

DR Design Compendium

Everything in one place :) Just for Reference.

1

Initial understanding

- My initial topic interest was surrounding the overstimulation of living in New York City as it relates to the abundance of commotion seen all around. I focused specifically on the realm of design and advertising in its influence on consumerism.
- I chose this because I find myself overstimulated by the immense force feeding of branded content that I see on a daily basis. I wanted to explore the intricacies of subliminal messaging, and if people can relate to the frustration that comes out of it.
- I was initially curious about understanding what kind of design elements yield good advertising and thus, loyal customers. I chose to use the **Fly on the Wall** research method to delve deeper into the influence of design by observing billboard ads and their relationship with the environment they're displayed in.

1

Method & Considerations

- For the duration of my fly on the wall research, I will sit with the advertisements behind me (Google Pixel 8) and solely observe people who walk in the direction of the advertisement to assure that it is in their line of vision and capable of catching their attention.
- Location: 7th Avenue and Christopher St. West Village, Manhattan. Weather conditions are ideal, as people are out and about on a beautiful Saturday afternoon.
- Before starting, I would like to acknowledge that the advertisement comes as a pair, both advertising the same product (new Google Pixel 8 in mint green). One takes on a minimal form that is minimal in text and product, while the other engages human interaction, textures, accessories, and color diversity.
- I wonder why Google would put two ads of this size together at the same location. The difference in these ads is that they can capture the eye of two types of consumer: those who seek a sleek and minimal product, and those who see it as an accessory that matches a certain personal aesthetic, and can contribute to your overall style. It is a good location to advertise the mint green color way, especially because it is surrounded by dull colors that do not catch the eye the same way a floating mint green does.

1

Results & Analysis

Start:
Saturday
02/10/2024
2:34pm

End:
Saturday
02/10/2024
3:21pm

Totalling
time: 45
minutes.

Observed 453
(approx) people
walk in the
direction of the
advertisement.

One woman took a picture of the advertisement. I believe she really cares for the product because she took the picture using a Google Pixel. I can't reveal much from her body language, but she seems to be intrigued by the advertisements or the product itself.

Another man stopped to take a picture of the advertisements. This could be a general image of the setting that doesn't pertain to the ads, but still must influence the viewer in the sense that he's acknowledged their presence through his image. This could lead to a subconscious affect on the mind in conveying Google's message. I observed this exact moment in 3 others, who stopped to take a picture.

A woman walking by crossed the street with her eyes focusing solely on the advertisements. She was on the phone with someone but seemed to have her attention on the ad. She was not speaking at the time, simply listening to her call while her eyes locked on the advertisements. Maybe the advertisement was mesmerizing, or it was just a boring phone call.

One man looks at the ad as he walked, pointing at the advertisements to direct the attention of his partner at the new release. As they walked by me, I heard the man conversing about the details of the new release. Specs like camera and resolution were mentioned but I honestly couldn't tell what was specifically mentioned. The man was also dressed in very subtle style that blended together. This led me to believe that he could be interested in the more minimal advertising approach.

I observed at least 57 people look up towards the advertisement. This group did not pursue any additional behavioral signs of interest or pondering, which leads me to believe they simply acknowledged the advertisements. I assume that this is what Google expects through their physical ads: to ingrain the product in consumers' minds on a surface level.

1

Reflection

I learned public advertising through billboards serves more than one target audience, advertising has subsequent stages such as consideration, preference, and ultimately, conversion, and that the gap between conscious and subconscious thinking in advertising is a gray area.

One man looks at the ad as he walked, pointing at the advertisements to direct the attention of his partner at the new release. As they walked by me, I heard the man conversing about the details of the new release. Specs like camera and resolution were mentioned but I honestly couldn't tell what was specifically mentioned. The man was also dressed in very subtle style that blended together. This led me to believe that he could be interested in the more minimal advertising approach.

This example shows that the advertisement is retaining the attention of a potential buyer who is already aware of the product and seems to be fond of it considering that he brought his partner's attention to it.

Another man stopped to take a picture of the advertisements. This could be a general image of the setting that doesn't pertain to the ads, but still must influence the viewer in the sense that he's acknowledged their presence through his image. This could lead to a subconscious affect on the mind in conveying Google's message. I observed this exact moment in 3 others, who stopped to take a picture.

This could lead to a subconscious affect on the mind in conveying Google's message, a topic that I am very fond of exploring, because the gap between the subconscious and the conscious in advertising is an extreme gray area.

