, and the 1st person singular – 5 times. The 1st person singular was mostly used with advertisements within the theme of *emotions*, where the main goal of the advertisers is to create an emotional appeal to consumer needs and expectations. The 2nd person singular and plural forms were the most popular choice among the advertisers who focused on the themes of *competitiveness* and *quantification*, with the singular form highlighting a more friendly and modern approach, while the plural form projects commands in a more polite tone.



Figure 11. Advertisement from Ateities Str. (advertisement 28)

It is also interesting to compare how the theme of *quantification* is utilised in the advertisements that are directed at different age groups. As seen in *Figure 11* (advertisements from Ateities Str., number 28 in *Appendix 6*), the discount of 30% is displayed in large numbers and the textual information about the advertised meal, in this case, chicken wings (in Lit. “*sparneliai*”), is smaller than its visualisation. Thus, it can be argued that the advertisement is meant to attract the consumer’s attention by displaying a big picture of the meal and having a bright blue colour as the background. These types of advertisements are dedicated to a younger audience who use smartphones (as it advertises a food delivery company and a fast-food restaurant) and do not like to spend a lot of time looking at street posters.



Figure 12. Advertisement from Gedimino Pr. (advertisement 9)

By contrast, the advertisements with the numerical information related to discounts and dedicated to senior consumers, display a different marketing approach. As seen in Figure 12 (the advertisements from Gedimino Pr., number 9 from Figure 3), the advertisement demonstrates a variety of discounts – 20% off for medicine (in Lit. “*vaistams*”), 30% off for supplements (in Lit. “*maisto papildams*”), and 25% off for cosmetics (in Lit. “*kosmetikai*”). In addition, the main text claims that “*Senjorai, nespėliokite nuolaidų – Jums nuolaidos visą dieną nuo pirmos prekės*” (in Eng. “Seniors don't guess the discounts – you get discounts all day from buying the first item”). The formal ‘you’ (2nd person plural) is used to politely address senior consumers. Also, as the advertisement displays a lot of text at the bottom of the advertisements that would take some time to read it. Thus, it can be immediately noticed that this advertisement is meant for a senior audience that would stand by the advertisements and read the information presented. The fact that the theme of *quantification* is used to address both a younger and an older audience shows that advertisers target different demographic groups with their message

about discounts and sales. This can justify the current economic trends that are challenging for all age groups, regardless of a target group is young professionals or seniors living of a pension.

The thematic and framing analysis has shown that the topic of *quantification* is mostly matched with the archetype of the Innocent that is concerned with their emotional safety. However, this archetype can be complemented by the rationalisation aspect and could be named as – the Rational actor. This archetype could describe an individual who aims to find physical safety. As many advertisements, especially those related to *competitiveness* and *quantification*, focus on persuading their consumers not to miss out any current discounts and new releases. It can be speculated that many urban consumers are keen on finding the best deals due to their need to preserve their financial and material safety (physical safety). Thus, many of these collected advertisements would interest a person, who represents the traits of the Rational actor, with the logical and number-based approach.

Overall, it can be stated that the advertisements related to the theme of *quantification* is often intertwined with the theme of *emotions* and *competitiveness*. However, this theme has a unique approach to the consumer base, as it targets those individuals, who are interested in logic-based evidence and are looking for better deals to save money. In this case, the archetypes that best correlate with the quantification theme are the Sage, the Ruler, the Everyman/Everywoman, and a suggested additional archetype of the Rational actor. The Sage and the Ruler are both interested in logical approaches to power and knowledge, thus these individuals would be intrigued by the statistical data presented via the numerical information. The sampled advertisements regarding the theme of *emotions* include such topics as store endorsements (technology stores, pharmacies, beauty stores, etc.) (24 samples), telecommunication providers (such as telia, Bitè, etc.), and brand displays (specific brands like Wolt, McDonalds, etc.) (19 samples). Hence, the advertisers seemingly try to shape an urban consumer as a logical intelligent individual who is not only literate, but also numerate and seeks to have financial and physical safety.

To summarise, it would be beneficial to see which companies advertised the most in the selected spaces during the period of March and April (year 2024). According to the calculations, there were more than 80 different brands that advertised their services and products in these selected spaces of Vilnius. The most prominent brands were JCDecaux, and outdoor advertising company (37 cases), LRT, a media group that is owned by the public (22 cases), and Bilietai.lt, the online ticket provider (20 cases). It is interesting that the advertising

company, JCDecaux, which holds most of the advertising spaces in the city, promotes their own company the most. However, if there are any social advertisements that are induced by the municipality, they are also created by JCDecaux. Thus, it can be said that the greatest influence on consumer social identity is drawn by the companies that create advertisements themselves or are related to the advertising projects of the Lithuanian media. It should also be noted that there is a high number of pharmacies, telecommunication providers, and fashion stores, whose services are promoted. It can be assumed that these areas of life are seen as the most profitable or influential by the advertising companies, as they are placed in most of the areas in the city. In addition, social identity in advertising is not space-related, however, more advertisements related to the theme of *emotions* is observed in the more distant areas of the city. Additionally, the advertisers aim to shape an urban consumer as a logical, empathetic, knowledgeable individual who values financial and physical safety, seeks to be a good citizen, and stays current with trends while pursuing the best deals.

Conclusions

The aim of this study was to identify and analyse prevalent symbolic features of consumer identity in Vilnius Street advertising across four major spaces of Vilnius – two adjacent centre-oriented spaces of Senamiestis and Naujamiestis, and two more distant of Fabijoniškės and Baltupiai. To achieve the aim, 291 advertisements were collected and analysed in terms of the recurrent thematic aspects and their representative linguistic features that were subsequently matched with the Jungian archetypes.

First, it can be argued that urban consumer identity is contextualised in street advertising via the three recurrent aspects as follows: of *competitiveness*, *emotions*, and *quantification*. Street advertisements often frame consumer identity within a competitive context, emphasising consumers' pursuit of unique experiences and staying up to date with trends. Consumers are portrayed as modern, knowledgeable individuals who seek out new products and services. Another thematic aspect is *emotions*, where advertisements aim to evoke empathy, compassion, and positivity among consumers. These advertisements often appeal to individuals who value connections with others and the desire to help those in need. The numerical information plays a significant role in framing consumer identity, especially in the advertisements focused on discounts and deals. Advertisers target individuals who seek logical evidence and financial savings.

Second, the recurrent themes in street advertising correlate with the Jungian system of archetypes in several ways. The theme of *competitiveness* aligns with such archetypes as the Explorer, who seeks new experiences and products, and the Ruler, who desires to stay ahead and be seen as a role model. Consumers identifying with the Everyman/Everywoman archetype are drawn to advertisements that offer uniqueness or newness, reflecting their fear of being left out of the social environment. Within the thematic representation of *emotions*, the advertisements evoke empathy, compassion, and positivity among consumers. These advertisements often appeal to archetypes like the Caregiver, the Innocent, the Lover, and the Jester, emphasising connections with others and the desire to help those in need. The numerical information plays a significant role in framing consumer identity, especially in the advertisements focusing on discounts and deals. The advertisers target individuals who seek logical evidence and financial savings, appealing to the archetypes such as the Sage, the Ruler, the Everyman/Everywoman, and the proposed archetype of the Rational Actor.

Third, it can be stated that the most prevalent ideological features of social identity in street advertising are *competitiveness*, emotional connections, and rationality. To expand, the social identity of an urban consumer in Vilnius is foregrounded through these characteristics as follows: a need to be unique; a desire to explore products; a need to seek knowledge; an ability to show empathy, compassion, and positivity to others; an ability to make smart a value-conscious decisions marked by a financial responsibility. These ideological features collectively shape social identity by influencing how individuals perceive themselves and their roles within a society. Advertisers strategically incorporate these features to appeal to different facets of consumer identity and behaviour, ultimately shaping societal norms and values.

Fourth, it can be maintained that the social identity in advertising is not space related. However, the advertisements in more distant areas of the city tend to focus more on emotional aspects, while those in busier areas may prioritise *competitiveness* and *quantification*. It can also be added that the advertisements strategically target specific demographics based on the characteristics of the location. For instance, the advertisements in busy urban areas target younger, trend-conscious individuals, while those in quieter suburban areas appeal to a more family-oriented or community-centric audience. Also, the content and placement of advertisements contribute to shaping the perceived social identity of individuals within different areas of Vilnius.

Hence, the research findings partially reject the research hypothesis that social identity is co-space dependent and the proximity to the city centre determines social and consumer identity related variables. Contrary to the initial expectations, the thematization of advertisements does not exhibit significant variation based on proximity to the city centre. While there may have been slight variations in the emphasis or the execution of certain messages, the overarching themes remained largely uniform. This suggests that the construction of social and consumer identity through advertising is not solely contingent upon geographical proximity to the city centre.

Despite the valuable insights gained from the study, several limitations should be acknowledged. Firstly, the research did not employ a corpus-based approach, which could have provided a more systematic and comprehensive analysis of the street advertising content. Additionally, the sample size used in the study was relatively small. A larger and more diverse corpus would have allowed for a more thorough examination of the variability in advertising themes and their relationship to social identity. Moreover, the study focused exclusively on the

advertisements from the specific streets in the city, neglecting potential variations in advertising strategies across other spaces. Recognising these limitations is essential for contextualizing the findings and guiding future research efforts in this area.

To finalise, the research findings suggest several implications for future analysis in the field of street advertising and social identity. The coding system can be improved by adding variables of gender and age. In addition, future research could benefit from adopting a psychological approach to examine the cognitive and emotional responses influenced by street advertising. By investigating the underlying psychological behaviours that drive consumer perception, researchers can provide a more detailed understanding of the persuasive strategies used in advertising and their impact on social identity formation.

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Summary in Lithuanian

Lauko reklama atspindi kultūrinį, ekonominį ir politinį miesto kraštovaizdį bei turi įtakos galios pasiskirstymo, socialinio identiteto ir visuomeninės sanglaudos klausimams. Lauko reklamos analizės metu siekiama išsiaiškinti socialinio tapatumo formavimo ir išraiškos sudėtingumą šiuolaikinio modernaus miesto aplinkoje. Taigi, šiuo tyrimu siekiama nustatyti ir išanalizuoti vyraujančius simbolinius vartotojų tapatybės bruožus Vilniaus lauko reklamoje, kuri pateikta keturiose Vilniaus miesto erdvėse – Senamiesčio, Naujamiesčio, Fabijoniškių ir Baltupių rajonuose. Kokybinis gatvės reklamos tyrimas buvo atliktas naudojant kritinę diskurso analizę, daugiausiai dėmesio skiriant vartotojų tapatybės ir socialinio statuso reikšmės konstravimui. Analizuojant pasikartojančius teminių aspektų bruožus, Vilniaus socialinė aplinka, kurioje pasireiškia ideologiniai pagrindai, buvo įvertinta atsižvelgiant į Jungo (1919) archetipus. Norint pasiekti analizės tikslą, buvo suformuoti šie tyrimo klausimai: kokią įtaką gatvės reklama turi teminiam vartotojo tapatybės kontekstualizavimui?; Kaip pasikartojančias temas galima susieti su Jungo archetipų sistema?; Kokie ideologiniai socialinio tapatumo bruožai vyrauja pasirinktose mieste erdvėse?; Ar socialinis identitetas, kuris kuriamas lauko reklamos pagalba, yra konkrečiai susijęs su skirtingomis miesto erdvėmis?

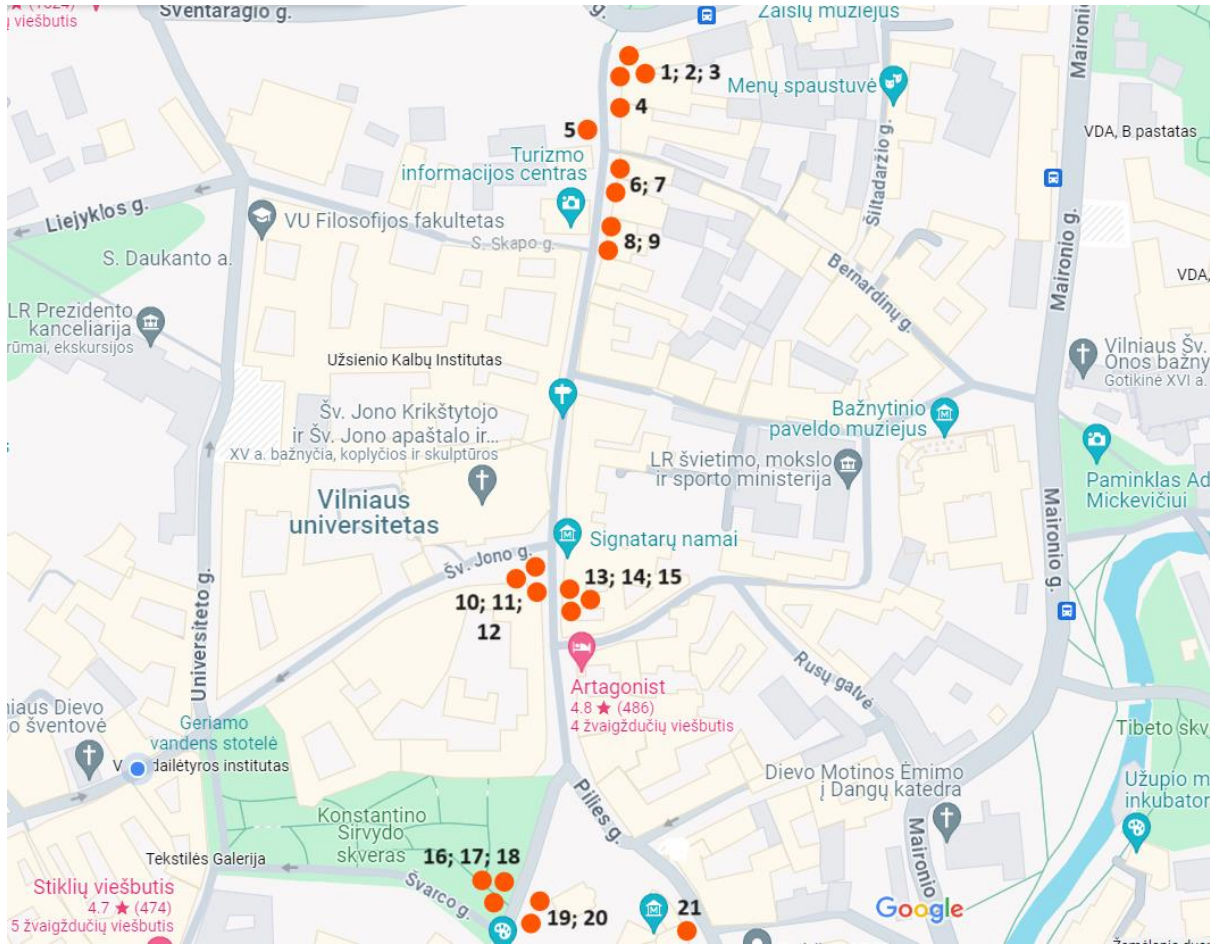
Iš viso, 291 reklama buvo surinkta tyrimo medžiagos atrankos metu. Visos surinktos reklamos buvo koduojamos atsižvelgiant į tematinės ir rėmų analizės ypatumus, pritaikant kritiškojo diskurso analizės aspektus. Analizės metu išryškėjo trys pagrindinės lingvistinio surinktų reklamų diskurso temos – konkurencingumas, emocionalumas ir kiekybinis vertinimas. Galima teigti, kad reklamos kūrėjai dažniausiai bando pritraukti asmenis, kurie remiasi logiškais sprendimais (tokie kaip archetipas „išminčius“ (angl. *the Sage*) arba „valdovas“ (angl. *the Ruler*)) arba yra paliečiami empatiškų jausmų (archetipas „globėjas“ (angl. *the Caregiver*) arba „nekaltasis“ (angl. *the Innocent*). Buvo pastebėta, kad reklamos, kuriose vyrauja su emocijomis susijusi tematika, dažniau pateikiamos miegamuosiuose rajonuose, o reklamos, kurios remiasi konkurencingumo aspektais, daugiausiai randamos centriniuose miesto erdvėse. Reklamose, kurios yra kuriamos jaunesnei auditorijai, yra naudojama mažiau teksto, tačiau reklamose, kurios skirtos senjorams, pateikiama daugiau lingvistinės informacijos. Apibendrinus buvo rasta, kad reklamos kūrėjai formuoja Vilniaus miesto reklamos vartotoją kaip logišką, empatišką, intelektualų asmenį, kuris sugeba susikurti finansinį ir fizinį saugumą, siekia būti geru piliečiu, bando neatsilikti nuo naujausių tendencijų ir visada ieško geriausių pasiūlymų. Tęsiant šios temos tyrimus, būtų naudinga pritaikyti

psichologinės analizės metodus, kurių pagalba galima ištirti pažintines ir emocines reakcijas, kurios įtakos turi lauko reklama.

