

30 cm



Campagna pubblicitaria contro la dipendenza dal cibo spazzatura

Relazione

Il progetto nasce dalla realizzazione di una pubblicità no-profit. La pubblicità no-profit serve a sensibilizzare l'animo dello spettatore su argomenti sempre più frequenti ad oggi.

L'argomento è più coinciso e riguarda la dipendenza.

Ho scelto l'argomento sulla dipendenza del cibo spazzatura. Come prima cosa ho inserito questa immagine che rispecchia a pieno l'uomo dipendente dal cibo. Un uomo fatto solo ed esclusivamente di pizza, panini e patatine. In seguito ho scelto lo slogan, in inglese, che recita "Should we eat this stuff? Or is this stuff eating us?", che tradotto "Dovremmo mangiare questa roba? O questa roba mangia noi?". La scelta del carattere ricade su "Made Whit B", un carattere che si ricollega all'immagine proprio per il semplice fatto che sembra disegnato. I colori che sono stati scelti fanno riferimento al cibo, mettendo in evidenza solo la parola "we eat" e "eating us" in rosso.

15 cm

24 cm



14 cm

This project is about the realization of a no-profit advertising campaign against addiction. I chose to fight junk-food addiction. In the foreground there is a man made of junk-food. This man is reproduced in the background a lot of times in a matt way. I used the slogan "Should we eat this stuff? Or is this stuff eating us?". I used the font "Made Whit B" because it is like a draw.

Legenda:

PANTONE 154 C

PANTONE 7621 C

Font istituzionale:

Made whit B

A B C D E F G H I L M N P Q R S T U V Z

a b c d e f g h i l m n o p q r s t u v z

0 1 2 3 4 5 6 7 8 9



Marica Sammaritano V A Grafica 30 Novembre 2016



Mockup : Advertising campaign against junk-food addiction 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".



Mockup : Advertising campaign against junk-food addiction 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, exis 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.