One woman took a picture of the advertisement. I believe she really cares for the product because she took the picture using a Google Pixel. I can't reveal much from her body language, but she seems to be intrigued by the advertisements or the product itself.

As an already informed Google consumer, this entails that this person has a much more refined understanding of the Google Pixel offerings, and may especially be fond of the mint color offering. As someone who is at the end of the customer journey, her role now as a consumer is to spread word about the product, vouching for it to her friends, family, etc.

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It's important to consider the customer journey and marketing funnel in the context of advertising strategies. Awareness serves as the initial starting point, laying the foundation for subsequent stages such as consideration, preference, and ultimately, conversion. While awareness is the foundation of a consumer engaging further with a product or service, it's not the end goal. The observation may feel less meaningful due to a potential lack of interest or interaction with the advertisement. It's quite possibly the most important one to Google. While immediate interaction or overt expressions of interest are desirable outcomes, the subtle act of acknowledgment itself holds significance in the broader context of brand perception and recall. This is where before thinking could be crucial, as getting inside the minds of these 57 people to understand what stood out and how they reacted upon seeing the ads is crucial information.

2

Initial understanding

- After those learnings, I refined my topic to understand the visual reaction that people have when first seeing an advertisement. In a sense, I wanted to do what I couldn't do in Fly on the Wall research, which is to get into the head of the consumer/viewer.
- I was specifically curious about discovering what attracts people's eyes in an advertisement. Is it text, images, the product, colors?
- And decided to conduct these methods to get into the head of consumers: The **Case Study** approach through HawkEye's Eye Tracking Examinations allowed me to display amongst participants a variety of advertising works to see what they see.

2

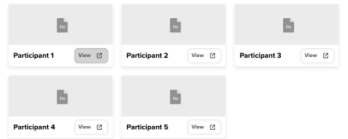
Method & Considerations

- This study will be conducted remotely, and distributed to participants with a detailed procedure (which can be found below) on how to complete the Eye-Tracking Study. It is also made clear the concerns for privacy and data collection involved before starting.)
- The advertising works included will consist of statistically proven successful ads, which consist of sleek direct designs that only have the essential information needed. THE GOAL of the research is to compare the poorly made ads with the successful ones, assessing what the difference points are in where participants look across both kinds of ads. Analyzing where participants look first will help better understand what comprises a strong advertisement at first glance.
- Participants: I have picked 5 participants who all have different backgrounds, meaning that they are new to the overstimulation of NYC advertising, and have a young perspective on the development of advertising in general. They have lived in New York for a minimum of 2 years.
- HawkEye and EyeQuant are the primary drivers of this research, as HawkEye is used for the tracking itself, and EyeQuant is used for digitalized tracking and heatmap formulation on advertisements to assess their applicability to this study.

2

Results & Analysis

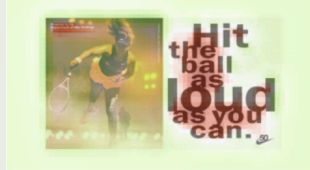
Results:



Here, each participant submitted a screen recording of their experience looking at the ads, which reveals the variety of first impressions and design elements that are valuable when first looking at an advertisement.

These are some of the adworks included in the study put into EyeQuant prior to their inclusion. These pieces were put under analysis to figure out which parts of the ads appears to hold most visual significance. In almsot all cases, text seemed to be the pioneer of the results, which means the site claims that eyes focus on text first before association with the product.

The ads used range from old school ads created in the 70s, which seem to be information heavy and detailed visually. Modern ads that have proven to be successful for their streamlined visual hierarchy and simplicity. The ads also consist of amateur ones found on Behance, a free platform for artists to share work. Other's are poorly made from large companies, where the product/service is not the focal point of the work, and too much detail/fluff is put into the works.



Above are the results send back from the 5 participants. The screen recordings are not in the best shape, considering that the view page on the HawkEye app strictly shows the video as a YouTube Short, which slightly obstructs the full view of the advertising works. This happened due to limitations with the Eye Tracking Service, which was unfortunately unavoidable due to expensive subscriptions needed to complete it fully.



2

Reflection

I learned that the results show one very consistent factor: busy ads, even busier eye tracking. Advertisements that bare a lot of text, no clear product/service and little to no negative space are looked at in a hectic manner. The Eye-Tracking cursor scatters all around the ad, not knowing where to look first. I also learned that modern advertising has shifted from an information-packed poster (as seen in the Kodak ad), to a more streamlined and minimal approach, leaving the viewer with 3 crucial pieces of information: What, Where and Why (and sometimes how!). This modernized approach is clearly the pioneer of advertising today, as modern action-packed ads are perceived with great stress and a lack of cohesion when it comes to movement of the eye. This impairs the viewers first impressions of the product/service and makes it harder for them to answer the What How Why question.

