



30 cm

15 cm

CAMPAGNA PUBBLICITARIA CONTRO L'ANORESSIA

An addiction = an obsession. The lose of weight becomes the most important thing in the life. An anorexic person is toxic, the only thought is no food. So I chose this slogan "Control the food you eat, don't let the food control you" that is "Controlla il cibo che mangi, non lasciare che sia il cibo a controllare te".

LEGENDA FONT

Font: Papyrus

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

LEGENDA PANTONI

- PANTONE trans. White
- PANTONE Total Black
- PANTONE 2257



24 cm

14 cm



Raffaele Mandato VA grafica
9/11/2016

CAMPAGNA PUBBLICITARIA STATICA E DINAMICA DIFFERENZE E UTILIZZO DEI MOCKUP



CAMPAGNA PUBBLICITARIA STATICA

The static ad campaign is a campaign without dynamism. It allows the viewer to dwell more on the advertising message; 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 exis interchanges, highway and so on.

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.



CAMPAGNA PUBBLICITARIA DINAMICA

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".