



## Advertising campaign against medicines addiction

### 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, contro la dipendenza da farmaci. Sono stati prodotti due cartelloni per un tipo di pubblicità statica (6x3m) e per un tipo di pubblicità dinamica (120x70cm). La pubblicità è stata creata in modo da creare un impatto immediato sugli spettatori che la guardano. Sul background c'è un insieme di pillole colorate. Sul foreground è rappresentata una donna con le mani sul volto perché disperata dalla sua dipendenza dai farmaci. Lo slogan "Many people die for their medicines, but not for their diseases.", che in italiano significa "Molte persone muoiono per le loro medicine, ma non per le loro malattie", è posto in alto a destra. Il font "Palatino Linotype" è stato scelto perché funzionale e leggibile, adatto alla pubblicità realizzata.

This project is about the realization of a no-profit advertising campaign against addiction. I chose the campaign against addiction to medicine. I produced two posters: the first for static advertisement (30x15 cm) and the second for a dynamic advertisement (24x14cm). In the background we can see coloured pills, on the foreground there is the image of a woman who is sad for her addiction to medicine. On the top right there is the slogan "Many people die for their medicines, but not for their diseases" that in Italian is "Molte persone muoiono per le loro medicine e non per le loro malattie". I used the font "Palatino Linotype" to make the message more attractive and more readable.

### Legenda pantoni:

 Pantone Black 251

 Pantone White 47

### Font istituzionale: Palatino Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890





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 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 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, media axis interchanges, highway and so on.