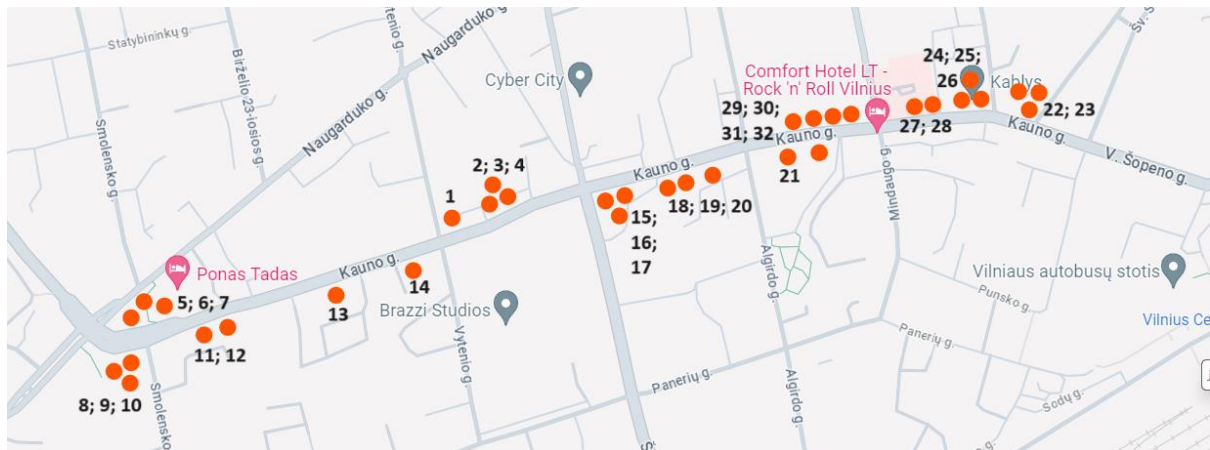
Raktiniai žodžiai: *kritinė diskurso analizė, lauko reklama, socialinis identitetas, Jungo archetipų sistema, rėmų analizė, reklamos diskursas*

Appendices

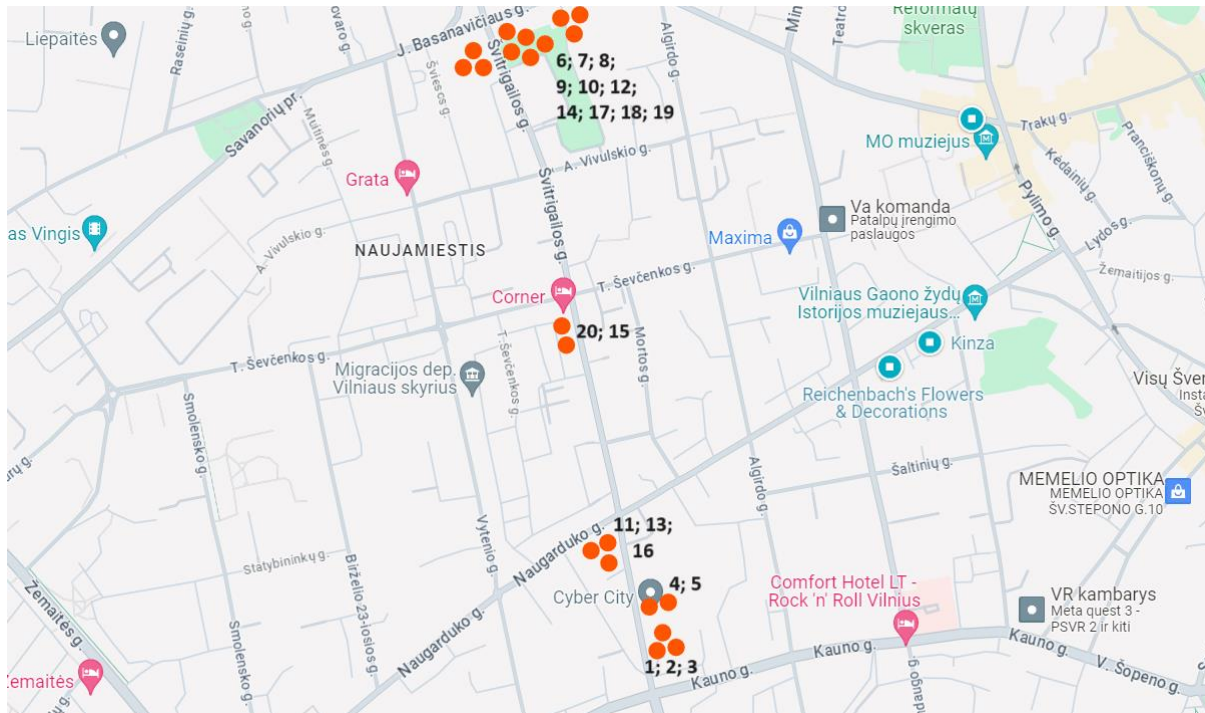
Appendix 1. The Map of Advertisements Collected in Pilies Street



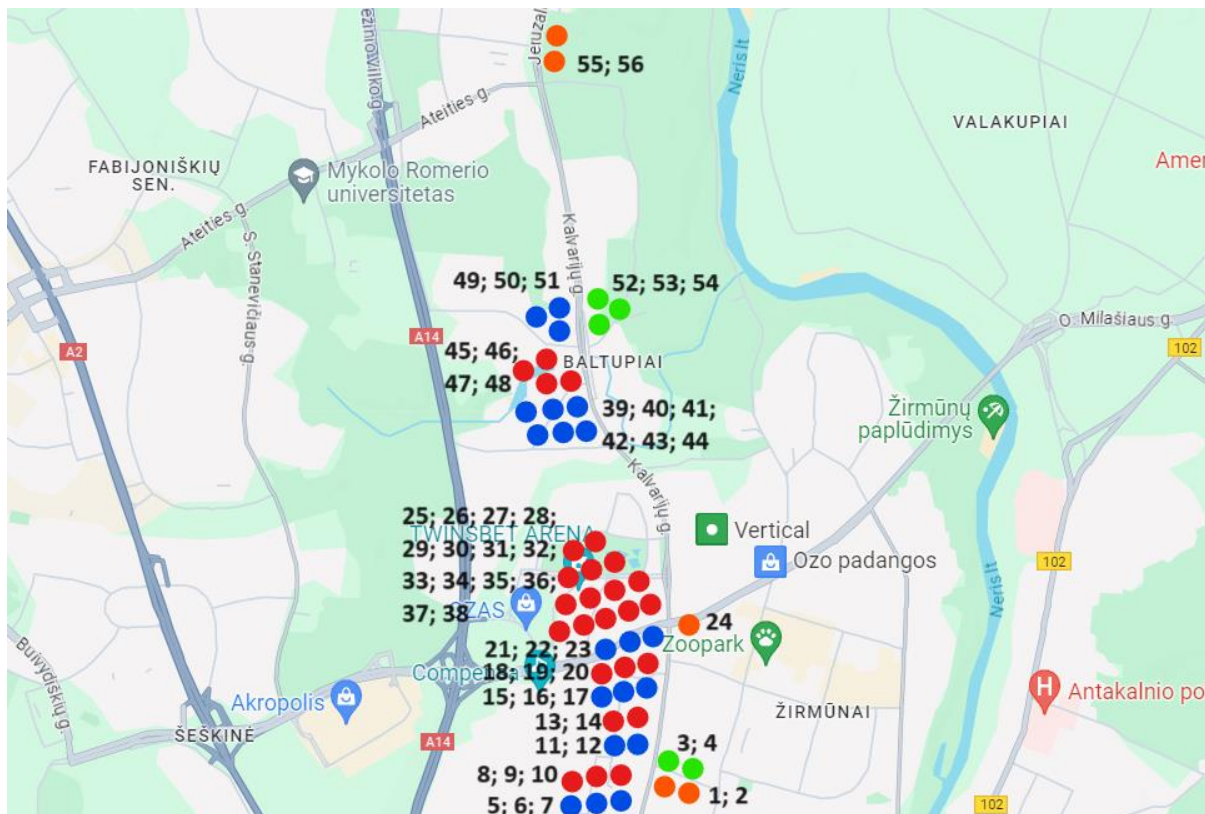
Appendix 2. The Map of Advertisements Collected in Kauno Street



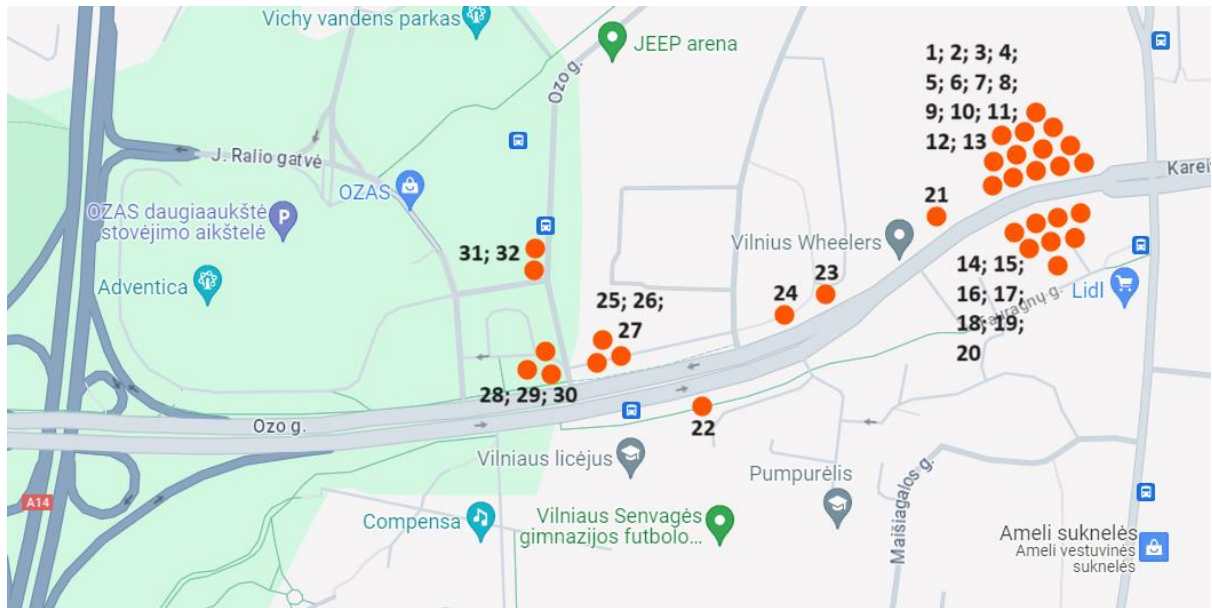
Appendix 3. The Map of Advertisements Collected in Švitrigailos Street



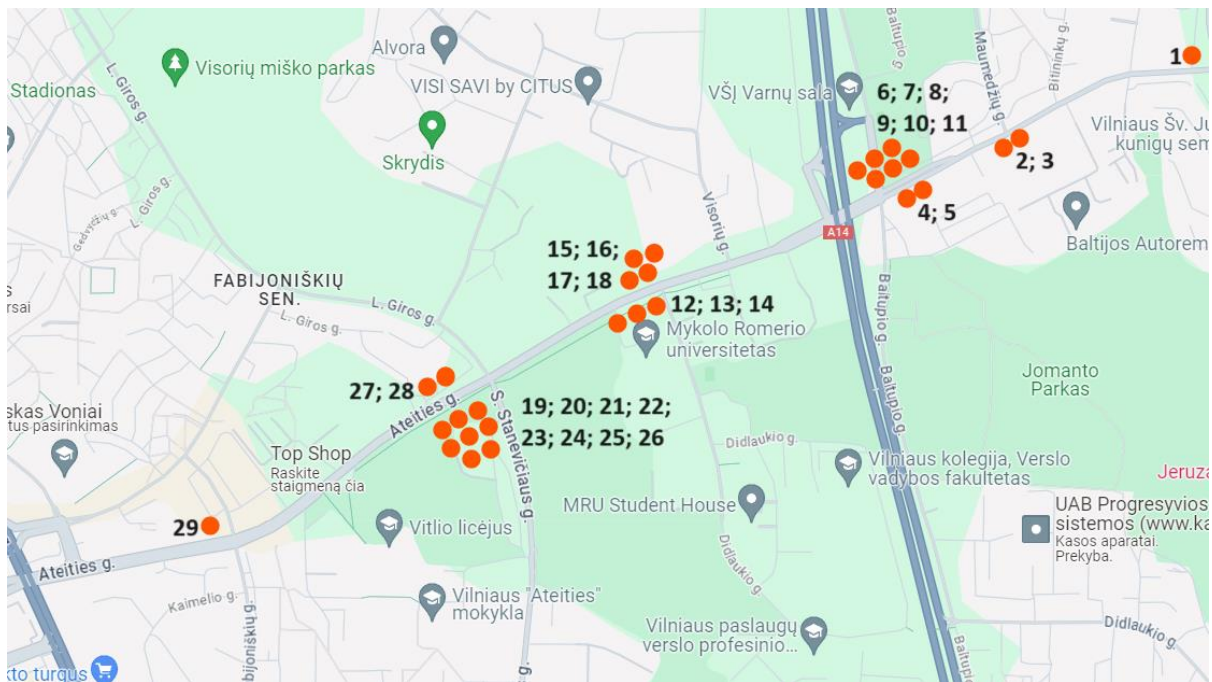
Appendix 4. The Map of Advertisements Collected in Kalvarijų Street



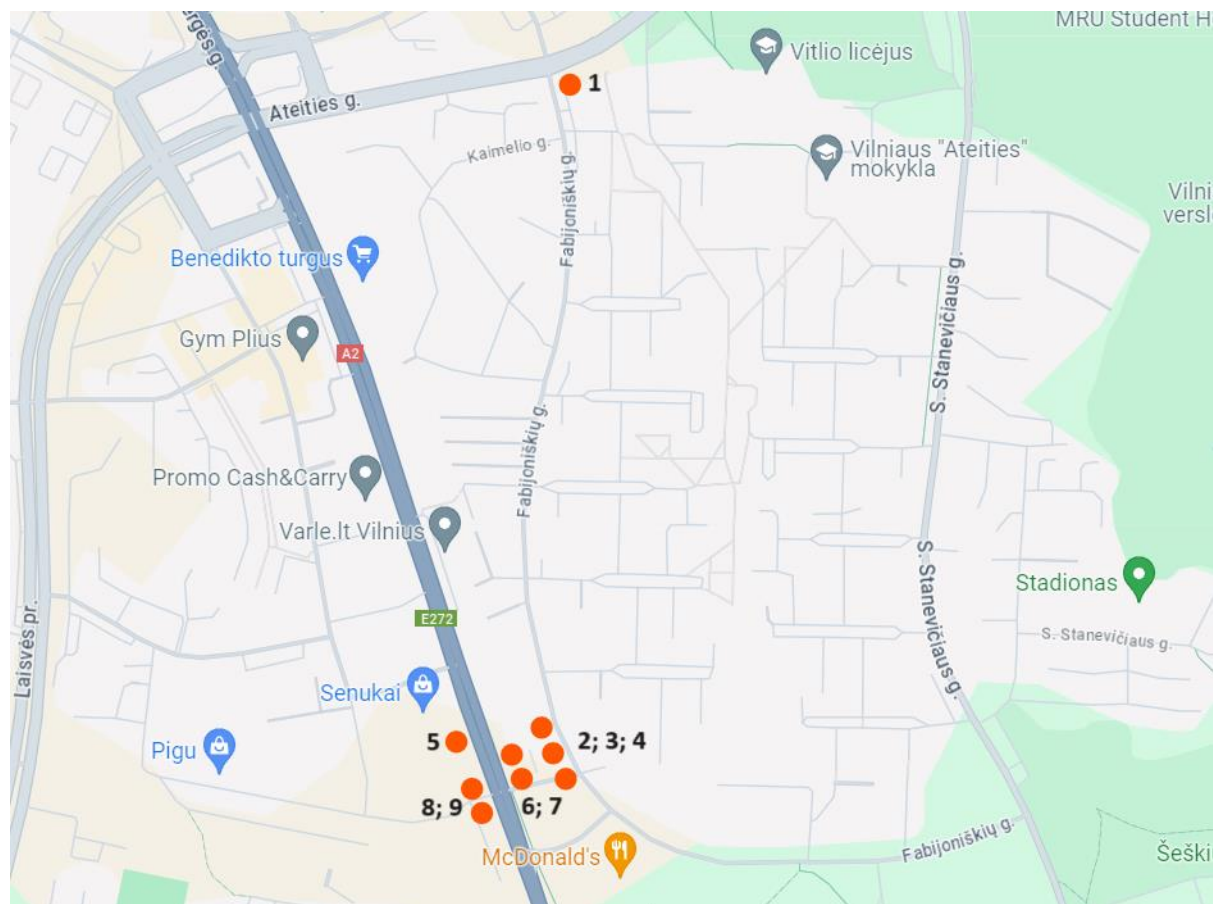
Appendix 5. The Map of Advertisements Collected in Ozo Street



Appendix 6. The Map of Advertisements Collected in Ateities Street



Appendix 7. The Map of Advertisements Collected in Fabijoniškių Street



Appendix 8. The Coding Table of Gediminas Prospect

Nr.	Textual				Visual		Topic	Framing
	Linguistic Information	Verb	Social Actor	Positioning + Referencing	Visual Objects	Colours		
1	Su meile , IKI. Ir diena tampa ypatinga .	State verb: tampa (becomes).	n/a	IKI (displayed by Clear Chanel).	Heart shape, stripes.	Green, yellow, white.	Food	Emotions
2	IKI. Ir diena tampa ypatinga . Su meile , IKI. Kruasanas su šokoladu.	State verb: tampa (becomes).	n/a	IKI (displayed by Clear Chanel).	Heart shape, picture of a chocolate croissant.	Green, yellow, white, brown.	Food	Emotions
3	Bon Via BIO! Saulės numyluoti . Išskirtinė kokybė už prieinamą kainą.	n/a	n/a	IKI (displayed on the store); Bon Via BIO	Animated fruits and vegetables.	Green, orange, yellow.	Food	Emotions