This research method has proved to be quite useful, revealing that ads have shifted from an information-packed poster (as seen in the Kodak ad), and have shifted to a more streamlined and minimal approach, leaving the viewer with 3 crucial pieces of information: What, Where and Why (and sometimes how!). This modernized approach is clearly the pioneer of advertising today, as modern action-packed ads are perceived with great stress and a lack of cohesion when it comes to movement of the eye. This impairs the viewers first impressions of the product/service and makes it harder for them to answer the What How Why question.

Despite this, many flaws stand in the way. To start, the technology behind the Eye-Tracking study may not be the most efficient, as lighting fixtures and camera quality can be obstacles. There is also a media uploading issue, which is, as mentioned, completed using YouTube, obstructing the full view of the advertising works. I feel that I also should have extended the research beyond by creating a focus group of some sort with my participants, asking them follow-up questions in a formal manner that truly delves deep into assessing design choices and the application of those choices into our understanding of advertising, the products we buy, etc.

As for the ads that are visually minimal, containing no more than the product and a slogan line, the cursor moves in a streamlined manner that follows a hierarchial order. On these ads the eye seems to start at a focal point, normally text then moves through the components of the ad by focusing on text size, color/shape elements that guide the eye to text and the product itself.

3

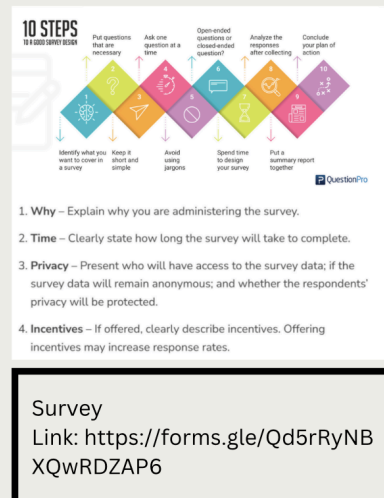
Initial understanding

- My research goals were to find out if people feel overwhelmed by advertising, and if they are aware of the subconscious long-term effects of merely brushing over an advertisement. It also questions the subconscious influence of memory retention, brand loyalty, ad-blocking, privacy, and others. The research focused specifically on NYC residents. Design elements were also brought back on to the table here, exploring if participants are aware of their importance in advertising and in their impressions of it. And through conducting **Surveys**, I learned that most participants are indeed well-aware of the influences of advertising on their consumerist preferences and interests.

3

Method & Considerations

- This study will be conducted remotely, and distributed to participants via a digital link that takes them to the survey. It introduces the realm of the study (advertising, design, consumerism, overstimulation, etc), and notifies participants to assure that they are in an environment that is quiet to assure complete focus for the next 10-15 minutes.
- THE GOAL of the research is to gain a better understanding of consumer habits as it relates to brands reaching out to their target audience. To understand if people acknowledge the subconscious influence of advertising on their consumer preferences and interests. To understand what media outlets influence us most, and why. To better understand concepts like brand loyalty, ad tracking, etc.
- It is important to consider how this survey eases the process of conducting interviews post results, as it paves the way for a more meaningful interview process that is backed by participants' survey responses.



