



NO PROFIT ADVERTISING CAMPAIGN AGAINST INTERNET ADDICTION

Relazione:

Among different type of addiction, I chose the internet addiction. In this picture the main character is a stylised woman who is using her smartphone as a cigarette. There is a contrast between the pink of the background and the other cold colours. The font is "Old Press" and the slogan is "I Don't have a problem" written like an URL of a website. At the bottom of the image there is a logo of "Ministero della salute".



Font istituzionale:

Old press

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Legenda Pantoni:

PANTONE 2717C

PANTONE 7455 C

PANTONE 1765 C

PANTONE 7485 C

PANTONE 485 C

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Mockup: Static advertising Campaign against Internet Addiction

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.

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.



Mockup: Dynamic advertising Campaign against Internet Addiction

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 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."