4	IKI. Ne, Jums nesidvejina. Antrus metus iš eilės esame įvertinti TOP darbdavio apdovanojimu.	State verb: esame (we have been)	n/a	IKI	Human hands (women) holding two awards, wearing IKI uniforms.	Yellow, green, red.	Brand (food)	Competitiveness
5	Bon Via! Saulės numyluoti. Gardūs vaisiai ir daržovės iš rinkinių ūkių.	n/a	n/a	Bon Via	Animated colourful fruits and vegetables.	Green, yellow, orange, red, blue.	Food	Emotions/Competitiveness
6	Kebabas lavaše + bulvytės. Wolt, Azerai.	n/a	n/a	Wolt, Azerai (displayed by JCDecaux)	A picture of the meal.	Light blue and white.	Food	Quantification
7	Vision express. Karsčiausia naujiena. Kokybiškų akinių garantija. Nemokama akinių priežiūra. Nemokamas trisdešimt dienų akinių keitimas. Žemos kainos garantija. Daugiau informacijos www.visionexpress.lt	n/a	A woman with glasses on	Vision express (displayed by JCDecaux)	A picture of a woman in glasses (surprised).	Red, black, white, pink.	Product (eyewear)	Competitiveness
8	Camelia Vaistinė. Senjorai, nespeliokite nuolaidų - Jums nuolaidos visą dieną ir nuo pirmos prekės.	Active verb: nespeliokite (don't guess)	A woman holding a discount card	Camelia Vaistinė	A picture of a woman holding a discount card (smiling).	Blue, yellow, white	Product (medicine)	Competitiveness
9	Camelia Vaistinė. Laimės valandos. Nuolaidos kiekvienam.	n/a	A famous actor (Giedrius Savickas) dressed in three different characters	Camelia Vaitinė	A famous actor (Giedrius Savickas) dressed in three different characters posing in humorous ways.	Yellow, black, red, white	Store (pharmacy)	Emotions/Competitiveness
10	Camelia Vaistinė. Turime tai, ko reikia pergalėms. Lojalumo programa "vienas dėl kito" palaiko žmones su negalia.	Active verbs: palaiko (supports)	Lithuanian famous athletes posing on a track field	Camelia Vaistinė	Lithuanian famous athletes posing on a track field	Red, green, blue, yellow	Store	Competitiveness

11	Komedija. Urvinis Žmogus. Nauja versija . Režisierius Dainius Kazlauskas. Vaidina Paulius Valaskevičius. Premjera nuo balandžio 11 d. Domino teatras. www.dominoteatras.lt	Active verbs: vaidina (acts)	n/a	Domino teatras	A happy cartoon cave man running with a weapon and a suitcase	Red, white, blue, beige	Art (Theatre)	Competitiveness
12	Ežys. 3XGB su max planais.	n/a	n/a	Ežys	Concrete 3X as to show how grand this deal is	Turquoise, red, black, white, grey	Telecommunication provider	Competitiveness/Quantification
13	Salonas Figaro. Daugiau nei 100 metų patirties. Tvaresnis/sveikesnis/mo dernesnis požiūris į plaukų priežiūrą. Eugene Perma. Professionnel Paris.	n/a	A beautiful woman	Figaro salon, Eugene Perma	A beautiful woman in a white background, the focus is on her hair	White, black, beige	Beauty service (hair salon)	Competitiveness
14	Nauja Oda. Jūsų oda - geriausia rekomendacija.	n/a	Two influencers	Nauja Oda	Two people holding a present dressed in noticeable clothes	Pink, white, beige	Beauty service (brand)	Competitiveness
15	Nauja oda. Kiekvienas gali būti nauja oda veidu.	n/a	Three influencers	Nauja Oda	Three girls opening a box filled of beauty products	Pink, white, beige	Beauty service (brand)	Competitiveness
16	Zalando. Mada jūsų stiliumi. Gabbriette. Atrask unikalų įvaizdį kartu su "Zalando".	Active verb (imperative): atrask (discover)	An influencer (Gabbriette)	Zalando	An influencer posing with fashionable clothes and putting a cherry on top of a big cake	Black, white, green, beige	Store (fashion)	Competitiveness
17	Samsung. Galaxy S24 serija . Apibraukite ir ieškokite (Circle to Search with Google). Jau prekyboje! 100 EUR pinigų grąžinimas . Iki 100 EUR grąžinimo premija .	Active verb (imperative): apibraukite (circle) and ieškokite (search)	n/a	Samsung	Three new phones and a pencil displayed by showing the new function	White, black, blue, beige	Store (technology)	Competitiveness/Quantification
18	JCDecaux. Nuo šiandien pradėsiu mokytis ko nors naujo . Tai geriausias vaistas nuo nykumo.	Active verb: pradėsiu (I will start)	n/a	JCDecaux	Just text	Turquoise, purple, black, white	Marketing	Competitiveness

19	<p>Pildyk. 6000 prizų. Pildant sąskaitą internetu bent už 10 EUR. Vartotojų nuomone Pildyk geriausias. Pildyk sąskaitą bent 10 Eur pildyk.lt ar mobiliojoje programėlėje per el. banką ar mokėjimo kortelę ir dalyvauk žaidime. Akcijos laikotarpis ir prizų kiekis riboti. Daugiau informacijos apie akciją, tyrimus ir jų rezultatus - pildyk.lt</p>	Active verb (imperative): pildyk (fill); dalyvauk (participate)	n/a	Pildyk	Text and numbers	Purple, blue, white, black, red	Telecommunication provider	Competitiveness/Quantification
20	<p>Pildyk. Pildyk ir Laimėk 200 prizų kasdien. Pildant sąskaitą internetu bent už 10 EUR. Vartotojų nuomone Pildyk geriausias. Pildyk sąskaitą bent 10 Eur pildyk.lt ar mobiliojoje programėlėje per el. banką ar mokėjimo kortelę ir dalyvauk žaidime. Akcijos laikotarpis ir prizų kiekis riboti. Daugiau informacijos apie akciją, tyrimus ir jų rezultatus - pildyk.lt</p>	Active verb (imperative): pildyk (fill); dalyvauk (participate)	An influencer	Pildyk	Text, numbers and a small photo of an influencer sticking out of one of the numbers	Purple, blue, white, black, red	Telecommunication provider	Competitiveness/Quantification
21	<p>Pildyk. Laimėk naujausią Samsung Galaxy S24. Pildant sąskaitą internetu bent už 10 EUR. Vartotojų nuomone Pildyk geriausias. Pildyk sąskaitą bent 10 Eur pildyk.lt ar mobiliojoje programėlėje per el. banką ar mokėjimo kortelę ir dalyvauk žaidime. Akcijos laikotarpis ir prizų kiekis riboti. Daugiau informacijos apie akciją, tyrimus ir jų rezultatus - pildyk.lt</p>	Active verb (imperative): laimėk (win); pildyk (fill); dalyvauk (participate)	n/a	Pildyk	Text and a cartoon bear sticking from a side of the advertised phone	Blue, purple, white, black, red	Telecommunication provider	Competitiveness/Quantification

22	<p>Lietuvos muzikos ir teatro akademija. LMTA centriniai. VDA. Kovo 11 Lietuvos nepriklausomybės atkūrimo dienos minėjimas. LMTA ir VDA rektorių sveikinimo žodis. Kazimiero Motiekos fondo stipendijos įteikimo ceremonija. M.K. Čiurlionio paskaitos-stipendijos jauniems kūrėjams įteikimo ceremonija. Dalyvauja 2023 m. M. K. Čiurlionio paskatos-stipendijos laureatas kompozitorius Domantas Pūras. Medinių pučiamųjų kvintetas: Ainė Kaziukonytė (fleita), Giedrius Malikėnas (obojus), Morta Jurkėnaitė (klarnetas), Tomas Rubinas (fagotas), Gediminas Abaris (valtorna) (doc. Juliaus Černiaus kamerinio ansamblio kl.). Kazimiero Motiekos 2024 m. stipendijos laureatas. LMTA kamerinis choras (vadovas prof. Gintautas Venislovas). Programoje: M. Arnold, V. Augustinas, D. Pūras ir kt. Renginį veda Justė Jankauskaitė. Didžioji salė. 2024 03 08/14:00.</p>	n/a	n/a (just names)	LMTA, VDA	Text, dates, time, Lithuania n flag	White, black, red, green, yellow	Art (Concert)	Competitiveness
23	<p>Lietuvos muzikos ir teatro akademija. LMTA renginiai Kovas 2024 03 01-31. Lietuvos muzikos ir teatro akademija. Renginiai nemokami (išskyrus kitaip pažymėtus). www.lmta.lt / LMTA meno centras. [QR code]</p>	n/a	n/a	LMTA	Text, dates, map of the venue	Green, white, black	Art (theatre)	Competitiveness

24	<p>Tele2 5G. Net 160 EUR pigiau! Samsung Galaxy Watch 6 Classic. Pasiūlymas galioja perkant eSIM laikrodį "Galaxy Watch 6 Classic (47 mm) LTE" (pasirinktos spalvos) ir mokant visą sumą iškart arba dalimis, pasirinkus eSIM planą laikrodžiui. Akcijos laikas ir prekių skaičius riboti. Išsami informacija www.tele2.lt, tel. 117 arba TELE2 salone.</p>	n/a	A character from the brand's commercials	Tele2	A character from the brand's commercials standing next to a watch that is being advertised	Red, blue, white, black	Telecommunication provider	Competitiveness/Quantification
25	<p>Tele2 5G. Ai, ai, ai kokia gera kaina! Su 5G pokalbių planais iki 150 EUR pigiau. iPhone 15, iPhone 14, iPhone 13. Pasiūlymas galioja perkant "iPhone" modelius, pateiktus www.tele2.lt, ir pasirinkus vieną iš 5G pokalbių planų. Akcijos laikas ir prekių skaičius riboti. Išsami informacija www.tele2.lt, tel. 117 arba TELE2 salone.</p>	n/a	n/a	Tele2	3 phones being advertised, text, flowers	White, red, blue, black	Telecommunication provider	Quantification/Competitiveness
26	<p>Tele2 5G. Perkant telefoną, televizorius dovanų! Xiaomi 14 512GB, Xiaomi A Pro 43. 0.01 EUR. Pasiūlymas galioja perkant "Xiaomi 14 (512 GB)" ir mokant visą sumą (1099 Eur) arba dalimis (45.75 Eur / mėn su 24 mėn. sutartimi, pradinė įmoka 1 Eur), pasirinkus vieną iš pokalbių planų, televizorius "Xiaomi A Pro 43", dovanos vertė 339 Eur. Akcijos laikas, prekių ir dovanų skaičius riboti. Išsami informacija www.tele2.lt, tel. 117 arba TELE2 salone.</p>	n/a	n/a	Tele2	Phone and a TV, flowers	Blue, white, red, black	Telecommunication provider	Competitiveness/Quantification

27	Ankstukai. Padėkite Ankstukams užaugti skirdami 1.2 % GPM. Prisdėti galite skirdami 1.2 % GPM bei internetu ankstukai.lt/aukoti . [QR code]	Action verb (imperative): padėkite (help); galite (can)	n/a	Ansktukai	A premature baby is being held in an adults hand to show how tiny it is, cartoon clouds and a rocket visible	Purple, blue, white, beige	Charity	Emotions
28	KOPA antroji dalis. Tik kinuose nuo kovo 1 d. Timothee Chalamet yra Polas Atreidas. Legendary , Acme Film, Warner Bros.	n/a	Timothee Chalamet (actor)	Acme Fils, Warner bros.	The main character is on display	Orange, brown, yellow, black, white	Art (cinema)	Competitiveness
29	Sketchers the Uno. Nauja Kolekcija.	n/a	n/a	Skechers	A model is showing off a stylish outfit	Green, pink, black, blue, beige, white	Brand (Fashion)	Competitiveness
30	Vilniaus universiteto Karjeros dienos'24. Kovo 18-22 d. Pažvelk į karjerą kitu kampu [QR code]. Vilniaus universitetas. Vilniaus universiteto Karjeros dienos'24. Vilnius	Action verb (imperative): pažvelk (look)	n/a	Vilniaus universitetas	An illustration of two figures that look like students looking down (kitu kampu)	Purple, burgundy, white, black	Education	Competitiveness
31	Jessica Shy. Darius ir Girėno Stadionas. Kaunas 08 30. Bilietai.lt . Renginio radijas RC.	n/a	Jessica Shy (singer)	Bilietai.lt, Radio centras	A picture of the singer dressed in extravagant clothes	Light blue, black, white	Art (Concert)	Competitiveness
32	Superherojai jūsų sveikatai. Superherojus quixx - pagalba nuo slogos. Medicinos priemonės nuo 6.07 Eur.	n/a	n/a	Quixx	Medicine portrayed as heroes with a red cape	Blue, red, green, white	Product (medicine)	Competitiveness/Quantification
33	Benu. Multivitaminams ir Žuvų taukams iki -40 % .	n/a	n/a	Benu pharmacy	Medicine displayed like in a shop	Green, blue, white	Product (medicine)	Competitiveness/Quantification
34	Benu. Corega protezų priežiūros priemonės iki -25 % .	n/a	n/a	Benu pharmacy, Corega	Medicine displayed, discount shown in big numbers	Green, blue, white, dark blue	Product (medicine)	Competitiveness/Quantification
35	Benu. Imunital maisto papildai -35 % .	n/a	n/a	Benu pharmacy	Medicine displayed	White, dark blue, orange	Product (medicine)	Competitiveness/Quantification
36	Benu. Prancužiškos kosmetikos dienos -30 % .	n/a	n/a	Benu pharmacy	Cosmetics displayed, Eiffel tower	White, blue, purple, pink	Product (cosmetics)	Competitiveness/Quantification

37	Hesburger. Sumuštinis su traškia vištiena 3.75 EUR.	n/a	n/a	Hesburger	Burger shown	Blue, red, white, beige, green	Food	Competitiveness/Quantification
38	Blue/yellow. Siųsk pinigų kovoti. Tavo sąskaita yra tavo ginklas Ukrainoje. Blue/yellow - organizacija remianti ginkluotą Ukrainos pasipriešinimą. Skambink ir paremk 5 Eur. 1482. www.blue-yellow.lt	Action verb (imperative): siųsk (send), skambink (call), paremk (support); State verb: yra (is)	n/a	Blue/Yellow	A cartoon of a soldier shown holding money as a gun	Blue, yellow, black	Charity	Emotions/Quantification
39	Eurovaistinė. Jauskitės gerai.	Action verb (imperative): jauskitės (feel)	n/a	Euro Vaistinė	Just text	Green, white	Brand (pharmacy)	Emotions
40	Vision express. Karsčiausia naujiena. Kokybiškų akinių garantija. Nemokama akinių priežiūra. Nemokamas trisdešimt dienų akinių keitimas. Žemos kainos garantija. Daugiau informacijos www.visionexpress.lt (Vision express. The hottest news. Guarantee of quality glasses. Free glasses care. Free replacement glasses for thirty days. Low price guarantee. More information at www.visionexpress.lt).	n/a	n/a	Vision Express (displayed by JCDecaux)	A surprised girl wearing glasses	red, black, white, pink.	Product (eyewear)	Competitiveness
41	Bilietai jau prekyboje! Šimtmetį mininti Lietuvos dainų šventė 2024 06 29 - 07 06. Bilietai.lt. www.dainusvente.lt	State verb: mininti (celebrated)	n/a	Bilietai.lt	People dancing	Green, blue	Art (concert)	Competitiveness
42	Saulės graža. 10 kW saulės elektrinė nuo 2500 Eur. Www.saulesgraza.lt	n/a	n/a	Saulės graža	A house with solar panels on it	Green, blue, white, black	Product (technology)	Competitiveness/Quantification

43	Wolt. KFC. Mažas aštrių sparnelių kibirėlis -30%.	n/a	n/a	Wolt, KFC	Food	Blue, white, red	Food	Competitiveness/Qualification
44	Jessica Shy. Dariaus ir Girėno Stadionas. Kaunas 08 30. Bilietai prekyboje nuo penktadienio 10:00. Bilietai.lt	n/a	Jessica Shy (singer)	bilietai.lt	The singer's concert	Red, black, white	Art (Concert)	Competitiveness/Quantification
45	Boop. Augintinių piežūra auklių namuose .	n/a	n/a	Boop	People taking care of animals	Pink, white	Brand (animal care)	Emotions
46	Nematyta kaina! Nuo 889 Eur iPhone 15.	n/a	n/a	Apple	New phones	White, black, yellow, blue	Product (technology)	Competitiveness/Quantification
47	Blue/yellow. Siųsk pinigus kovoti . Tavo sąskaita yra tavo ginklas Ukrainoje. Blue/yellow - organizacijaremianti ginkluotą Ukrainos pasipriešinimą. Skambink ir paremk 5 Eur. 1482. www.blue-yellow.lt	Action verb (imperative): siųsk (send), skambink (call), paremk (support); State verb: yra (is)	n/a	Blue/Yellow	A cartoon of a soldier shown holding money as a gun	Blue, yellow, black	Charity	Emotions/quantification
48	10sek.lt. Autorė: rebeka Salomėja Kavaliauskaitė	n/a	n/a	10sek.lt	A cartoon of an old woman making clothes	Mixture	Art (animation)	Emotions/Quantification
49	Wolt. KFC. Mažas aštrių sparnelių kibirėlis -30%.	n/a	n/a	Wolt, KFC	Food	Blue, white, red	Food	Competitiveness
50	Ruletė. Dalyvaudamas azartiniuose lošimuose gali prarasti ne tik pinigus .	Action verb: gali prarasti (might lose)	n/a	Olybet	Just text	Blue, white, black	Entertainment (gambling)	Emotions
51	Bilietai jau prekyboje! Šimtmetį mininti Lietuvos dainų šventė 2024 06 29 - 07 06. Bilietai.lt. www.dainusvente.lt	State verb: mininti (celebrated)	n/a	bilietai.lt	Text and people dancing	Green, blue	Art (concert)	Competitiveness/Quantification
52	Wolt. Sushi Express. Jambo + Miso striuba - 29%.	n/a	n/a	Wolt, sushi express	Food	Blue, green, orange	Food	Quantification