Survey Link: <https://forms.gle/Qd5rRyNBXQwRDZAP6>

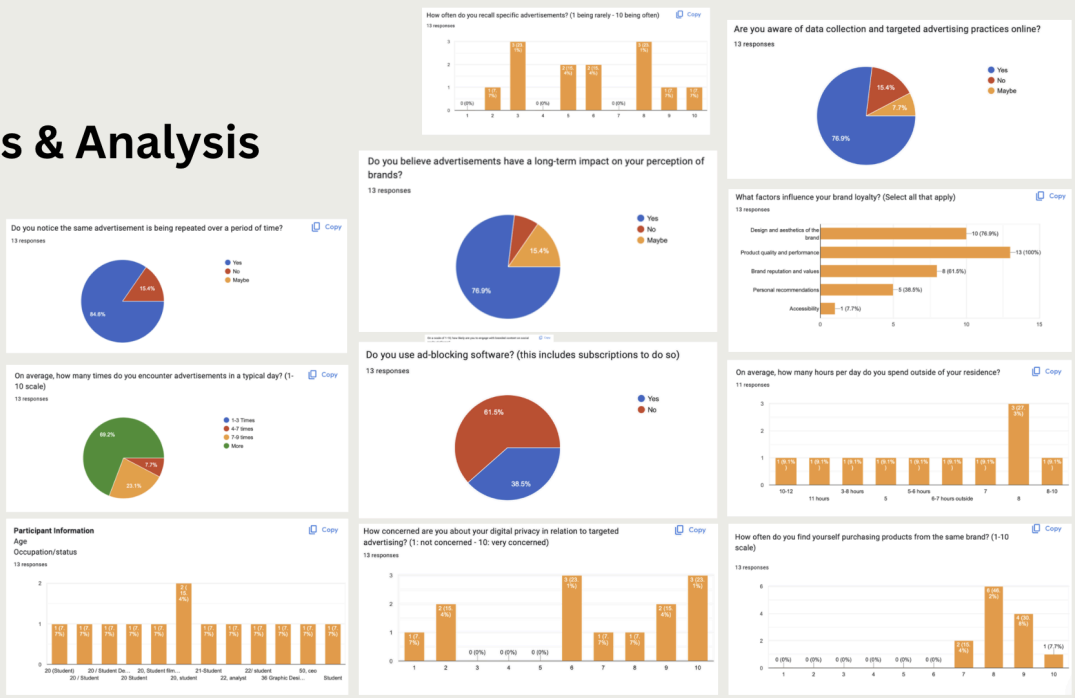
3

Results & Analysis

Conducted week of: 03/12/2024. 13 participants

Results:

<https://docs.google.com/spreadsheets/d/1mYPvwntjW1BmQEqj7PGs3DVxv2mmgOowOKlyXMUHQ4/edit?usp=sharing>



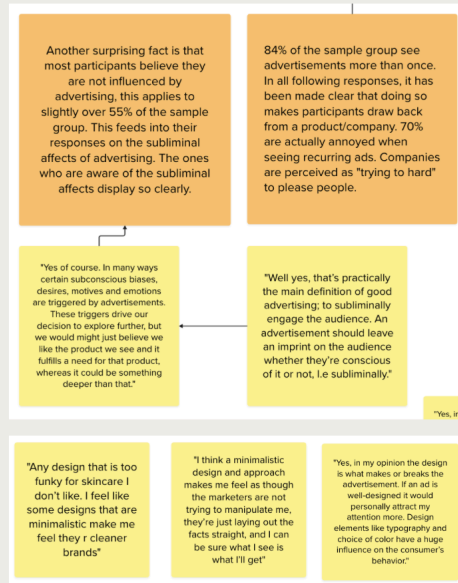
Results:

<https://docs.google.com/spreadsheets/d/1mYPvwntjW1BmQEqj7PGs3DVxv2mmgOowOKlyXMUHQ4/edit?usp=sharing>

3

Reflection

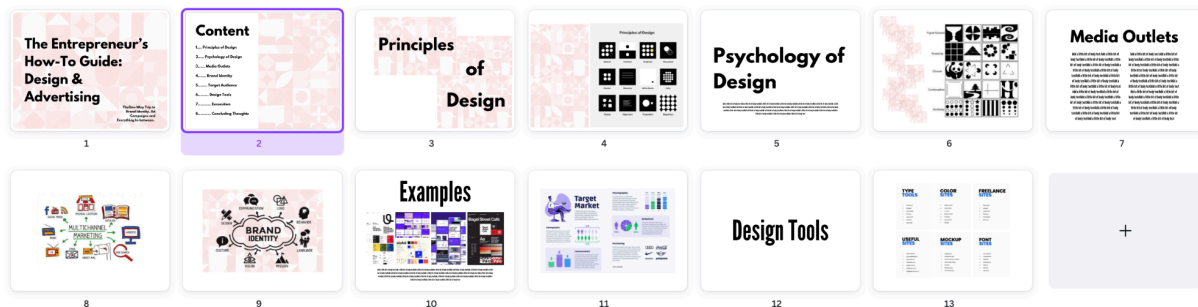
- The initial results show that most participants are faced with an influx of advertising on a daily basis, seeing more than (at least) 7 a day. Surprisingly, most participants find social media advertising to show little to no impact on brand impression. I find this to be impossible quite frankly, and it is an interesting point to explore, especially when considering the subconscious influence of advertising. Half of the sample group believe that they cannot recall advertisements through memory retention, while the other half can. The results on branded content engagement are quite interesting, as the engagement varies 50/50. This makes it quite hard to determine the general engagement levels with advertising, it comes down to the product, design elements implemented, etc.



