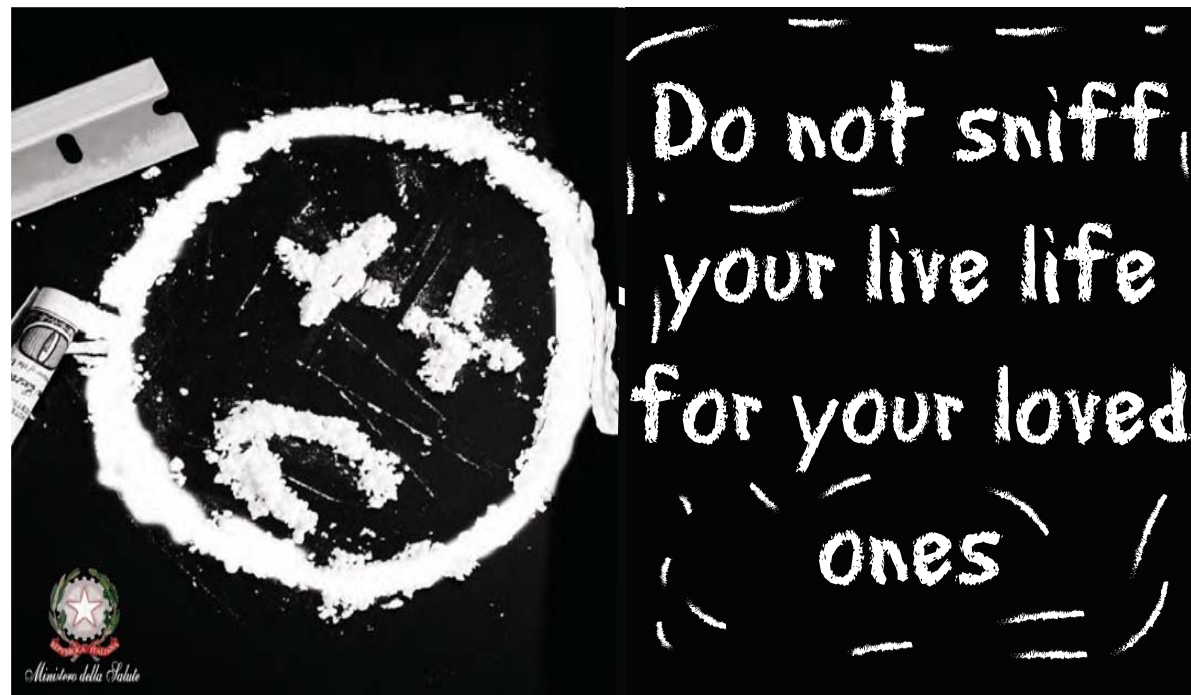


Drug Addiction

Drugs are a problem that afflicts man from always, even if it has reached very high, precisely in our age, expanding and becoming a matter of public record. Many boys, in fact, make use of these harmful substances for a variety of reasons that may be curiosity and the desire to try or need to forget, if only for a few hours, the unsatisfactory reality around them, taking refuge in a unreal and "perfect paradise". As this issue is now known by all, and there have been until now many awareness campaigns, any person is informed and knows what risks brings intake of any type of drug. In fact, the drugs act at the level of the nervous system replacing the mediators, causing various disturbances in the addict.



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Cozzolino vincenzo VAg 29/10/2016



What is a STATIC advertising campaign?

Mockup: STATIC advertising Campaign against alcohol

The dynamic advertising campaign is a type of communication. The key is that the dynamic advertising must maintain a high level of attractiveness for the viewer: it has to be fun, spectacular, brilliant visually, often with an ironic and instant message. It should be eye-catching because the viewer has motivated to visualize it. The "curtain" of the truck or the side of a bus offer very large surfaces and high impact that stimulate the creativity of the advertising. This type of advertising has a relatively low cost and can be potentially "viral."

What is a Mockup?

The mockup is a technique to reproduce an object or model in reduced or increased scale. By this technique we can give the audience all the elements of what the final object will look like when it is completed.



What is a DYNAMIC advertising campaign?

Mockup: DYNAMIC advertising campaign against alcohol

The static ad campaign is a campaign without dynamism. It allows the viewer to dwell more on the advertising: the message is readable also at great distances and in less time. Form and structure must have a high visual impact. It is placed in strategic positions, on heavy traffic roads, in highly populated areas, in shopping centers, schools, motorway exits, median axis interchanges, highway and so on.