53	Vilniaus universiteto Karjeros dienos'24. Kovo 18-22 d. Pažvelk į karjerą kitu kampu [QR code]. Vilniaus universitetas. Vilniaus universiteto Karjeros dienos'24. Vilnius	Action verb (imperative): pažvelk (look)	n/a	Vilniaus universitetas	An illustration of two figures that look like students looking down (kitu kampu)	Purple, burgundy, white, black	Education	Competitiveness
54	McCafe. Gardi kaina kasdien. 1.50 Eur. Mėsainis su sūriu. 400 m	n/a	n/a	McDonald's	Burger displayed, text	Yellow, orange	Food	Competitiveness/Quantification
55	Sketchers the Uno. Nauja Kolekcija.	n/a	n/a	Sketchers	Model posing fashionably	Pink, green, white, black	Product (fashion)	Competitiveness
56	Kristiana. Klientų pripažintai geriausiai dar geresnės klubo nario privilegijos. Išskirtinė asmeninė nuolaidų sistema, naujiųjų pristatymas pirmiesiems, papildomos gimtadienio nuolaidos, ypatingi pasiūlymai, dovanos . Daugiau informacijos www.kristiana.lt	State verb: pripažintai (recognized)	n/a	Kristiana	Diamonds and the card for loyal customer	Blue, white	Store (beauty)	Competitiveness
57	Vision Express. Karsčiausia Naujiena . 100 % kokybiškų akinių garantija. Nemokamas 30 dienų akinių keitimas. Žemos kainos garantija. Nemokama akinių priežiūra.	n/a	n/a	Vision express	text	Red, white, black	Brand (eyewear)	Competitiveness/Qualification
58	Vision Express. Nuo šiol pasirūpinsime ne tik jūsų rega, bet ir klausia. Klausos patikrinimas nemokamas .	Action verb: pasirūpinsime (will take care)	n/a	Vision express	Two women (young and old) viewing a phone	Red, blue, purple, white, black	Brand (eyewear)	Competitiveness/Emotions
59	Vision Express. 100 % kokybiškų akinių garantija. -50 Eur korekciniams akiniams + nemokamas regėjimo patikrinimas. Daugiau informacijos apie akcijas sąlygos optikos salone.	n/a	n/a	Vision express	A middle aged women wearing glasses, smiling	Red, white, black	Brand (eyewear)	Competitiveness

60	Cat Cafe. Coffee/ Food/ Bar/ Cat Cafe / Gedimino pr. 5 Travellers' Choice Tripadvisor 2020.	n/a	n/a	Cat cafe	Cats, food	Red, black, green	Restaurant	Competitiveness
61	Komedija. Urvinis Žmogus. Nauja versija. Režisierius Dainius Kazlauskas. Vaidina Paulius Valaskevičius. Premjera nuo balandžio 11 d. Domino teatras. www.dominoteatras.lt	n/a	n/a	Domino teatras	A happy cartoon cave man running with a weapon and a suitcase	Red, white, blue, beige	Art (Theatre)	Competitiveness
62	Kopa antra dalis. Tikinuose nuo kovo 1 d. Timothee Chalamet, Zendaya, Rebecca Ferguson, Josh Brolin, Austin Butler, Florence Pugh, Daye Bautista, Christopher Walken, Lea Seydoux, Souheila Yacoub, Stellan Skarsgard, Charlotte Rampling, Javier Bardem.	n/a	Timothee Chalamet (actor); Zendaya (actress)	Acme Films, Warner bros.	The main characters are on display, walking powerfully	Orange, brown, yellow, black, white	Art (cinema)	Competitiveness
63	Hesburger. Sumuštinis su traškia vištiena 3.75 EUR. Akcija galioja 2024 03 01-2024 03 31. Produktas parduodamas tol, kol restorane yra žaliavų.	State verb: yra (is)	n/a	Hesburger	Food, text	Purple, red, white, black, green, beige	Food	Competitiveness
64	Kristiana. Giorgio Armani My Way. Naujasis aromatas My Way Nectar.	n/a	n/a	Kristiana, Giorgio Armani	A perfume bottle displayed, flower, pear	Pink, black, blue, white, orange	Product (beauty)	Competitiveness
65	Mo. Didžioji paroda. Šito pas mus nėra. Intymumas, normos ir troškimai Baltijos šalių mene. Nuo kovo 9 d. Didieji partneriai Švyturys, Rewo, Erudito licejus. Informaciniai partneriai LRT, Delfi, Žmonės, JCDecaux, Verslo Žinios. Instituciniai partneriai Lietuvos kultūros taryba, Vilnius.	State verb: nėra (does not exist)	n/a	Mo, Švyturys, Rewo, Erudito licejus, LRT, Delfi, Žmonės, Lietuvos kultūros taryba, Vilnius.	Text	Red, white, black	Art (museum)	Competitiveness

66	Kaziuko mugė. 1604. Eisva mudu abudu į Kaziuko mugę. Kovo 8-10 d. Vilnius ir craftson.lt. Džiugias naujienas skelbia LRT, Lietuvos rytas, lrytas.lt. Mugės grožį kuria dizaino studija Pieva.	Action verb: esiva (will go)	n/a	Vilnius, craftson.lt, LRT, Lietuvos rytas, lrytas.lt, Pieva	The display resembles a house, decorated in Lithuanian ornaments	Red, beige, gold	City (event)	Emotions/Quantification
67	Credit24. www.credit24.lt. Pėm dienų be palūkanų. Gražink per 50 dienų be jokio pabrangimo arba vėliau mokėk mažiau . Akcija Credi.lt. Sekite Credi Lietuva Facebook paskyrą.	Action verb (imperative): gražink (return); mokėk (pay)	n/a	Credit24	The display has birds on top of it	Orange, yellow, red, blue, white	Service (banking)	Competitiveness
68	Judu. Vilnius. Sveiki atvykę. Welcome. Oro uostas - Centras, riedame drauge . Airport - Center Let's roll. BUS. Labas! Buy your Eur ticket on the bus. Bilieto kaina autobuse - 1 Eur.	Action verb: riedame (are going)	n/a	Judu, Vilnius	Plain, bus, town centre buildings	Orange, blue, red, white, turquoise	City (transportation)	Emotions/Quantification
69	Legenda Vytautas Kernagis istorijos ir dainos. Premjera 03.23 Compensa koncertų salė. Jokūbas Bareikis kartu su gyvo garso grupe ir styginiais. Bilietai.lt. Pepper Live	n/a	Jokūbas Bareikis	bilietai.lt, Pepper live	Jokūbas Bareikis, serious, sitting in white background	White, black, red, beige	Art (Concert)	Competitiveness
70	Kaziuko mugė 1604. Eisva mudu abudu į Kaziuko mugę. www.kaziukomuge.lt. Organizatoriai: Vilnius, craftson.lt. Informaciniai partneriai: LRT, Lietuvos rytas, lrytas.lt	Action verb: esiva (will go)	n/a	Vilnius, craftson.lt, LRT, Lietuvos rytas, lrytas.lt	People dressed in Lithuanian ethnic clothes holding hands, the schedule of the fair presented	White, red	City (event)	Emotions
71	Jessica Shy. Dariaus ir Girėno Stadionas. Kaunas 08 30. Bilietai.lt. Renginio radijas RC.	n/a	Jessica Shy (singer)	bilietai.lt	Dressed in extravagant clothes	Red, black, white	Art (Concert)	Competitiveness

72	McPlant pasiūlymas galioja ribotą laiką . "Tu turi paragauti!". Beyond meat. Pasiūlymas negalioja pusryčių metu nuo 6.00 iki 10.00.	Action verb: galioja (is valid), negalioja (is not valid); (imperative) turi paragauti (must try)	n/a	Beyond meat, McDonald's	A burger	White, green, yellow, red, beige	Food	Competitiveness/Quantification
73	Euro Vaistinė. Jauskitės gerai sutaupę. Pasiūlymas ne jaunimui! Tik senjorams: nuolaidos nuo 1 prekės. Receptiniams vaistams iki -20 %. Nereceptiniams vaistams -20 %. Maisto papildams -30 %. Kosmetikai -25 %. Perkant pilną pakuotę, kurios kaina ne mažesnė nei 1.50 Eur.	Action verb (imperative): jauskitės (feel)	n/a	Euro Vaistinė	An older man dressed in trendy clothes showing of the sale	Green, white, red, black	Brand (pharmacy)	Emotions/Quantification/Competitiveness
74	Igoris Jarmolenka gražiausias meilės dainos ir karštas vyrų striptizo šou. Bilietus platina Ticketshop. Kovo 8 Vilnius Legendos klubas. Kovo 9 Kaunas Žalgirio arena, Amfiteatras.	Action verb: platina (distributes)	Igoris Jarmolenka	Ticketshop, Žalgirio arena, Legendos klubas	Red roses in the background, half naked men, the main singer staring into the camera	Red, blue, white, black	Art (Concert)	Emotions/Competitiveness

75	<p>Lietuvos dainų šventė "Kad giria žaliuotų" 06 29-07 06. 100 metų mus telkiančios tradicijos. Bilietai jau prekyboje. Organizatorius: Lietuvos nacionalinis kultūros centras. Partneriai: Lietuvos respublikos kultūros ministerija, Vilnius, Kaunas, Lietuvos savivaldybės. Mecenatas: Swedbank. Informacijos partneris: LRT. Bilietus platina: bilietai.lt. Renginį globoja LR Prezidentas Gitanas Nausėda.</p>	<p>State verb: jau prekyboje (are available); platina (distributed) ; globoja (takes care)</p>	n/a	bilietai.lt	Text and people listening to the show	Green, blue	Art (concert)	Emotions/Quantification
76	<p>Kino pavasaris, Vilniaus miesto kino festivalis. Geras kinas tik į gerą. Tas pavasaris, kai po filmo nebeveidini. Kovo 14-27. Iš dalies finansuoja: Kūrybiška Europa Media, Vilnius, Lietuvos meno centras. Informaciniai partneriai: LRT Plus, 15 min, Žmonės.</p>	<p>Action verb: nebeveidini (no longer act); finansuoja (finances)</p>	n/a	Kūrybiška Europa Media, Vilnius, Lietuvos meno centras, LRT Plus, 15 min, Žmonės.	Dark figure with neon lights, event logo	Blue, pink, black, white, green	City (event)	Emotions/Quantification
77	<p>Nurture su JCDecaux. Padedame startuoliams augti. jcdecaux.lt/nurture</p>	<p>Action verb: padedame (help)</p>	n/a	JCDecaux	Cartoon rocket reaching a planet	White, black, blue, orange	Marketing	Competitiveness

78	<p>Akropolis, daugiau džiaugsmo. Skanaus ir į sveikatą. Maxima, šviežiai žuviai ir jūsus gėrybėms bei sveriamai šviežiai mėsai ir mėsos pusgaminiams -30 %. Euro Vaistinė, maisto papildams ir kosmetikai su lojalumo kortele -40 % (perkant bent 2 maisto papildų ir (arba) kosmetikos pakuotes). Delano, cepelinai (2 vnt.), Kyjivo kotletas (su bulvytėmis fri), balandėlis (su bulvių koše) po 3 EUR. Can Can Pizza, visi vaikiško meniu patiekalai po 3 EUR.</p>	n/a	n/a	Akropolis, Maxima, Delano, Can Can	Meat, pills, food	Red, orange, yellow	Store	Competitiveness/Emotions/Quantification
79	<p>Mo. Didžioji paroda. Šito pas mus nėra. Intymumas, normos ir troškimai Baltijos šalių mene. Nuo kovo 9 d. Didieji partneriai Švyturys, Rewo, Erudito licejus, Informaciniai partneriai LRT, Delfi, Žmonės, JCDecaux, Verslo Žinios. Instituciniai partneriai Lietuvos kultūros taryba, Vilnius.</p>	State verb: nėra (does not exist)	n/a	Mo, Švyturys, Rewo, Erudito licejus, LRT, Delfi, Žmonės, Lietuvos kultūros taryba, Vilnius.	Text	Red, white, black	Art (museum)	Competitiveness
80	Jessica Shy. Dariaus ir Girėno Stadionas. Kaunas 08 30. Bilietai.lt. Renginio radijas RC.	n/a	Jessica Shy (singer)	Bilietai.lt, Radio centras	A picture of the singer dressed in extravagant clothes	Light blue, black, white	Art (Concert)	Competitiveness
81	McCafe. Gardi kaina kasdien. 0.99 Eur. Espesas. Gedimo pr. 15	n/a	n/a	McDonald's	Coffee	Yellow, green, red, black, white	Food	Competitiveness/Quantification
82	Vilniaus universiteto Karjeros dienos'24. Kovo 18-22 d. Pažvelk į karjerą kitu kampu [QR code]. Vilniaus universitetas. Vilniaus universiteto Karjeros dienos'24. Vilnius	Action verb (imperative): pažvelk (look)	n/a	Vilniaus universitetas	An illustration of two figures that look like students looking down (kitu kampu)	Purple, burgundy, white, black	Education	Competitiveness

83	Wolt, Čili Pizza. Pepperoni pica (30 cm) + Pizza rolls užkandis - 31%.	n/a	n/a	Wolt, Čili pizza	Food	Blue, yellow, white, black, green	Food	Quantificati on/Competi tiveness
84	Dangus yra visur. Šv. Velykų koncertas. Atlieka choras Jauna Muzika, styginių kvartetas Mettis, Donatas Bagurskas (kontrabosas). Programoje Caroline Shaw kūriniai. Šv. Kotrynos bažnyčia, 04 01 d. 19:00. Vilnius, bilietai.lt.	Action verb: atlieka (performs)	n/a	Vilnius, bilietai.lt.	Artistic illustratio n of a rising sun	Blue, white, yellow	Art (Concert)	Quantificati on/Competi tiveness
85	Fantazijos.lt. Nelauk, kol pastatys stadioną, žaisk dabar.	Action verb (imperative): nelauk (don't wait)	n/a	fantazijos.lt	Old building, two lady bugs	Red, white	Store (adult content)	Competitiv eness
86	Drogas. Palepink save! 2 už 1 kainą. 7.99. L'Oreal Paris akių makiažo valikliai, 2 rūšių, 125 ml.	Action verb (imperative): palepink (pamper)	n/a	Drogas, L'Oreal	Cosmetic products	Blue, white, dark blue	Store (beauty)	Quantificati on/Competi tiveness/E motions
87	Naujiena HD SKIN maskuojamoji priemonė. Make Up For Ever. Nepastebimas " viskas viename " sprendimas paakių odai. Išsklaidymas, glotninimas, spalvos korekcija, drėkinimas.	n/a	n/a	Make Up Forever	Cosmetic products	Beige, pink, white, black	Store (beauty)	Competitiv eness
88	fantazijos.lt. Nelauk, kol pastatys stadioną, žaisk dabar.	n/a	Natalij a Bunkė	RC, Bilietai.lt, Live Nation	Singer holding an apple, has Lithuania n headwear , neon lights	Yellow, black, green, white	Art (Concert)	Competitiv eness/quant ification
89	JCDecaux. Nuo šiandien dažniau pasilepinsiu , nes džiaugtis progų nereikia.	Action verb (imperative): pasilepinsiu (treat myself)	n/a	JCDecaux	Text (motivati onal)	Yellow, green	Marketin g	Emotions

90	Maltiečiai. Kantriai lauksiu tavo deklaracijos. Skirkite 1.2 proc. GPM Maltos ordino pagalbos tarnybai. Vilnius	Action verb: lauksiu (will be waiting); (imperative) skirkite (give)	n/a	Maltiečiai	Old grandma holding a picture of her young	Red, black, white, green	Charity	Emotions
91	Sketchers the Uno. Nauja Kolekcija.	n/a	n/a	Skechers	A model is showing off a stylish outfit	Green, pink, black, blue, beige, white	Brand (Fashion)	Competitiveness
92	Šiaulių bankas. B4NK45 NĖR4 T1K 4P13 5K41Č1U5. Kviečiame prisiminti gražiausius lietuvių kalbos žodžius ir dalyvauti Nacionaliniame diktante jau šių metų kovo 15 d. 11.00 val. Diktantą atnešk į bet kurį Šiaulių banko skyrių ir jį nemokamai išsiųsime patikrinti. Rašyk. Klysk. Išmok. Diktantas.lt. Nacionalinis Diktantas.	State verb: nėra (is not); Action verb: kviečiame (are inviting); (imperative) atnešk (bring); išsiųsime (will send); (imperative) klausyk, rašyk, išmok (listen, write, learn)	n/a	Šiaulių bankas	text	white, black, beige	Brand (banking); nationalism	Competitiveness/Quantification