Realizations

- As I finish up discovery, I can summarize the following:
 - My specific topic of interest is to explore The Impact of Visual Overstimulation on Consumer Behavior: A Study of Advertising Design Elements in New York City.
 - The current state is characterized by a complex interplay between visual overstimulation and consumer behavior, particularly in urban environments like New York City.
 - The precedents in this space are studies that have explored the effects of advertising on consumer behavior, including research on subliminal messaging, eye tracking examinations, and surveys conducted among urban populations. These studies have provided insights into the subconscious influences of advertising, the role of design elements in consumer engagement, and the evolving trends in advertising strategies.
 - I have explored what the targets wish for the ideal state to be and to what extent the current precedents have or have not met their needs and can summarize it here: The targets desire a less overwhelming advertising landscape that respects their cognitive processes and preferences. While previous research has shed light on various aspects of advertising's impact, such as subliminal messaging and design elements, there remains a gap in addressing the specific challenges faced by urban consumers, particularly in environments like New York City. There's a growing demand for more streamlined and minimalist approaches in advertising design, emphasizing clarity and coherence to enhance consumer engagement. However, the existing precedents have only partially addressed these needs, leaving room for further exploration and refinement in understanding and addressing the complexities of visual overstimulation in advertising.

Draft of solution: Iteration 1.



Feedback on Iteration 1:

I sent my draft digitally to different audiences in search of different feedback based on their demographic. I sent my work to two established graphic designers to make use of their creative eye. I then sent the draft to Gen Z participants who are not involved in the design process and would potentially benefit from the teachings within. I then sent the work to friends who major in language-heavy degrees, hoping that they would hone in on the use of typography in both a visual and contextual sense.

Design Feedback: Lack's cohesion throughout pages. Textures used are strong, but lack the cohesive language needed throughout to make the book seem as though it flows as one item. Find a color palette and pair it with shapes and textures that establish the book's own design identity, even if there is no narrative. Make sure the spacing between letters and words is consistent (some titles and subtitles do not flow the same throughout). It would be useful to

implement the Gestalt Principles into one page, as that will give some context to the psychology behind successful advertising.

Layout Feedback: Be sure to space things in a manner that keeps legibility easy. On the design principles page for example, implement a more landscape layout that emphasizes width over length. Spread your pages out, but maintain bordering that is cohesive throughout, which is especially useful if you decide to actually print the book.

Contextual Feedback: Use simple language that teaches viewers about the concepts of design without getting too technical. Just keep in mind that not everyone has the same knowledge on the topic as you do. They only see and know what is given to them, so do your due diligence. It is important to provide examples of finished work for viewers to contextualize the reality of bringing these design principles, media outlets, etc all into one complete design campaign/ brand identity. These could be examples of ad campaigns that are immensely implemented into our daily lives, so much so that viewers will even recognize the work and view it differently after understanding the fundamentals of design and advertising.

Iteration 2 Feedback:

After speaking to Prof. Domenica, I have realized that creating a context-heavy outline of the guide's contents is more effective for my final deliverable. This outline will go into detail on the 8 pillars of familiarizing oneself with design and advertising as a beginner. I enjoy developing the draft of my book, so I will continue to do so while prioritizing the detailed outline. Therefore, the visuals of my guide will serve as a visualization for what the finished product would look like after implementing all 8 pillars. I believe that, hand-in-hand, these two deliverables will clearly tell viewers the intention and ideation behind my work and research alike.

Iteration 3:

This final iteration is a breakdown of the contextual contents of my Entrepreneur's How-To Guide: Design & Advertising paired with a visual identity concept/ template that encapsulates what this guide would look like as a full-production book. The breakdown goes into detail of every pillar of the book (Design principles, psychology of design, media outlets, target audience, brand identity, design tools, execution and concluding thoughts). This final iteration can serve as a proposal to a publication to produce and sell this book as a part of their collection.

The Entrepreneur's How-To-Guide: Design & Advertising: The Content:

Section 1: Design Principles

Design principles are foundational concepts that guide the creation of visually pleasing and effective designs. These principles help designers organize and arrange elements in a way that communicates the desired message and engages the audience.

