

30 cm

ALCHOOOL TAKES YOUR FREEDOM



24 cm

Advertising campaign against addiction alcohol static

REPORT

Il progetto nasce dalla realizzazione di una campagna pubblicitaria non profit. La campagna pubblicitaria è stata realizzata in due formati: il primo formato 6 x 3 m per la pubblicità statica, mentre il secondo formato 120 x 70 cm per la pubblicità dinamica. La mia campagna pubblicitaria ha lo scopo di sensibilizzare il pubblico sul problema dell'alcol, che oggi è uno dei problemi più frequenti. Ho scelto l'immagine perché subito mi ha colpito ed ha suscitato in me sensazioni di malinconia e disagio, con lo scopo di mettere in risalto il disagio della persona che è dipendente dall'alcol. Ho esortato la mia campagna non profit con lo slogan "ALCHOL TAKES YOUR FREEDOM", che in italiano significa "L'alcol ti toglie tutta la tua libertà", questo per far capire che l'alcol distrugge tutta la libertà della persona.

15 cm

The project was born for a no-profit advertising campaign against addiction. The campaign is carried out in two format: the first (6x3 m) format for static advertising, while the second (120x70 cm) is made up for dynamic advertising. My campaign is simple and it want to attract the viewers. In the background there is the image of an alcoholical drink and a disperate woman. The slogan "Alcohol takes your freedom" is located on the upper side of the page. I used the font "ARIAL BLACK".







Advertising campaign against addiction alcohol dynamic

Font:

Arial Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Pantones Legend:

	Pantone Process Black C		Pantone 745 C
	Pantone 424 C		Pantone 896 C
	Pantone White C		Pantone 345 C



M. Alessia Napoletano 5°AGR
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ALCHOOOL TAKES YOUR FREEDOM



14 cm

Mockup : Advertising campaign against addiction alcohol static



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 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, in heavy traffic roads, in highly populated areas near shopping centers, schools, motorway exits, median axis interchanges, highway, etc.

What is the Mockup ?

The mockup is the activity of reproducing an object or model in reduced or increased scale. The mockup technique is used when it is necessary to have a copy of the object that attracts attention to show a visual idea also very detailed, of how it will be, or will have to be the original.

Mockup : Advertising campaign against addiction alcohol dynamic



What is a DYNAMIC advertising campaign?

The dynamic advertising campaign is a type of commercial communication, and use. 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, with an ironic and instant message. The "curtain" of the truck or the side of a bus are very large surfaces and high impact that stimulate the creativity of the advertising. This type of advertising has a relatively low cost and has the potential "viral".