Appendix 9. The Coding Table of Pilies Street

Nr.	Textual				Visual		Topic	Framing
	Linguistic Information	Verb	Social Actor	Positioning + Referecing	Visual Objects	Colours		
1	Monika Liu ir Lietuvos Nacionalinio operos ir baletu teatro simfoninis orkestras. Dirigentas Ričardas Šumila. 2024 03 23. Žalgirio Arena. Bilietai.lt, iš dalies finansuoja Latga, Toks, Lietuvos nacionalinis operos ir baletu teatras.	Action: finansuoja (finances)	Monika Liu and Ričardas Šumila	Lietuvos Nacionalinio operos ir baletu teatro simfoninis orkestras; Latga; Toks; Lietuvos nacionalinis operos ir baletu teatras.	Theatre; Two people	Black, red, white	Art (concert)	Quantification/Competitiveness
2	KFC Legendinis skonis. Stulbinančiai getros kainas. Sumuštinis su sūriu 1.50 EUR. Chick'n'Chips bulvytės 2.50 EUR. iTwister	n/a	n/a	KFC	Food	Red, blue, white, black	Food (restaurant)	Competitiveness

	tortilija 1.70 EUR. Gedimino pr. 5							
3	Mo. Didžioji paroda. Šito pas mus nėra. Intymumas, normos ir troškimai Baltijos šalių mene. Nuo kovo 9 d. Didieji partneriai Švyturys, Rewo, Erudito licejus. Informaciniai partneriai LRT, Delfi, Žmonės, JCDecaux, Verslo Žinios. Instituciniai partneriai Lietuvos kultūros taryba, Vilnius.	State verb: nėra (does not exist)	n/a	Mo, Švyturys, Rewo, Erudito licejus, LRT, Delfi, Žmonės, Lietuvos kultūros taryba, Vilnius.	Text	Red, white, black	Art (museum)	Competitive ness
4	Crustum. Atsikąsk pavasario.	Action (imperative): arsikąsk (bite in)	n/a	Crustum	Food, Easter decorations	White, green, beige, yellow	Food (bakery)	Emotions
5	Caffeine. Royal Macademia Latte.	n/a	n/a	Caffeine	Coffee, animals, magic, palm trees	Green, beige	Food (coffee shop)	Competitive ness
6	Katpedėlė. Šaltibarčiai, tradicinė šalta barščių striuba.	n/a	n/a	Katpedėlė	Pink soup, potatoes, dishes	White, pink, beige	Food (restaurant)	Competitive ness/ Emotions
7	Katpedėlė. Pagal senąsias tradicijas ruošta silkė be galvos ir kaulų.	n/a	n/a	Katpedėlė	Fish, potatoes, sour cream	White, beige, grey	Food (restaurant)	Competitive ness/ Emotions
8	Rimi Express. Pyragaičiui -40% perkant karštą gėrimą. Mano dieniai, Rimi.	n/a	n/a	Rimi	Coffee, pastries	Red, brown, white	Food (supermarket)	Competitive ness/ Quantification
9	Etno Dvaras, lietuviški patiekalai. Rankų darbo didžkukuliai. Sertifikuotas kulinarinis paveldas. Jau 20 metų.	n/a	n/a	Etno Dvaras	Cepelinai , a chef, traditional Lithuania n ornaments	White, red, beige	Food (restaurant)	Emotions/ Competitive ness/ Qualification
10	Kristiana. Giorgio Armani My Way. Naujas aromatas My Way Nectar.	n/a	n/a	Kristiana; Giorgio Armani	Perfume, flower, pear	Pink, orange , black, blue, white	Brand (perfume); Store (beauty)	Competitive ness
11	Mo. Didžioji paroda. Šito pas mus nėra. Intymumas, normos ir troškimai Baltijos šalių mene. Nuo kovo 9 d. Didieji partneriai Švyturys, Rewo, Erudito licejus. Informaciniai partneriai LRT, Delfi, Žmonės, JCDecaux, Verslo Žinios. Instituciniai partneriai Lietuvos kultūros taryba, Vilnius.	State verb: nėra (does not exist)	n/a	Mo, Švyturys, Rewo, Erudito licejus, LRT, Delfi, Žmonės, Lietuvos kultūros taryba, Vilnius.	Text	Red, white, black	Art (museum)	Competitive ness

12	Creme de la Creme, haute parfumerie. Parfums de Marly Paris. Perseus.	n/a	n/a	Creme de la Creme	Perfume, sun statue	Yellow, orange, white, black	Store (beauty); Brand (perfume)	Competitiveness
13	Drogas. Palepink save! Veido ir kūno prežiūros priemonių akcijos prekėms nuolaidos iki 40 %.	Action (imperative): palepink (pamper)	n/a	Drogas	A woman with face cream, discount card	Blue, white, pink	Store (beauty)	Competitiveness/ Quantification
14	Drogas. L'Oreal Paris. Mano grožis. Nes aš to verta . Nuolaidos iki 40 proc. Dovana perkant L'Oreal Paris produktų už 19.99 EUR.	Action: verta (worth)	n/a	Drogas	A woman, products	White, black, blue, beige	Store (beauty)	Emotions/ Competitiveness/ Qualification
15	Drogas. Naujiena . L'Oreal Paris. Panorama blakstienų tušas. Panoraminė blakstienų apimtis vos vienu brūkštėjimu. Mes to vertos . Nuolaida 25% www.drogas.lt	Action: vertos (worth)	Kendal Jenner	Drogas	Kendal Jenner, product	Gold, black, blue, white, red	Store (beauty); Brand (makeup)	Competitiveness/ Qualification
16	Pola. Pagalbos onkologiniams ligoniams asociacija. Vėžiu serga kiti/mama. Skirk 1.2 proc. GPM onkologiniams pacientams ir jų artimiesiems. Vilnius. [QR code].	Action: skirk (give)	n/a	POLA, Vilnius	A sad boy	Blue, yellow, white	Charity (cancer)	Emotions
17	Žirgų grand šou ir paroda. Kovo 16-17 d. Litexpo. Įvairių veislių žirgai: arabų, šairai, fcryzai, poniai ir kt. Įspūdingas teatralizuotas žirgų pasirodymas. Vilnius, Laisvės per. 5. Informacija tel. +370683646258. Litexpo. zirgusou.lt. Bingo jojimo menai, bilietai.lt, Parodų rūmai.	n/a	n/a	Litexpo, Bingo jojimo menai, Bilietai.lt, Parodų rūmai	Horses, humans, lights	Blue, red, yellow, white	Entertainment (show)	Competitiveness/ Qualification
18	Samsung. Galaxy S24 serija. Apibraukite ir ieškokite (Circle to Search with Google). Jau prekyboje! 100 EUR pinigų grąžinimas. Iki 100 EUR grąžinimo premija .	Active verb (imperative): apibraukite (circle) and ieškokite (search)	n/a	Samsung	Three new phones and a pencil displayed by showing the new function	White, black, blue, beige	Store (technology)	Competitiveness/ Qualification
19	Institut francais. Lire et s'instruire. Prancūzų kalbos kursai. Skaityk pasaulinius literatūros šedevrus originalo kalba. [QR code]	Action verb (imperative): skaityk (read)	n/a	Institut francais	Books, map of France	Gray, orange, red, white	Store (books)	Competitiveness

20	Nepažintas senųjų knygų pasaulis. The uncharted world of books. Lietuvos Didžiosios Kunigaikštystės didikų paveldas Vilniaus bibliotekose. The Heritage of the Nobility of the Grand Duchy of Lithuania in Vilnius Libraries. Vilniaus paveikslų galerija, Didžioji g. 4. 2023 11 22 - 2024 03 31.	n/a	n/a	Vilniaus paveikslų galerija	Old drawings, a book	Red, white, black	Art (museum)	Competitiveness/ Emotions/ Qualification
21	Parateam Lietuva. Palaikyk Lietuvos paralimpinę komandą. parateam.lt/palaikyk. Šaulė Raimeda Bučinskytė. Girtėka, Impuls, JCDecaux, LRT, 5G Bitė, Northway, Tarela.	Action verb (imperative): palaikyk (support)	Raimeda Bučinskytė	Parateam, Girtėka, Gintarinė vaistinė, Impuls, JCDecaux, LRT, 5G Bitė, Northway, Tarela	Disabled sportsman, eagle, forest, sunset	Orange, green, blue, black, white	Charity (disability)	Emotions

Appendix 10. The Coding Table of Kauno Street

Nr.	Textual				Visual		Topic	Framing
	Linguistic Information	Verb	Social Actor	Positioning + Referencing	Visual Objects	Colours		
1	Meatbusters. Burgers and bbq ribs. Vilnius. Kauno g. 35. www.meatbusters.lt.	n/a	n/a	Meatbusters	Logo, text	Black, white, red	Food (restaurant)	Quantification
2	Hanner. Live Up. Gyvenk labiau . Gyvenk Naujamiestyje.	Action verb (imperative): gyvenk (live)	n/a	Hanner	Logo, text	Black, white	Housing	Competitiveness
3	Hanner. Lankščios įsigyjimo sąlygos.	n/a	n/a	Hanner	A woman exercising, logo	White, blue, black, beige	Housing	Competitiveness
4	Hanner. A+ energinės klasės namai.	n/a	n/a	Hanner	An apartment complex	Blue, white, black, green, yellow	Housing	Competitiveness/Quantification

5	<p>Pildyk. Laimėk naujausią Samsung Galaxy S24. Pildant sąskaitą internetu bent už 10 EUR. Vartotojų nuomone Pildyk geriausias. Pildyk sąskaitą bent 10 Eur pildyk. It ar mobiliojoje programėlėje per el. banką ar mokėjimo kortelę ir dalyvauk žaidime. Akcijos laikotarpis ir prizų kiekis riboti. Daugiau informacijos apie akciją, tyrimus ir jų rezultatus - pildyk.lt</p>	Action verb (imperative): laimėk (win); pildyk (fill); dalyvauk (participate)	n/a	Pildyk	Text and a cartoon bear sticking from a side of the advertised phone	Blue, purple, white, black, red	Telecommunication provider	Competitiveness/Quantification
6	<p>Pildyk. 6000 prizų. Pildant sąskaitą internetu bent už 10 EUR. Vartotojų nuomone Pildyk geriausias. Pildyk sąskaitą bent 10 Eur pildyk. It ar mobiliojoje programėlėje per el. banką ar mokėjimo kortelę ir dalyvauk žaidime. Akcijos laikotarpis ir prizų kiekis riboti. Daugiau informacijos apie akciją, tyrimus ir jų rezultatus - pildyk.lt</p>	Action verb (imperative): pildyk (fill); dalyvauk (participate)	n/a	Pildyk	Text and numbers	Purple, blue, white, black, red	Telecommunication provider	Competitiveness/Quantification
7	<p>Pildyk. Pildyk ir laimėk 200 prizų kasdien. Pildant sąskaitą internetu bent už 10 EUR. Vartotojų nuomone Pildyk geriausias. Pildyk sąskaitą bent 10 Eur pildyk. It ar mobiliojoje programėlėje per el. banką ar mokėjimo kortelę ir dalyvauk žaidime. Akcijos laikotarpis ir prizų kiekis riboti. Daugiau informacijos apie akciją, tyrimus ir jų rezultatus - pildyk.lt</p>	Action verb (imperative): laimėk (win); pildyk (fill); dalyvauk (participate)	An influencer	Pildyk	Text, numbers and a small photo of an influencer sticking out of one of the numbers	Purple, blue, white, black, red	Telecommunication provider	Competitiveness / Quantification
8	<p>Maxima. Anekdotas, o ne kaina. Tokia žemakaina, kad net juokinga. Kovo 5 - balandžio 1 d.</p>	n/a	n/a	Maxima	Food, numbers	Red, blue, white	Food (store)	Competitiveness/Quantification
9	<p>Maxima. Anekdotas, o ne kaina. Tokia žemakaina, kad net juokinga. Kovo 5 - balandžio 1 d.</p>	n/a	n/a	Maxima	Food, numbers	Red, blue, white	Food (store)	Competitiveness / Quantification

10	Maxima. Anekdotas, o ne kaina. Tokia žema kaina, kad net juoklinga. Kovo 5 - balandžio 1 d.	n/a	n/a	Maxima	Food, numbers	Red, blue, white	Food (store)	Competitiveness/Qualification
11	Samarkand restoranas. Atsidarome gegužės 5 d. Lauksime Jūsų!	Active: atsidarome (opening)	n/a	Samarkand	Traditional buildings	Blue, yellow, white, beige	Food (restaurant)	Competitiveness
12	Anaga. www.anage.lt. Santechnika, šildymas, buitinė technika, oro kondicionieriai, vėdinimo technika. Ciupk. Elektroninė prekyba www.ciupk.lt.	n/a	n/a	Anaga; ciupk.lt	Text, logos	White, red, blue	Store (technology)	Competitiveness
13	Nurture su JCDecaux. Padedame startuoliams augti. jcdecaux.lt/nurture	Active: padedame (helping)	n/a	JCDecaux	Rocket, moon, logo	Blue/green, black, orange, yellow, white	Advertising	Competitiveness
14	Samsung. Galaxy S24 serija. Apibraukite ir ieškokite (Circle to Search with Google). Jau prekyboje! 100 EUR pinigų grąžinimas. Iki 100 EUR grąžinimo premija.	Active verb (imperative): apibraukite (circle) and ieškokite (search)	n/a	Samsung	Three new phones and a pencil displayed by showing the new function	White, black, blue, beige	Store (technology)	Quantification/Competitiveness
15	Sketchers, the uno. Nauja kolekcija.	n/a	n/a	Skechers	A model is showing off a stylish outfit	Green, pink, black, blue, beige, white	Brand (Fashion)	Competitiveness
16	Kino pavasaris, Vilniaus miesto kino festivalis. Geras kinas tik į gerą. Tas pavasaris, kai po filmo nebeveidini. Kovo 14-27. Iš dalies finansuoja: Kūrybiška Europa Media, Vilnius, Lietuvos meno centras. Informaciniai partneriai: LRT Plius, 15 min, Žmonės.	Action verb: nebeveidini (no longer act); finansuoja (finances)	n/a	Kūrybiška Europa Media, Vilnius, Lietuvos meno centras, LRT Plius, 15 min, Žmonės.	Dark figure with neon lights, event logo	Blue, pink, black, white, green	City (event)	Emotions
17	Telia. Žiūrėk, kokia dovana! Įsigyk "Xiaomi 14" ir gauk televizorių dovanų.	Action (imperative): žiūrėk (look); gauk (win)	n/a	Telia, Xiaomi	TV and a phone	Purple, white, blue	Service (telecommunication)	Competitiveness
18	Saulės grąža. 10 kW saulės elektrinė nuo 2500 EUR. Su 323 EUR/kW APVA parama. Www.saulesgraz.lt	n/a	n/a	Saulės grąža	House, solar panels	Green, red, blue, white	Technology (solar energy)	Competitiveness / Quantification
19	Plaunu pats. Plovimo programos nuo 8.69 EUR.	Action: plaunu (wash)	n/a	Plaunu pats	Logo, numbers	Blue, yellow, white	Service (cleaning)	Competitiveness / Quantification

20	Kaip apsipirkti Wolt Market. Atsisiųsk mobiliąją Wolt programėlę ar apsilankyk wolt.com. Užregistruok ir pasirink Wolt Market. Išsirink ir užsisakyk prekes.	Action (imperative): atsisiųsk (download); apsilankyk (visit); užsiregistruok (register); pasirink (select); išsirink (choose); užsisakyk (order)	n/a	Wolt	Text	Blue, white	Food (app)	Competitiveness
21	Bon Via BIO! Saulės numyluoti . Išskirtinė kokybė už prieinamą kainą.	n/a	n/a	Bon Via	Fruit drawings, QR code	Green, yellow, orange, white	Food	Competitiveness / Emotions
22	IKEA. Vėlykėja. Pasiruoškite Velykoms su IKEA. Gladelig lėkštės, 25 cm, 4 vnt. 14.99 EUR.	Action (imperative): pasiruoškite (get ready)	n/a	IKEA	Dishes	Gray, white, blue, brown, yellow	Store (homeware)	Competitiveness / Quantification
23	IKEA. Vėlykėja. Pasiruoškite Velykoms su IKEA.IKEA Family kaina. Varkansla peninio šokolado triušis, 90 g, 2.99 EUR. Varkansla pieninio šokolado kiaušiniai, 250 g, 4.99 EUR.	Action (imperative): pasiruoškite (get ready)	n/a	IKEA	Chocolate	Gray, white, blue, brown, yellow, pink	Store (homeware)	Competitiveness / Quantification
24	Tavo seneliai tikrai turi istorijų, kurios nustebins .Prakalbink jų gyvenimo pasakojimus. Pokalbiai su senjorais. Klausimai tikriems ir spalvotiems pokalbiams tarp skirtingų kartų. www.senjoro.lt. [QR code]. Vilnius	State: turi (have); Action (imperative): prakalbink (talk with)	n/a	Senjoro	Two seniors having fun	Blue, red, yellow, white, black	Public service	Emotions
25	Zalando. Mada jūsų stiliumi. Eduardo Camavinga. Atrask unikalų įvaizdį kartu su "Zalando".	Action (imperative): atrask	Eduardo Camaving	Zalando	The model posing	White, beige, black, orange	Store (clothing)	Competitiveness
26	Samsung. Galaxy S24 serija. Apibraukite ir ieškokite (Circle to Search with Google). Jau prekyboje! 100 EUR pinigų grąžinimas. Iki 100 EUR grąžinimo premija.	Active verb (imperative): apibraukite (circle) and ieškokite (search)	n/a	Samsung	Three new phones and a pencil displayed by showing the new function	White, black, blue, beige	Store (technology)	Competitiveness / Quantification

27	JCDecaux. Nuo šiandien kaupsiu patirtis , ne daiktus, nes tai didžiausias turtas.	Action: kaupsiu (collect)	n/a	JCDecaux	Text, logo	White, purple, black	Advertising	Emotions
28	Wolt. KFC. Mažas aštrių sparnelių kibirėlis -30% .	n/a	n/a	Wolt, KFC	Food	Blue, red, beige, white	Food	Competitiveness
29	Mo. Didžioji paroda. Šito pas mus nėra. Intymumas, normos ir troškimai Baltijos šalių mene. Nuo kovo 9 d. Didieji partneriai Švyturys, Rewo, Erudito licejus. Informaciniai partneriai LRT, Delfi, Žmonės, JCDecaux, Verslo Žinios. Instituciniai partneriai Lietuvos kultūros taryba, Vilnius.	State verb: nėra (does not exist)	n/a	Mo, Švyturys, Rewo, Erudito licejus, LRT, Delfi, Žmonės, Lietuvos kultūros taryba, Vilnius.	Text	Red, white, black	Art (museum)	Competitiveness
30	Vilniaus miesto žemėlapis. Vilnius city map. Vilnius.	n/a	n/a	Vilnius	Map	Red, green, white	City (map)	Competitiveness
31	Telia. Su neribotu 5G - planšetė dovanų už 0.01 EUR. Samsung Galaxy Tab A9+ 5G.	n/a	n/a	Telia	Tablet, logo	White, purple, black, blue	Store (technology)	Competitiveness/Quantification
32	Vilniaus universiteto Karjeros dienos '24. Kovo 18-22 d. Pažvelk į karjerą kitu kampu [QR code]. Vilniaus universitetas. Vilniaus universiteto Karjeros dienos '24. Vilnius	Action verb (imperative): pažvelk (look)	n/a	Vilniaus universitetas	An illustration of two figures that look like students looking down (kitu kampu)	Purple, burgundy, white, black	Education	Competitiveness