Core Principles

- **Alignment:** Proper alignment creates order and cohesion in a design. It ensures that elements are placed in a structured manner, improving readability and flow.
- **Balance:** Balance refers to the distribution of visual weight across a design. Symmetrical balance creates a formal, stable feel, while asymmetrical balance can be more dynamic and interesting.
- **Hierarchy:** Hierarchy helps guide the viewer's eye to the most important elements in a design. It involves using size, color, and positioning to establish a clear visual order.
- **Contrast:** Contrast involves the use of differing elements, such as light and dark colors or large and small objects, to create visual interest and highlight key areas.
- **Negative Space:** Negative space (also known as white space) is the empty area around elements in a design. It provides breathing room, enhances readability, and can be used to create emphasis.
- **Repetition:** Repetition involves repeating design elements to create consistency and reinforce the brand's identity. It helps create a cohesive visual experience.

Section 2: Psychology of Design

The psychology of design explores how design elements impact human behavior, perception, and emotion. By understanding these psychological principles, designers can create more effective and engaging designs.

Color Psychology

- **Warm Colors:** Colors like red, orange, and yellow evoke energy, passion, and enthusiasm. They are often used to create a sense of urgency or excitement.
- **Cool Colors:** Colors like blue, green, and purple convey calmness, trust, and relaxation. They are commonly used in healthcare, finance, and technology to evoke a sense of security.
- **Neutral Colors:** Colors like white, black, and gray are versatile and can be used to balance other colors or create a minimalist aesthetic.

Typography Psychology

- **Serif Fonts:** Serif fonts have small decorative strokes at the ends of letters, suggesting tradition, reliability, and formality.
- **Sans-Serif Fonts:** Sans-serif fonts lack decorative strokes, offering a cleaner and more modern look. They are often used in digital and contemporary design.
- **Script Fonts:** Script fonts mimic handwriting, conveying creativity, elegance, or informality, depending on the style.

Gestalt Principles

The Gestalt principles explain how people perceive and interpret visual information. These principles help designers understand how to create cohesive and intuitive designs.

- **Proximity:** Elements placed close together are perceived as related. This principle is useful for grouping related content.
- **Similarity:** Elements that look similar are perceived as related. This principle is often used to create consistent design themes.
- **Closure:** The brain tends to fill in gaps to create complete shapes. This principle is used to create interesting and engaging designs.
- **Continuity:** Elements arranged in a line or curve are perceived as connected. This principle helps guide the viewer's eye through a design.
- **Figure/Ground:** The brain distinguishes between the foreground and background, allowing designers to create emphasis and depth in a design.

Section 3: Media Outlets

Media outlets are the channels through which advertising and branding messages are delivered to audiences. It's crucial to understand the different types of media outlets and how they impact your reach and audience engagement.

Types of Media Outlets

- **Traditional Media:** This category includes print media (newspapers, magazines), broadcast media (television, radio), and outdoor advertising (billboards, transit ads). Traditional media often has a broad reach and can be used for indirect marketing, but it tends to be more expensive.
- **Digital Media:** Digital media encompasses online platforms such as websites, social media, email marketing, and search engine marketing. Digital media offers more direct marketing opportunities and allows for precise targeting.
- **Social Media:** Social media platforms like Facebook, Instagram, Twitter, and LinkedIn offer direct marketing and interactive engagement with audiences. They are ideal for reaching younger audiences and building brand communities.

- **Owned Media:** Owned media includes a company's website, blog, email newsletters, and other platforms owned by the brand. This type of media allows for direct marketing and control over the brand's message.
- **Earned Media:** Earned media refers to publicity generated through word-of-mouth, reviews, shares, and other organic forms of promotion. It's a form of indirect marketing that relies on positive customer experiences and brand advocacy.

Section 4: Target Audience

The target audience is the specific group of people a brand aims to reach with its products, services, or marketing messages. Identifying and understanding the target audience is crucial for creating effective design and advertising campaigns.

Importance of Understanding Your Target Audience

Choosing a brand archetype and establishing buyer personas are key to understanding your target audience. A thorough understanding of your audience's preferences, behavior, and communication channels is essential for successful branding and advertising.

- **Brand Archetype:** A brand archetype is a universal character or persona that represents a brand's personality. Choosing a brand archetype helps guide the design and messaging to resonate with the target audience.
- **Buyer Personas:** Buyer personas are fictional representations of your ideal customers. They include demographic information, interests, behavior patterns, and purchasing habits. Creating buyer personas helps tailor your marketing strategies to different segments of your audience. Establishing who these people are makes your advertising more personalized and directed.
- **Research and Analysis:** Conducting thorough research is critical for understanding your target audience's preferences and identifying the best communication channels. Research methods can include surveys, focus groups, social media analysis, and customer feedback. This can make or break a company.

