

Static

30 cm



Advertising campaign against "l'alcool"

Report

Questo progetto consiste nella realizzazione di una campagna pubblicitaria senza scopo di lucro con l'obiettivo di sensibilizzare il pubblico generale, nel mio caso, alla lotta contro "l'alcool". Sono stati prodotti due cartelloni per un tipo di pubblicità statica (6x3m) e per un tipo di pubblicità dinamica (120x70cm). Il cartello è stato creato in modo da creare un impatto immediato sugli spettatori che lo guardano. L'immagine sul background rappresenta una persona morta a causa di un incidente stradale. La striscia nera sulla quale è stata posizionata la frase "Think before you drink", cioè "Pensa prima di bere", seguita da una macchina ha la forma di una strada. Lo slogan richiama l'immagine di sfondo e dice "Don't drink, LIVE!" ovvero "Non bere, VIVI!" Il font "Marion" e il colore verde, il quale rappresenta la vita, sono stati scelti dopo una serie di tentativi di funzionalità e di buona leggibilità.

Dynamic

24 cm



This project concerns the realization of a no-profit advertising campaign against addiction. I chose to fight alcohol addiction. In the background there is an image of a car accident. In the foreground we can see a small car that crosses a black road. I chose the slogans "Don't drink, LIVE!" and "Think before you drink!". The aim is to attract the viewer and let them think how precious is life.

Pantone Legend:

- █ PANTONE Total Black
- █ PANTONE Trans. White
- █ PANTONE 7739 C

Font: MARION

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Miryam Cuomo V A Grafica 8 Ottobre 2016



Mockup: DYNAMIC advertising Campaign against alcohol

What is a DYNAMIC advertising campaign?

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 motived 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.



Mockup: STATIC advertising campaign against alcohol

What is a STATIC advertising campaign?

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.