Appendix 11. The Coding Table of Švitrigailos Street

Nr.	Textual				Visual		Topic	Framing (how is the topic framed/represented?)
	Linguistic Information	Verb	Social Actor	Positioning + Referencing	Visual Objects	Colours		
1	Telia. Tik Telia 5G veikia visur . Telia 5G. Veikia 99% Lietuvos teritorijos. Daugiau - www.telia.lt/privatiems/ryσιο-zemelapis	Action: veikia (works)	n/a	Telia	Map of Lithuania	Purple, white	Telecommunication provider	Competition / Quantification
2	Telia. Su Telia 5G - nuolaida iPhone, -110 EUR. iPhone 15.	n/a	n/a	Telia, iPhone 15	Phone	Purple, pink, white	Telecommunication provider	Competition / Quantification

3	Telia. Su Telia 5G - planšetė dovanų už 0.01 EUR. Samsung Galaxy Tab A9+ 5G.	n/a	n/a	Telia, Samsung	Tablet	Purple, blue, white	Telecommunication provider	Competition / Quantification
4	Parateam Lietuva. Palaikyk Lietuvos paralimpinę komandą. Parateam.lt/palaikyk. Ernestas Česonis, triatlonininkas. Northway, 5G Bitė, Girteka, Camelia Vaistinė, Impuls, JCDecaux, LRT, Toyota, Tareta.	Action (imperative): palaikyk (support)	Ernestas Česonis	Parateam Lietuva, Northway, 5G Bitė, Girteka, Camelia Vaistinė, Impuls, JCDecaux, LRT, Toyota, Tareta.	Disabled sportsman on a bike with a dog	Green, white	Charity (disability)	Emotions
5	JCDecaux. Nuo šiandien nusišypsosiu praeiviui, nes taip paprasta praskaidrinti kito dieną.	Action: nusišypsosiu (will smile); praskaidrinti (make brighter)	n/a	JCDecaux	Text	Orange, red, black	Advertising	Emotions
6	Naujasis T-Cross. Puikiai įrengtas jubiliejaus modelis. Sutaupyk iki 4200 EUR. 30 metų Baltijos šalyse. volkswagen.lt	Action (imperative): sutaupyk (save)	n/a	Wolkswagen	A car, mother and daughter, dog, backyard	Blue, green, red, white	Technology (car)	Competition / Quantification
7	Pildyk. Pildyk ir Laimėk 200 prizų kasdien. Pildant sąskaitą internetu bent už 10 EUR. Vartotojų nuomone Pildyk geriausias . Pildyk sąskaitą bent 10 Eur pildyk.lt ar mobiliojoje programėlėje per el. banką ar mokėjimo kortelę ir dalyvauk žaidime . Akcijos laikotarpis ir prizų kiekis riboti. Daugiau informacijos apie akciją, tyrimus ir jų rezultatus - pildyk.lt	Action verb (imperative): laimėk (win); pildyk (fill); dalyvauk (participate)	An influencer	Pildyk	Text, numbers and a small photo of an influencer sticking out of one of the numbers	Purple, blue, white, black, red	Telecommunication provider	Competition / Quantification

8	<p>Pildyk. 6000 prizų. Pildant sąskaitą internetu bent už 10 EUR. Vartotojų nuomone Pildyk geriausias. Pildyk sąskaitą bent 10 Eur pildyk.lt ar mobiliojoje programėlėje per el. banką ar mokėjimo kortele ir dalyvauk žaidime. Akcijos laikotarpis ir prizų kiekis riboti. Daugiau informacijos apie akciją, tyrimus ir jų rezultatus - pildyk.lt</p>	Action verb (imperative): pildyk (fill); dalyvauk (participate)	n/a	Pildyk	Text and numbers	Purple, blue, white, black, red	Telecommunication provider	Competition / Quantification
9	<p>Pildyk. Laimėk naujausią Samsung Galaxy S24. Pildant sąskaitą internetu bent už 10 EUR. Vartotojų nuomone Pildyk geriausias. Pildyk sąskaitą bent 10 Eur pildyk.lt ar mobiliojoje programėlėje per el. banką ar mokėjimo kortele ir dalyvauk žaidime. Akcijos laikotarpis ir prizų kiekis riboti. Daugiau informacijos apie akciją, tyrimus ir jų rezultatus - pildyk.lt</p>	Action verb (imperative): laimėk (win); pildyk (fill); dalyvauk (participate)	n/a	Pildyk	Text and a cartoon bear sticking from a side of the advertised phone	Blue, purple, white, black, red	Telecommunication provider	Competition / Quantification
10	<p>Labas. 100 bilietų kasdien. Tik greičiausiems. Užsisakyk ar pratęsk neribotą planą. Laimėk 2 bilietus į kiną. Forum Cinemas [QR code].</p>	Action (imperative): užsisakyk (order); pratęsk (continue); laimėk (win)	n/a	Labas, Forum Cinemas	A dog and a man in a cinema dressed as raiders	yellow, black, blue, white, dark red, white	Telecommunication provider	Competition / Quantification

11	Swedbank. O su augintiniu galima? Kaip tik jūs pasakysite! Su būsto paskola padarykite savo namus iš tiesų savais. Pildykite paraišką internetu: swedbank.lt.	Action (imperative): pasakysite (will say); padarykite (make); pildykite (fill out)	n/a	Swedbank	A family with pets moving in	Orange, purple, white	Banking	Competition / Emotions
12	Mados Linija. Didžioji g. 20, Vilnius. Isabel Marant, nanushka, Acne Studios, Celine, Botega Veneta, Balenciaga, Mqueen, Burberry, Jil Sander.	n/a	n/a	Mados Linija, Isabel Marant, nanushka, Acne Studios, Celine, Botega Veneta, Balenciaga, Mqueen, Burberry, Jil Sander	O model posing next to a lake	Blue, black, white	Store (fashion)	Competition
13	Dog spotas. Nematau, bet jaučiu. Skirk savo 1.2 % GPM paramą senjorų namams. Vilnius, www.dogspotas.lt	Action: nematau (can't see); jaučiu (can feel); (imperative) skirk (give).	n/a	Dog spotas; Vilnius	A senior dog without an eye	White, black, green, red	Charity (animals)	Competition / Quantification / Emotions
14	Samsung. Galaxy S24 serija. Galaxy AI jau čia.	n/a	n/a	Samsung	New phone	White, yellow, blue, beige, black	Brand (technology)	Competition
15	Laisvės TV. Skirkite 1.2 % GPM skaidrinimui! Jūsų parama leidžia mums veikti. Išskaidrintos savivaldybės - 17; Pradėti STT tyrimai - 26. Pareikšti įtarimai - 9. Pradėti teismo procesai - 3. Į savivaldybių biudžetus grąžinta 198,000 EUR (remiantis 2024.03.27 duomenimis). Paremkite Laisvės TV 1.2 %; laisves.tv/remiu [QR code].	Action (imperative): skirkite (give); paremkite (support); leidžia (allows)	n/a	Laisvės TV	A receipt that portrays the company's achievements	Blue, white, yellow, black	Organization (politics)	Emotions/ Quantification

16	Nurture su JCDecaux. Padedame startuoliams augti; jcdecaux.lt/nurture	Action: padedame (help)	n/a	JCDecaux	Watering pot watering words	Orange, blue, black	Advertising	Competition
17	Camelia Vaistinė. Vaistininke, rinkis geltoną. Įsiliesk į naują karjeros matricą. [QR code].	Action (imperative): rinkis (choose); įsiliesk (fit in)	n/a	Camelia Vaistinė	A pharmacy worker holding two balls that represent a scene from the movie Matrix	Yellow, orange, white	Store (pharmacy)	Competition
18	Kristiana. Lancome La vie est belle. Naujiena Rose Extraordinaire.	n/a	Julia Roberts	Kristiana, Lancome	A famous actress with a perfume bottle	White, black, blue, pink	Brand (beauty); Store (beauty)	Competition
19	MO. Kalbėti apie lytiškumą paprasta, kai žinai, kaip. Asta nesugalvoju: kaip man vaikams paaiškinti???	Action: žinai (know)	n/a	Mo; kaipkalbeti.lt; JCDecaux; Žmonės; LRT; Vilnius	A mother breastfeeding her child	White, red, black, beige	Art (museum)	Emotions
20	Ben & Jerry's. Štai kaip tai daroma.	Action: daroma (made)	n/a	Ben & Jerry's	Ice-cream, sky, grass, cow, cookies	Beige, blue, green	Food	Competition

Appendix 12. The Coddling Table of Fabijoniškių Street

Nr.	Textual				Visual		Topic	Framing
	Linguistic Information	Verb	Social Actor	Positioning + Referecing	Visual Objects	Colours		
1	Impuls. Plaukimo akademija. Kviečiame vaikus plaukti. Pirmą treniruotę NEMOKAMA! Registruoti [QR kodas].	Action: kviečiame (inviting)	n/a	Impuls	Two kids swimming	Blue, white, red, black	Services (sport)	Competition
2	Shake Snack. Užsisakyk čia www.shakesnack.lt. Fabijoniškių 2A, Vilnius.	Action (imperative): užsisakyk (order)	n/a	Vilnius, Shake Snack	Sushi, food drawings	Yellow, black, orange, white	Food (restaurant)	Competition

3	<p>Naujas Apple Shop Vilnius jau greitai! Didysis artidarymas kovo 23 d. Ukmergės g. 240, Vilnius. Topo Centras. Euronics. Apple Authorized Reseller.</p>	n/a	n/a	Apple, Vilnius	Text	Blue, white, yellow	Store (technology)	Competition / Quantification
4	<p>Mo. Didžioji paroda ŠITO PAS MUS NĖRA. Intymumas, normos ir troškimai Baltijos šalių mene. Nuo kovo 9 d. Didieji partneriai Švyturys, Rewo, Erudito licejus. Informaciniai partneriai LRT, Delfi, Žmonės, JCDecaux, Verslo žinios. Instituciniai partneriai Lietuvos kultūros taryba, Vilnius.</p>	State verb: nėra (does not exist)	n/a	Mo, Švyturys, Rewo, Erudito licejus, LRT, Delfi, Žmonės, Lietuvos kultūros taryba, Vilnius.	Text	Red, white, black	Art (museum)	Competition
5	<p>Senukai. Namų ritmu. Senukų lojalumo programos kiekvieno norams. Proficard, Naujakurys, Smartnet.</p>	n/a	n/a	Senukai	A woman playing paint boxes as drums	Red, white, yellow	Store (home goods)	Competition / Emotions
6	<p>Telia. Žiūrėk, kokia dovana! Įsigyk "Xiaomi 14" ir gauk televizorių dovanų. Xiaomi TV A pro 43". Xiaomi 14. Už 0.01 Eur. -150 Eur su 5G planu.</p>	Action (imperative): žiūrėk (look), įsigyk (purchase), gauk (get)	n/a	Telia	TV and a phone	Purple, white, blue	Telecommunication provider	Competition / Quantification
7	<p>JCDecaux. Nuo šiandien rasiu džiaugsmą akimirkose, jose dažnai slypi magija.</p>	Action: rasiu (will find)	n/a	JCDecaux	Text	Pink, black	Advertising	Emotions

8	<p>TOPO centras. Euronics group. Velykinis išpardavimas. Kaukšt per kainas. Samsung televizorius. Išsimokėtinai 30 Eur/mėn. TOPO KLUBO nariams 879 Eur. www.topocentras.lt. Pvyzdžiui, skolinantis 879 Eur, kai sutartis sudaroma 48 mėn., pradinis įnašas 46.3 Eur., eilinės įmokos mokamos kas mėnesį, fiksuota metinė palūkanų norma - 22.5%, mėnesinis administravimo mokestis - 0.2%, sutarties mokestis - 7.5%, bendra vartojimo kredito kainos metinė norma - 34.58%.</p>	n/a	n/a	Topo centras, Euronics group, Samsung	TV and text	Yellow, blue, red, white	Store (technology)	Competition / Quantification
9	SAMSUNG. Galaxy S24 Ultra. Galaxy AI jau čia .	n/a	n/a	Samsung	New phone	White, blue, black	Brand (technology)	Competition

Appendix 13. The Coding Table of Ateities Street

Nr.	Textual				Visual		Topic	Framing
	Linguistic Information	Verb	Social Actor	Positioning + Referecing	Visual Objects	Colours		
1	JCDecaux. Nuo šiandien kaupsiu patirtis , ne daiktus, nes tai didžiausias turtas.	Action: kaupsiu (will collect)	n/a	JCDecaux	Text	Blue, black	Advertising	Emotions

2	menasbestogo.lt. Aplankykite virtualią galeriją. Visus meno kūrinius galite pamatyti ir įsigyti adresu menasbestogo.lt. Projekto organizatoriai Vilnius, JCDecaux.	Action (imperative): aplankykite	n/a	Vilnius, JCDecaux, menasbestogo.lt	Paintings	White, black, multi-colour	Art (gallery)	Competition
3	Nurture su JCDecaux. Jūsų prekės ženklo augimui . jcdecaux.lt/nurture.	Action verb: padedame (help)	n/a	JCDecaux	Watering the words	White, black, blue, orange	Marketing	Competition
4	Išsaugok senuosius miškus, sengirėsfondas.lt.	Action (imperative): išsaugok	n/a	sengiresfondas.lt	Wolf in a forest	Black, green, beige, white	Charity (nature)	Emotions
5	Nurture su JCDecaux. Padedame startuoliams augti , jcdecaux.lt/nurture.	Action verb: padedame (help)	n/a	JCDecaux	Cartoon rocket reaching a planet	White, black, blue, orange	Marketing	Competition
6	Verslo žinios. Galvojančios galva .	n/a	n/a	Verslo žinios	text	Red, white	Brand (newspaper)	Competition / Emotions
7	Samsung. Galaxy S24 serija. Apibraukite ir ieškokite (Circle to Search with Google). Jau prekyboje! 100 EUR pinigų grąžinimas. Iki 100 EUR grąžinimo premija.	Active verb (imperative): apibraukite (circle) and ieškokite (search)	n/a	Samsung	Three new phones and a pencil displayed by showing the new function	White, black, blue, beige	Store (technology)	Competition / Quantification

8	<p>Kino pavasaris, Vilniaus miesto kino festivalis.</p> <p>Geras kinas tik i gerą.</p> <p>Tas pavasaris, kai po filmo nebevidini. Kovo 14-27. Iš dalies finansuoja: Kūrybiška Europa Media, Vilnius, Lietuvos meno centras. Informaciniai partneriai: LRT Plus, 15 min, Žmonės.</p>	Action verb: nebevidini (no longer act); finansuoja (finances)	n/a	Kūrybiška Europa Media, Vilnius, Lietuvos meno centras, LRT Plus, 15 min, Žmonės.	Dark figure with neon lights, event logo	Blue, pink, black, white, green	City (event)	Emotions
9	JCDecaux. Nuo šiandien rasiu džiaugsmą akimirkose, jose dažnai slypi magija .	Action (imperative): rasiu (will find)	n/a	JCDecaux	text	Pink, black	Advertising	Emotions
10	JCDecaux. Miestams ir miestiečiams. Inovatyvūs statiniai ir paslaugos daugiau nei 3500 pasaulio miestų.	n/a	n/a	JCDecaux	text/commercial stand on a taxi	Black, white, green, red	Advertising	Competition / Quantification
11	JCDecaux. Nuo šiandien nusišypsosiu praeiviui, nes taip paprasta praskaidrinti kito dieną.	Action (imperative): nusišypsosiu (will smile); praskaidrinti (brighten)	n/a	JCDecaux	Text	Orange, red, black	Advertising	Emotions
12	Darbo vieta su ateitimi .	n/a	n/a		A child with a worker's uniform	Blue, white	Brand (technology)	Emotions
13	Metų laikai. Eika. Jūsų svajonių namai už 500 m. www.metulaikai.lt . Visorių g. 27	n/a	n/a	Metų laikai	An apartment building, a map	Green, red, white	Brand (buildings)	Competition / Quantification