Risks of Misunderstanding the Target Audience

Failing to understand your target audience can lead to ineffective marketing campaigns, wasted resources, and a lack of brand engagement. This section can make or break a company, as it determines how well your brand resonates with potential customers. Without a clear understanding of your target audience, your branding efforts may fall flat, and your advertising campaigns may fail to generate the desired results.

Section 5: Brand Identity

Brand identity encompasses the visual and verbal elements that represent a brand and differentiate it from competitors. Consistency is key to building a strong brand identity, and it influences how customers perceive your brand.

Building a Strong Brand Identity

- **Logo Design:** A logo is a core element of brand identity. It should be simple, memorable, and adaptable across various media. Consistency in logo use helps establish brand recognition.
- **Color Palette:** The choice of colors in a brand's identity is crucial. Colors convey emotions and set the tone for the brand. Consistency in color use across all brand materials creates a cohesive image.
- **Typography:** Consistency in typography is essential. The choice of fonts should align with the brand's personality and values, contributing to a consistent brand image.
- **Brand Guidelines:** Brand guidelines provide rules for maintaining consistency in brand identity. They include specifications for logo use, color codes, typography, and other design elements.

Staying Consistent in Brand Identity

Consistency in brand identity is crucial for building trust and recognition. Refer back to the sections on color and font to understand how they influence the overall image that your brand projects. Inconsistencies in color, font, or logo use can confuse customers and undermine brand recognition. Consistent brand identity ensures that customers have a cohesive experience across all touchpoints, from websites and social media to print materials and packaging.

Below are some examples of fully-established brand identities. You can tell without too much focus that there is a coherent and streamlined presence throughout each brand in how they present their fonts, logos, colors, etc. That is the ultimate goal of brand identity. (part of visual components)

Section 6: Design Tools

Design tools are the software and resources used to create visual content and branding materials. The choice of design tools depends on the user's skill level and the complexity of the design tasks.

Popular Design Tools

- Adobe Creative Cloud: This suite includes Photoshop, Illustrator, InDesign, and other tools. It's an industry standard for graphic design and offers a wide range of features for professionals.
- Canva: Canva is a user-friendly design platform suitable for beginners. It offers templates and drag-and-drop functionality for creating various types of design content.
- Sketch and Figma: These tools are popular for user interface (UI) and user experience (UX) design. They are used for creating wireframes and interactive prototypes.
- Procreate: Procreate is a digital illustration app designed for tablets like the iPad. It's popular among artists and designers for creating digital artwork.
- Inkscape and GIMP: These open-source design tools offer basic graphic design capabilities. They are suitable for users seeking free alternatives to commercial software.
- Typography Tools: Fontbase, Wordmark, Fontjoy, Fontself, Typewolf.
- Color Sites: Adobe Color, Coolers, Grabient, Picular.
- Mockup Sites: Ls.graphics, Graphic Burger, Anthony Boyd Graphics, The Mockup Club, Unblast, Yellow Images, Freebiesbug.
- Other Resources: The Futur, JustCreative, Dribbble, Logoed, Pexel, Logopond, Freepik, LeBook.

Section 7: Execution

Execution refers to the process of implementing design and advertising campaigns. This section outlines the steps to take a brand identity from concept to reality, from establishing a brand identity to seeing your work on billboards and social media ads.

Streamlined Process

- Brand Identity Development: Establish your brand identity, including your logo, color palette, typography, and other visual elements. Create brand guidelines to ensure consistency.
- Design Creation: Develop the design elements for your advertising campaigns, such as graphics, videos, and promotional materials. Use the chosen design tools to create these elements.
- Campaign Planning: Plan your advertising campaign, including the media outlets to use, the target audience, and the messaging strategy. Determine the budget and timeline for the campaign.
- Campaign Implementation: Launch the campaign across various media outlets, such as social media, websites, and print advertising. Ensure that all design elements align with the brand identity and follow the brand guidelines.

- **Monitoring and Adjustment:** Track the performance of the campaign using analytics tools. Monitor engagement, conversion rates, and other key metrics. Make adjustments to improve the campaign's effectiveness.
- **Real-World Application:** As the campaign unfolds, you should see your brand identity displayed on billboards, social media ads, websites, and other advertising platforms. Consistent messaging and cohesive design will help create a memorable brand experience for customers.