14	MRU, Mykolo Romerio universitetas. Studijos kokybiškam gyvenimui. Rinkis studijas žmogui, visuomenei ir valstybei socialinių mokslų universitete!	Action (imperative): rinkis (choose)	n/a	Mykolo Romerio universitetas	Modern art	Orange, white, black	Brand (university)	Competition / Emotions
15	Vilniaus universiteto Karjeros dienos'24. Kovo 18-22 d. Pažvelk į karjerą kitu kampu [QR code]. Vilniaus universitetas. Vilniaus universiteto Karjeros dienos'24. Vilnius	Action verb (imperative): pažvelk (look)	n/a	Vilniaus universitetas	An illustration of two figures that look like students looking down (kitu kampu)	Purple, burgundy, white, black	Education	Competition
16	Samsung. Galaxy S24 serija. Apibraukite ir ieškokite. Circle to Search with Google. Vaizdas yra iliustruotas.	Active verb (imperative): apibraukite (circle) and ieškokite (search)	n/a	Samsung	Three new phones and a pencil displayed by showing the new function	White, black, blue, beige	Store (technology)	Competition / Quantification
17	Wolt, Vapiano. Pasta Crema di Pollo -30%.	n/a	n/a	Wolt, Vapiano	Food		Food	Competition / Quantification
18	Kino pavasaris, Vilniaus miesto kino festivalis. Geras kinas tik į gerą . Tas pavasaris, kai po filmo nebevaidini. Kovo 14-27. Iš dalies finansuoja: Kūrybiška Europa Media, Vilnius, Lietuvos meno centras. Informaciniai partneriai: LRT Plius, 15 min, Žmonės.	Action verb: nebevaidini (no longer act); finansuoja (finances)	n/a	Kūrybiška Europa Media, Vilnius, Lietuvos meno centras, LRT Plius, 15 min, Žmonės.	Dark figure with neon lights, event logo	Blue, pink, black, white, green	City (event)	Emotions

19	Maltiečiai. Kantriai lauksiu tavo deklaracijos. Skirkite 1.2 proc. GPM Maltos ordino pagalbos tarnybai.	Action: lauksiu (will wait)	n/a	Maltos ordino pagalbos tarnyba	Senior lady, logo	red, orange, white, blue	Charity (seniors)	Emotions / Quantification
20	Aristocracy. Taurėms nuo -35% iki -50% . www.aristocracy.lt	n/a	n/a	Aristocracy	Woman drinking wine	green, orange, yellow, white	Store (home goods)	Competition / Quantification
21	Eastcon. Eastcon žaidimo ketvirtis amžiaus Lietuvoje. Kovo 23 d., Vilnius. Avia Solutions Group. Vytautas Šiškauskas ir kiti atlikėjai. Bilietai.lt	n/a	Vytautas Šiškauskas	Avia Solutions group, bilietai.lt	Singer singing	Blue, white	Entertainment	Competition
22	Eastcon. Eastcon žaidimo ketvirtis amžiaus Lietuvoje. Kovo 23 d., Vilnius. Avia Solutions Group. Laimėk keliones! Karibų kruizas. Bilietai.lt	Action (imperative): laimėk (win)	n/a	Avia Solutions group, bilietai.lt	Boat	Blue, white, beige	Entertainment	Competition
23	Eastcon. Eastcon žaidimo ketvirtis amžiaus Lietuvoje. Kovo 23 d., Vilnius. Avia Solutions Group. Automobilį Mercedes-Benz A180. Bilietai.lt	n/a	n/a	Avia Solutions group, bilietai.lt	Car	Blue, white	Entertainment	Competition
24	Prisijunk prie rūpestingos McDonald's komandos! Lankstus viso etato darbo grafikas; atlyginimas nuo 1000 eur (bruto); saugi darbo aplinka. www.mcd.lt	Action (imperative): prisijunk (join)	n/a	McDonald's	Text	Orange, white, black	Brand (restaurant)	Competition / Quantification / Emotions

25	BTA. BTA Asmens draudimo pasiūlymas!* eMed Diagnose. *Yra papildomų sąlygų	n/a	n/a	BTA	Two doctors looking at a document	White, blue, beige, red	Brand (clinic)	Competition
26	BTA. Mums rūpi Jūsų saugumas. Bta.lt	Action: rūpi (care)	n/a	BTA	Text	Red, white	Brand (clinic)	Emotions
27	Parateam. Palaikyk Lietuvos paralimpinę komandą. Parateam.lt/palaikyk. Aušra Garunkšnytė, maratonininkė. Northway, 5G Bitė, Girteka, Camelia Vaistinė, Impuls, Toyota, JCDecaux, LRT, Tarata.	Action (imperative): palaikyk (support)	Aušra Garunkšnytė	Parateam, Northway, 5G Bitė, Girteka, Camelia Vaistinė, Impuls, Toyota, JCDecaux, LRT, Tarata.	Sportswoman running with an animal	Green, yellow, beige	Charity (disability)	Emotions
28	Wolt KFC. Mažas aštrių sparnelių kibirėlis -30%.	n/a	n/a	Wolt, KFC	Food	Blue, red, beige, white	Food	Competition / Quantification
29	JCDecaux. Nuo šiandien nusišypsosiu praeiviui, nes taip paprasta praskaidrinti kito dieną.	Action (imperative): nusišypsosiu (will smile); praskaidrinti (brighten)	n/a	JCDecaux	Text	Orange, yellow, black	Advertising	Emotions

Appendix 14. The Coding Table of Kalvarijų Street

N r.	Textual				Visual		Topic	Framing
	Linguistic Information	Verb	Social Actor	Positioning + Referecing	Visual Objects	Colours		
1	Telia. Su neribotu 5G - planšetė dovanų. Samsung Galaxy Tab A9+ 5G. Už 0.01 Eur.	n/a	n/a	Telia, Samsung	Tablet	Purple, blue, white	Telecommunication provider	Competition / Quantification

2	Kino pavasaris, Vilniaus miesto kino festivalis. Geras kinas tik j gerą. Tas pavasaris, kai po filmo nebeveidini. Kovo 14-27. Iš dalies finansuoja: Kūrybiška Europa Media, Vilnius, Lietuvos meno centras. Informaciniai partneriai: LRT Plius, 15 min, Žmonės.	Action verb: nebeveidini (no longer act); finansuoja (finances)	n/a	Kūrybiška Europa Media, Vilnius, Lietuvos meno centras, LRT Plius, 15 min, Žmonės.	Dark figure with neon lights, event logo	Blue, pink, black, white, green	City (event)	Emotions
3	JCDecaux. Miestams ir miestiečiams. Inovatyvūs statiniai ir paslaugos daugiau nei 3500 pasaulio miestų.	n/a	n/a	JCDecaux	text/commercial stand on a taxi	Black, white, green, red	Advertising	Competition / Quantification
4	Parateam. Palaikyk Lietuvos paralimpinę komandą. Parateam.lt/palaikyk. Raimeda Bučinskytė, maratonininkė. Northway, 5G Bitė, Girteka, Camelia Vaistinė, Impuls, Toyota, JCDecaux, LRT, Tarata.	Action (imperative) palaikyk (support).	Raimeda Bučinskytė	Parateam Lietuva, Northway, 5G Bitė, Girteka, Camelia Vaistinė, Impuls, Toyota, JCDecaux, LRT, Tarata.	Sportswoman shooting, eagle.	Green, blue, orange, white, black	Charity (disability)	Emotions
5	IKEA. Velykėja! Pasiruoškite velykoms su IKEA. [OR code]	Action (imperative): pasiruoškite (get ready).	n/a	IKEA	Easter egg made from household items	Yellow, pink, green, blue, white, black	Store (home goods)	Competition / Emotions
6	IKEA. Velykėja! Pasiruoškite velykoms su IKEA. [OR code]. IKEA Family kaina Varkansla pieninio šokolado triušis, 90 g, 2.99 Eur. Įprasta kaina 3.99 Eur. Pasiūlymas galioja iki kovo 31 d. Varkansla pieninio šokolado kiaušiniai, 250 g, 4.99 Eur.	Action (imperative): pasiruoškite (get ready).	n/a	IKEA	Food (chocolate)	Pink, white, blue, yellow, black	Store (home goods)	Competition / Quantification
7	IKEA. Velykėja! Pasiruoškite velykoms su IKEA. [OR code]. Gladėlig lėkštės, 25 cm, 4 vnt., 14.99 Eur.	Action (imperative): pasiruoškite (get ready).	n/a	IKEA	Dishes	Gray, white, black, blue, yellow, brown	Store (home goods)	Competition / Quantification

8	Samsung. Galaxy S24 serija. Apibraukite ir ieškokite (Circle to Search with Google). Jau prekyboje! 100 EUR pinigų gražinimas. Iki 100 EUR gražinimo premija.	Active verb (imperative): apibraukite (circle) and ieškokite (search)	n/a	Samsung	Three new phones and a pencil displayed by showing the new function	White, black, blue, beige	Store (technology)	Competition / Quantification
9	Vilniaus universiteto Karjeros dienos'24. Kovo 18-22 d. Pažvelk į karjerą kitu kampu [QR code]. Vilniaus universitetas. Vilniaus universiteto Karjeros dienos'24. Vilnius	Action verb (imperative): pažvelk (look)	n/a	Vilniaus universitetas	An illustration of two figures that look like students looking down (kitu kampu)	Purple, burgundy, white, black	Education	Competition
10	Žirgų grand šou ir paroda. Kovo 16-17 d. Litexpo. Įvairių veislių žirgai: arabų, šairai, fcryzai, poniai ir kt. Įspūdingas teatralizuotas žirgų pasirodymas. Vilnius, Laisvės per. 5. Informacija tel. +370683646258. Litexpo. zirgusou.lt. Bingo jojimo menai, bilietai.lt, Parodų rūmai.	n/a	n/a	Litexpo, Bingo jojimo menai, Bilietai.lt, Parodų rūmai	Horses, humans, lights	Blue, red, yellow, white	Entertainment (show)	Competition / Quantification
11	JCDecaux. Nuo šandien nusišypsosiu praeiviui, nes taip paprasta praskaidrinti kito dieną.	Action (imperative): nusišypsosiu (will smile); praskaidrinti (brighten)	n/a	JCDecaux	Text	Orange, yellow, black	Advertising	Emotions
12	Telia. Su neribotu 5G - planšetė dovanų . Samsung Galaxy Tab A9+ 5G. Už 0.01 Eur.	n/a	n/a	Telia, Samsung	Tablet	Purple, blue, white	Telecommunication provider	Competition / Quantification
13	Gintarinė vaistinė. Daugiau dėmesio - mūsų lojaliesiems . Senjorai perka pigiau visą dieną! Nuolaidos taikomos nuo 1 prekės. Grįžta proc. lojalumo eurais. -30 proc. maisto papildams, -20 proc. medicinos ir higienos prekėms	Action: perka (buys)	n/a	Gintarinė vaistinė, Mylimiausia kortelė	Older woman in the background, discount cards	Orange, white, purple, blue	Store (pharmacy)	Competition / Quantification / Emotions

	nereceptiniams vaistams, -25 proc. kosmetikai, -15 proc. receptiniams vaistams.							
14	Gintarinė vaistinė. Gintarinė sveikatos linija visą parą. Vaistininko konsultacija NEMOKAMAI telefono linija 880010008.	n/a	n/a	Gintarinė vaistinė	Pharmacy worker	Orange, white, yellow	Store (pharmacy)	Competition / Quantification
15	Zalando. Mada jūsų stiliumi. Eduardo Camaviga. "Zalando" rasite savo žaismingą stilių. App Store, Google Play.	Action (imperative): atrask	Eduardo Camaving	Zalando	The model posing	White, beige, black, orange	Store (clothing)	Competition
16	Kristiana. Giorgio Armani. My Way, naujas aromatas my way nectar.	n/a	n/a	Kristiana, Giorgio Armani	Perfume, pear, flower	Pink, orange, black, white	Brand (perfume); Store (beauty)	Competition
17	Mo. Didžioji paroda ŠITO PAS MUS NĖRA. Intymumas, normos ir troškimai Baltijos šalių mene. Nuo kovo 9 d. Didieji partneriai Švyturys, Rewo, Erudito licėjus. Informaciniai partneriai LRT, Delfi, Žmonės, JCDecaux, Verslo žinios. Instituciniai partneriai Lietuvos kultūros taryba, Vilnius.	State verb: nėra (does not exist)	n/a	Mo, Švyturys, Rewo, Erudito licejus, LRT, Delfi, Žmonės, Lietuvos kultūros taryba, Vilnius.	Text	Red, white, black	Art (museum)	Competition
18	Lidl. 1 kainų čempionas . 2024 m. vasaris remiantis UAB "Seenext" atliktu tyrimu*, tarp lyginamų mažmeninės prekybos tinklų lyginamų prekių krepšelis vasarį pigiausias "Lidl" parduotuvėse.	n/a	n/a	Lidl, Seenext	Nr. 1, text	Yellow, blue, red	Store (supermarket)	Competition / Quantification
19	Vilniaus miesto žemėlapis. Vilnius city map. Vilnius	n/a	n/a	Vilnius	Map	Reed, green, white	City (map)	Competition

20	Wolt, O'Learys. Sparnelių rinkinys su parmezanu ir česnakais -30 proc.	n/a	n/a	Wolt, O'Learys	Food	Blue, white, beige	Food	Competition
21	Parateam. Palaikyk Lietuvos parolimpinę komandą. Parateam.lt/palaikyk. Šaulė Raimeda Bučinskytė. Northway, 5G Bitė, Girteka, Camelia Vaistinė, Impuls, Toyota, JCDecaux, LRT, Tarata.	Action (imperative) palaikyk (support).	Raimeda Bučinskytė	Parateam Lietuva, Northway, 5G Bitė, Girteka, Camelia Vaistinė, Impuls, Toyota, JCDecaux, LRT, Tarata.	Sportswoman shooting, eagle.	Green, blue, orange, white, black	Charity (disability)	Emotions
22	Akropolis, daugiau džiaugsmo . Skanaus ir į sveikatą. Maxima, šviežiai žuviai ir jūsus gėrybėms bei sveriamai šviežiai mėšai ir mėsos pusgaminiams -30%. Euro Vaistinė, maisto papildams ir kosmetikai su lojalumo kortele -40% (perkant bent 2 maisto papildų ir (arba) kosmetikos pakuotes). Delano, cepelinai (2 vnt.), Kyjivo kotletas (su bulvytėmis fri), balandėlis (su bulvių koše) po 3 EUR. Can Can Pizza, visi vaikiško meniu patiekalai po 3 EUR.	n/a	n/a	Akropolis, Maxima, Euro Vaistinė, Delano, Can Can	Food, text	Red, orange, white, black	Store (mall)	Competition / Quantification
23	Kino pavasaris, Vilniaus miesto kino festivalis. Geras kinas tik į gerą . Tas pavasaris, kai po filmo nebevidini. Kovo 14-27. Iš dalies finansuoja: Kūrybiška Europa Media, Vilnius, Lietuvos meno centras. Informaciniai partneriai: LRT Plius, 15 min, Žmonės.	Action verb: nebevidini (no longer act); finansuoja (finances)	n/a	Kūrybiška Europa Media, Vilnius, Lietuvos meno centras, LRT Plius, 15 min, Žmonės.	Dark figure with neon lights, event logo	Blue, pink, black, white, green	City (event)	Emotions
24	Išsaugok senuosius miškus, sangiresfondas.lt.	Action (imperative): išsaugok (save)	n/a	sengiresfondas.lt	Deer	Green, black, white, beige	Charity (nature)	Emotions
25	Svajonės pildosi! Planuok vestuves kartu su ww.vestuves.lt.	Active (imperative): planuok (plan)	n/a	Vestuvės	Magazine cover	White, blue, black, pink	Brand (magazine)	Competition / Emotions

26	Bilietai jau prekyboje! Šimtmetį mininti Lietuvos dainų šventė. 2024 06 29 - 07 06. bilietai.lt, www.dainusvente.lt	n/a	n/a	Dainų šventė, bilietai.lt	Vingis park, event	Blue, green	City (event)	Competition / Quantification
27	Cityrush. Pamilk iš vieno kąsnio. Pusryčiai, pietūs ir vakarienė prie tavo durų. Dienos rinkinys nuo 13 Eur, www.cityrsh.lt, cityrushfood.	Active (imperative): pamilk (fall in love)	n/a	Cityrush	Food	Pink, green, blue, white, black, red	Food	Competition / Quantification
28	Vestuvių planavimo mokymai su Agata Tom. 2024 04 27. Owexx, bilietai.lt, bilietų kiekis ribotas .	n/a	Agata Tom	bilietai.lt, owexx	Wedding planner	White, black	Event	Competition / Quantification
29	Maisto bankas. Maitindami šiukšliadėžę auginate problemą . Maisto atliekos išskiria 10 proc. CO2 dujų. Planuokite maistą ir nemaitinkite šiukšliadėžių. nesvaistom.lt	Active: auginate (growing); išskiria (emit)	n/a	Maisto bankas	A man feeding a trash can	orange, white, blue	Charity (food)	Competition / Quantification / Emotions
30	Owexx. Reklaminiai plotai. Easy to see .	n/a	n/a	Owexx	text	red, black, white	Advertising	Competition
31	Algis Ramanauskas. It. Patreon. Tapk filantropu. Prisidėk prie laidų kūrimo.	Active (imperative): tapk (become); prisidėk (participate)	Algis Ramanauskas and other celebrities	algisramanauskas.lt, patreon	People posing	Blue, white, black	Brand (media)	Competition
32	Ozas tau labai tinka . Naujosios pavasario kolekcijos atvyksta. Ozas, Spot.	n/a	n/a	Ozas, Spot	People posing	Blue, yellow, pink, purple, white	Brand (mall)	Emotions / Competition
33	EMBANK, European Merchant Bank. Naujiena . 3 proc. metinės palūkanos verslo sąskaitai. Likučiams nuo 50000 Eur. Www.em.bank	n/a	n/a	EMBANK	text, logo	Red, white, blue	Brand (banking)	Competition / Quantification
34	AirBaltic. Vyšniniai pasiūlymai jau čia! Iki kovo 28 d. Skrydžiai nuo 33 Eur.	n/a	n/a	airBaltic	Cartoon cherries, logo	yellow, green, red	Brand (traveling)	Competition

35	Vilniaus universitetas. Matematikos ir informatikos fakultetas. Trumpiausias kelias ambicingos karjeros link - studijos Vilniaus universiteto Matematikos ir informatikos fakultete. Iš čia kylama į žvaigždes! Rinkis studijas VU MIF. Mokytis IT ir matematiką VU MIF. mif.vu.lt.	Active (imperative): rinkis (choose)	n/a	Vilniaus universitetas, Matematikos ir informatikos fakultetas	Cartoon students	Red, white, blue	Education (university)	Competition
36	Taurus Lithuania. Naujausia laikrodžių kolekcija "Legenda 2024" prekyboje nuo kovo 28 d. www.tauraslaikrodžiai.lt	n/a	n/a	Taurus Lithuania	A watch	Red, black, white	Brand (watches)	Competition
37	Lean Somov and Jazzu, One Night Only . Birželio 7 d. Vingio parkas. Bilietus platina bilietai.lt. Partneriai TV3, tv3.lt, Power Hit Radio, Žmonės.	n/a	Jazzu and Lean Somov	bilietai.lt, TV3, tv3.lt, Power Hit Radio, Žmonės	Celebrities	Red, black, white	Event (concert)	Competition
38	HUPPA, Each season has it's own beauty. Nauja pavasario kolekcija jau čia! Įsigykite naują kolekciją partnerių parduotuvėse! BabyCity, ToyCity, weekend.lt, senukai.lt.	Active (imperative): įsigykite (purchase)	n/a	HUPPA, BabyCity, ToyCity, weekend.lt, senukai.lt	Family wearing the products	Red, green, pink, white, yellow	Brand (clothing)	Competition
39	Raudonos nosys. Juokas gražina viltį . Skirtk 1.2 proc. šypsenoms!	Active: gražina (brings back)	n/a	Raudonos nosys	A man and a boy with a bunny wearing red noses	red, white, blue	Charity (health)	Competition
40	EMBANK, European Merchant Bank. Naujiena . 3 proc. metinės palūkanos verslo sąskaitai. Likučiams nuo 50000 Eur. Www.em.bank	n/a	n/a	EMBANK	text, logo	Red, white, blue	Brand (banking)	Competition / Quantification
41	AirBaltic. Vyšniniai pasiūlymai jau čia! Iki kovo 28 d. Skrydžiai nuo 33 Eur.	n/a	n/a	airBaltic	Cartoon cherries, logo	yellow, green, red	Brand (traveling)	Competition / Quantification

4 2	Varlė.lt. AOC gaming. Naujienos AOC monitoriai rimtiems žaidėjams. Išsimokėtinai - JOKIO pabrangimo 10 mėn. Greitas pristatymas.	n/a	n/a	varlė.lt, AOC	Video game on a PC, logo	Red, green, black, orange	Store (technology)	Competition
4 3	Etransport. Taksi Vilniuje. +37069999999. Užsisakyk skambučiu arba per ETRANSPORT programėlę. Www.1624.lt. App Store, Google Play, App Gallery.	Active (imperative): užsisakyk (order)	n/a	Etransport	Cartoon woman holding a phone, taxi car	Orange, white, black	Service (taxi)	Competition / Quantification
4 4	[Audi logo]. Nejmanoma neatsisukti. A5 Sportback. 42900 Eur.	n/a	n/a	Audi	A car	Blue, white, green	Brand (automobiles)	Competition
4 5	Mo. Didžioji paroda ŠITO PAS MUS NĖRA. Intymumas, normos ir troškimai Baltijos šalių mene. Nuo kovo 9 d. Didieji partneriai Švyturys, Rewo, Erudito licejus. Informaciniai partneriai LRT, Delfi, Žmonės, JCDecaux, Verslo žinios. Instituciniai partneriai Lietuvos kultūros taryba, Vilnius.	State verb: nėra (does not exist)	n/a	Mo, Švyturys, Rewo, Erudito licejus, LRT, Delfi, Žmonės, Lietuvos kultūros taryba, Vilnius.	Text	Red, white, black	Art (museum)	Competition
4 6	menasbestogo.lt. Aplankykite virtualią galeriją. Visus meno kūrinius galite pamatyti ir įsigyti adresu menasbestogo.lt. Projekto organizatoriai: Vilnius, JCDecaux.	Active (imperative): aplankykite (visit); galite pamatyti (can see); įsigyti (purchase)	n/a	Vilnius, JCDecaux, menasbestogo.lt	Paintings	White, black, multi-colour	Art (gallery)	Competition
4 7	Maxima. Tai, ko reikia. Laimingos savaitės kainos. Kai tokios mažos kainos, laimime visi! Nr. 11. Kainos galioja 2024 m. kovo 12-18 d. Atšaldyta kiaulienos sprandinė be kaulo vakumuota, 1 kg, iki 10 kg, -33 proc. 3.99 Eur. Prieskoniams Santa Maria -50 proc. Daugiau	n/a	n/a	Maxima, Santa Maria	Food	Blue, white, red	Food (supermarket)	Emotions/ Competition / Quantification

	pasiūlymų - www.maxima.lt ir Maximos programėlėje! Google Play, App Store.							
4 8	Nurture su JCDecaux. Padedame startuoliams augti. jcdecaux.lt/nurture	Action verb: padedame (help)	n/a	JCDecaux	Cartoon rocket reaching a planet	White, black, blue, orange	Marketing	Competitio n
4 9	Samsung. Galaxy S24 serija. Apibraukite ir ieškokite (Circle to Search with Google). Jau prekyboje! 100 EUR pinigų grąžinimas. Iki 100 EUR grąžinimo premiija.	Active verb (imperativ e): apibraukit e (circle) and ieškokite (search)	n/a	Samsung	Three new phones and a pencil displayed by showing the new function	White, black, blue, beige	Store (technology)	Competitio n / Quantificati on
5 0	POLA, pagalbos onkologiniams ligoniams asociacija. Vežiu serga kiti / mama. Skirk 1.2 proc. GPM onkologiniams pacientams ir jų artimiesiems. Vilnius, www.pola.lt [QR code].	Active (imperativ e): skirk (give)	n/a	POLA, Vilnius	A sad boy	Blue, yellow, white	Charity (cancer)	Emotions/ Competitio n
5 1	Zalando. Mada jūsų stiliumi. Gabbriette. Atraskite unikalių įvaizdį kartu su "Zalando". App Store, Google Play.	Active (imperativ e): atraskite (discover)	Gabbriette	Zalando	The model posing	White, beige, black, orange	Store (clothing)	Competitio n
5 2	JCDecaux. Nuo šiandien paskambinsiu draugui, net jei seniai nesimatėme.	Active: paskambin siu (will call); nesimatė me (have not seen)	n/a	JCDecaux	Text	Pink, black, red	Advertising	Emotions
5 3	JCDecaux. Miestams ir miestiečiams. Inovatyvūs statiniai ir paslaugos daugiau nei 3500 pasaulio miestų.	n/a	n/a	JCDecaux	text/comme rcial stand on a taxi	Black, white, green, red	Advertising	Competitio n/ Quantificati on
5 4	JCDecaux. Nuo šiandien dažniau pasilepinsiu, nes	Active: pasilepinsi u (will pamper)	n/a	JCDecaux	Text	Yellow, green, black	Advertising	Emotions

	džiaugtis progų nereikia.							
55	Wolt, Vapiano. Pasta Crema di Pollo. -30 proc.	n/a	n/a	Wolt, Vapiano	Food	Blue, white, red, green	Food	Quantification
56	JCDecaux. Nuo šiandien nusišypsosiu (will smile); praskaidrins (brighten) praeiviui, nes taip paprasta praskaidrinti kito dieną.	Active: nusišypsosiu (will smile); praskaidrins (brighten)	n/a	JCDecaux	Text	Orange, black	Advertising	Emotions

Appendix 15. The Coding Table of Ozo Street

Nr.	Textual				Visual		Topic	Framing
	Linguistic Information	Verb	Social Actor	Positioning + Referecing	Visual Objects	Colours		
1	Wolt, Čili Pizza. Pepperoni pica (30 cm) + Pizza rolls užkandis -31 proc.	n/a	n/a	Wolt, Čili Pizza	Food	Blue, yellow, white	Food	Competition / Quantification
2	Saulės graža, www.saulesgraza.lt. 10 kW saulės elektrinė nuo 2500 Eur.	n/a	n/a	Saulės graža	House, solar panels	Green, red, blue, white	Technology (solar energy)	Quantification
3	Lidl. Velykinis pirkinų krepšelis LIDL - pigiausias! Tvirtiname, nes palyginome atrinktų prekių kainas "Lidl", "Maxima" ir "IKI". 18.67 Eur., 21.20 Eur., 22.62 Eur.	Active: tvirtiname (claim); palyginome (compared)	n/a	Lidl, Maxima, IKI	Shopping bags	Orange, green, yellow, blue, red	Food (supermarket)	Competition / Quantification
4	Wolt, Azerai. Kebabas lavaše + bulvytės - 30 proc.	n/a	n/a	Wolt, Azerai	Food	Blue, white, beige, green	Food	Competition / Quantification
5	McDonald's. Gardi kaina kasdien. 1.40 Eur. Kava 200 ml.	n/a	n/a	McDonald's	Coffee	Yellow, white, red, green	Brand (food)	Competition / Quantification
6	Išgirsk! Europos brasbendų čempionatą 2024. [QR code], ebbc2024.orkestras.poro	Active (imperative): išgirsk (hear)	n/a	Europos brasbendų čempionatą 2024	People playing instruments	Blue, pink, black, white	Event (music)	Quantification
7	Vilkyškių pieninė. Nauji! Original cream cheese!	n/a	n/a	Vilkyškių pieninė	New product	Blue, white, green, red	Product (food)	Competition
8	Sketchers The Uno. Nauja kolekcija.	n/a	n/a	Skechers	A model ir showing off a	Green, pink, black, blue,	Brand (Fashion)	Competition

					stylish outfit	beige, white		
9	iDeal. Paprasta turėti naują. Vėl. Ir vėl. Smartdeal. Nuo 39.99 Eur./mėn. iPhone 15 Pro.	n/a	n/a	iDeal, iPhone	New phone	Blue, grey, white	Store (technology)	Competition
10	IKI. Ir diena tampa ypatinga. -30 proc. 6.99 / 9.99. Medaus pyragas, 1 kg. Ir IKI EXPRESS.	Active: tampa (becomes)	n/a	IKI	Food (cake)	Green, yellow, beige, red	Store (food)	Competition / Quantification
11	SAMSUNG. Galaxy S24 serija. Apibraukite ir ieškokite. Circle to Search with Google.	Active verb (imperative): apibraukite (circle) and ieškokite (search)	n/a	Samsung	Three new phones and a pencil displayed by showing the new function	White, black, blue, beige	Store (technology)	Quantification
12	Parateam. Palaikyk Lietuvos paralimpinę komandą, parateam.lt/palaikyk. Ernestas Česonis, triatlioninkas. Northway, 5G Bitė, Girteka, Camelia Vaistinė, Impuls, Toyota, JCDecaux, LRT, Carela.	Active (imperative): palaikyk (support)	Ernestas Česonis	Parateam Lietuva, Northway, 5G Bitė, Girteka, Camelia Vaistinė, Impuls, Toyota, JCDecaux, LRT, Tarata.	Sportsman cycling, wolf running next to him	Green, blue, orange, white, black	Charity (disability)	Emotions
13	Kino pavasaris, Vilniaus miesto kino festivalis. Geras kinas tik į gerą. Tas pavasaris, kai po filmo nebevaidini. Kovo 14-27. Iš dalies finansuoja: Kūrybiška Europa Media, Vilnius, Lietuvos meno centras. Informaciniai partneriai: LRT Plius, 15 min, Žmonės.	Action verb: nebevaidini (no longer act); finansuoja (finances)	n/a	Kūrybiška Europa Media, Vilnius, Lietuvos meno centras, LRT Plius, 15 min, Žmonės.	Dark figure with neon lights, event logo	Blue, pink, black, white, green	City (event)	Emotions
14	McDonald's. Rūpestingumas. Tai - apie mus. Prisijunk prie rūpestingos McDonald's komandos!	Active (imperative): prisijunk (join)	n/a	McDonald's	People smiling, logo	yellow, red, green, white	Food (restaurant)	Emotions / Competition
15	TV3. Top 3 aktualijos. Aktualijų laida TOP 3, pirmadienį-ketvirtadienį 21:00.	n/a	n/a	TV3	Logo	Red, white	TV (programme)	Competition / Quantification
16	CALZEDONIA	n/a	n/a	CALZEDONIA	Logo, models walking	Beige, black, white	Store (fashion)	Competition
17	FRANKE. Inovatyvūs ATLAS maišytuvai	n/a	n/a	Franke	Kitchen	Red, white,	Store (home goods)	Competition

						beige, black		
18	100 proc. elektrinis GWM ORA 03. tik 24995 eur. Su PVM. Pasinaudok valstybės parama . ORA GWM.	Active (imperative): pasinaudok (use)	n/a	ORA	Car	Red, white, black	Brand (automobiles)	Competition / Quantification
19	Paslaugos: statybinių metalo konstrukcijų gamyba. Metalo asai , www.metaloasai.lt	n/a	n/a	Metalo asai	A person working metal	Black, orange, white	Brand (building)	Competition
20	McDonald's. Kiekvieną trečiadienį G.O.A.T. mėsinio mažas kompleksas 2.99 EUR, nuolaida 33 proc.	n/a	n/a	McDonald's	Food	Orange, purple, white, green, pink	Brand (restaurant)	Competition / Quantification
21	5G bitė. 5G greičiausias ir stabiliausias BITĖS namų internetas. Pasiekiamas ~2 mln. gyventojų. Daugiau bite.lt/5G	n/a	n/a	Bite	Two men looking at electricity	Green, black, white, red	Brand (telecommunication)	Competition / Quantification
22	JCDecaux. Nuo šiandien nusišypsosiu praeiviui, nes taip paprasta praskaidrinti kito dieną.	Active: nusišypsosiu (will smile); praskaidrinti (brighten)	n/a	JCDecaux	Text	Orange, black	Advertising	Emotions
23	Skanaus ir į sveikatą! Akropolis, daugiau džiaugsmo . Maxima. Sveriamai šviežiai mėšai ir šviežiai žuviai -30 proc. Daugiau pasiūlymų: www.akropolis.lt	n/a	n/a	Maxima, Akropolis	Meat, logo	Orange, red, white	Brand (mall)	Competition / Quantification
24	BMW. BMW i5. bornelectric, bmw.lt	n/a	n/a	BMW	Car	red, grey, white	Brand (automobiles)	Competition
25	Monika Liu ir Lietuvos nacionalinio operos ir baleto teatro simfoninis orkestras. Dirigentas Ričardas Šumila. 2024 03 23, Žalgirio Arena. Bilietai.lt, iš dalies finansuoja Latga, Toks, Lietuvos nacionalinis orepros ir baleto teatras.	Action: finansuoja (finances)	Monika Liu and Ričardas Šumila	Lietuvos Nacionalinio operos ir baleto teatro simfoninis orkestras; Latga; Toks; Lietuvos nacionalinis operos ir baleto teatras.	Theatre; Two people	Black, red, white	Art (concert)	Competition

	<p>Žirgų grand šou ir paroda. Kovo 16-17 d. Litexpo. Įvairių veislių žirgai: arabų, šairai, fcryzai, poniai ir kt. Įspūdingas teatralizuotas žirgų pasirodymas. Vilnius, Laisvės per. 5. Informacija tel. +370683646258. Litexpo. zirgusou.lt. Bingo jojimo menai, bilietai.lt, Parodų rūmai.</p>	n/a	n/a	Litexpo, Bingo jojimo menai, Bilietai.lt, Parodų rūmai	Horses, humans, lights	Blue, red, yellow, white	Entertainment (show)	Competition / Quantification
27	<p>LVSO koncertų salės atidarymas, G. Mahler aštuntoji simfonija. LVSO, kovo 16, 17 d. bilietai.lt, Vilnius.</p>	n/a	n/a	LVSO	A hall	Purple, gold, white	Event (music)	Competition
28	<p>Skanaus ir į sveikatą! Akropolis, daugiau džiaugsmo. Euro vaistinė. Maisto papildams ir kosmetikai su lojalumo kortele -40 proc* perkant bent 2 maisto papildus ir (arba) kosmetikos pakuotes. Daugiau pasiūlymų: www.akropolis.lt</p>	n/a	n/a	Euro Vaistinė, Akropolis	Pills, logo	Orange, red, white	Brand (mall)	Emotions / Competition / Quantification
29	<p>Ignalinos atominė elektrinė. Darbo vieta su ateitimi. IAE darbo bus net iki 2080 metų, tad kandidatuoti čia galite ir šiandien, ir ateityje. Atviros darbo pozicijos iae2080.lt</p>	Active (imperative): galite (can)	n/a	Ignalinos atominė elektrinė.	A child dressed as a worker	Blue, white	Brand (electricity)	Emotions/ Competition / Quantification
30	<p>Jessica Shy. Dariaus ir Girėno stadionas, Kaunas 08 30, bilietai.lt. Renginio radijas Radio centras.</p>	n/a	Jessica Shy (singer)	bilietai.lt; Radijo centras	The singer	Red, black, white	Art (Concert)	Competition
31	<p>Telia. Žiūrėk, kokias dovanas! Įsigyk "Xiaomi 14" ir gauk televizorių dovanų. Xiaomi TV A Pro 43" už 0.01 Eur., Xiaomi 14 -150 Eur. Su 5G planu.</p>	Active (imperative): žiūrėk (look), įsigyk (purchase); gauk (get)	n/a	Telia	TV and a phone	Purple, white, blue	Brand (telecommunication)	Competition / Quantification
32	<p>Nurture su JCDecaux. Padėdame startuoliams augti. jcdecaux.lt/nurture</p>	Action verb: padėdame (help)	n/a	JCDecaux	Cartoon rocket reaching a planet	White, black, blue, orange	Marketing	Competition