Below are three modern examples of fully streamlined campaigns that can be globally recognized today. These examples put on display the consistency and brand awareness needed to complete an advertising campaign that resonates with people and provides a value change reflected in your product/service offerings:

1. Nike's "Just Do It" Campaign

Nike's iconic "Just Do It" campaign is a textbook example of successful execution in advertising. The campaign, launched in 1988, has become a staple of the Nike brand, encapsulating its identity and inspiring millions worldwide. Here's why it was successful:

- **Brand Identity:** The campaign's simple yet powerful message aligned with Nike's identity as a brand focused on performance, athleticism, and empowerment.
- **Media Outlets:** Nike used a mix of traditional and digital media, including television commercials, print ads, billboards, and social media, to reach a wide audience.
- **Target Audience:** The campaign targeted athletes and sports enthusiasts but resonated with a broader audience due to its universal appeal.
- **Consistency:** Nike maintained a consistent brand image across all media, with the "Just Do It" slogan and the iconic swoosh logo.
- **Emotional Connection:** The campaign's messaging inspired and motivated people, creating a strong emotional connection with the brand.

2. Coca-Cola's "Share a Coke" Campaign

Coca-Cola's "Share a Coke" campaign is another example of successful execution in advertising. Launched in 2011 in Australia and later rolled out globally, the campaign encouraged consumers to share personalized Coke bottles with friends and family.

- **Brand Identity:** Coca-Cola's campaign reinforced its brand identity as a fun and social beverage company.
- **Media Outlets:** The campaign used a combination of traditional media (billboards, television, radio) and digital media (social media, websites, user-generated content).
- **Target Audience:** The personalized approach allowed Coca-Cola to reach a broad audience, appealing to individuals of all ages.
- **Interactivity:** The campaign encouraged social interaction by allowing people to share personalized Coke bottles on social media, generating organic buzz and engagement.

- Consistency: Despite the personalization aspect, the campaign maintained consistency with the Coca-Cola brand by using the classic logo and color scheme.

3. Apple's "Shot on iPhone" Campaign

Apple's "Shot on iPhone" campaign is a great example of execution focused on showcasing product features and user-generated content. Launched in 2015, the campaign highlighted the camera capabilities of the iPhone by displaying photographs taken by real users.

- Brand Identity: Apple's campaign reinforced its brand identity as a leader in technology and innovation.
- Media Outlets: The campaign utilized a variety of media outlets, including billboards, television, social media, and Apple's website.
- Target Audience: The campaign targeted technology enthusiasts and photographers but also attracted a broader audience interested in capturing moments with their smartphones.
- User-Generated Content: The use of real photographs taken by iPhone users added authenticity and encouraged participation from the audience.
- Consistency: The campaign maintained a consistent look and feel, using minimalist design elements, white backgrounds, and simple messaging that aligned with Apple's branding.

Visual Aid provided for all the above to elaborate on the weight of the visual identity these brands have used to establish global reputations.

Section 8: Concluding Thoughts

The concluding section offers a summary of key takeaways and advice for continued success in design and advertising.

Key Takeaways

- Consistency is Key: Consistency in design, messaging, and branding is essential for building a strong brand identity and gaining customer trust.
- Know Your Audience: Understanding your target audience is crucial for creating effective design and advertising campaigns. Tailor your design elements and messaging to resonate with them.
- Adaptability and Flexibility: Be open to adjusting your design and marketing strategies based on feedback and performance metrics. Flexibility allows you to stay relevant in a changing market.
- Continuous Learning: The field of design and advertising is constantly evolving. Stay updated with industry trends, new tools, and emerging technologies to remain competitive.

Final Remarks

Encourage readers to continue learning and exploring the field of design. Recommend industry resources, online courses, and design communities for networking and knowledge sharing. Remind them that successful design and advertising require creativity, strategic thinking, and a deep understanding of human behavior. By applying the principles and concepts outlined in the guide, entrepreneurs can create impactful brand identities and successful advertising campaigns that resonate with their target audiences. Be different. Stand out from your competition, and make sure you're as familiar with them as you are with your own company. Strive to be unique, enter blue ocean markets as a pioneer for change and a vital addition to society.

Final solution:



Faris Abbas





Final presentation:

https://www.canva.com/design/DAGDvsMnVK0/QAP--RpOtQBfC6n0W2oD3Q/edit?utm_content=DAGDvsMnVK0&utm_campaign=designshare&utm_medium=link2&utm_source=s harebutton

