

DESIGN EXPERIENCES

SEMINAR 3

By Vibhor Sharma

AD CAMPAIGN



AD CAMPAIGN



An advertising campaign is a series of advertisements that work together to promote a product or service.

An ad campaign is designed around a specific and unique theme to create brand awareness about the company's product or service.

Ad campaigns need to have a systematic, well-researched plan that is easy for marketers to follow.

ASSIGNMNET – MULTI CHANNEL AD CAMPAIGN

- Create a multi-channel ad campaign to promote your superhero character design
- Need to have at least 4 different channels

EXAMPLE – SELFIE BOOTH



EXAMPLE – PACKAGING



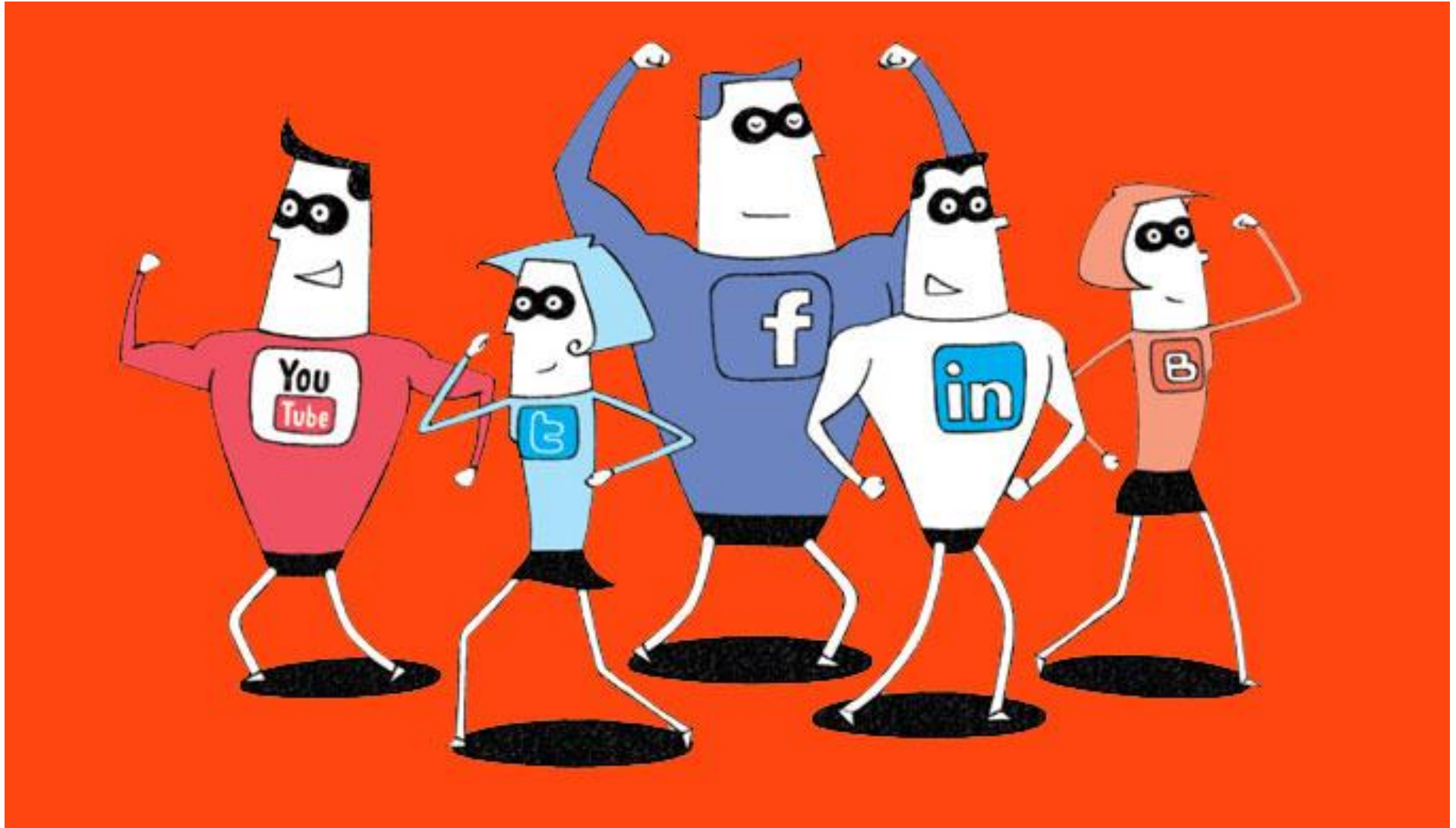
EXAMPLE – COMMERCIAL ADS

<https://www.youtube.com/watch?v=J6WMHimsYKw>

EXAMPLE – CREATE YOUR OWN EMOJI



EXAMPLE – SOCIAL MEDIA &



EXAMPLE – COSTUME DESIGN



EXAMPLE – CROCKERY



EXAMPLE – PRODUCTS

INTRODUCING **SHAVING** REBUILT WITH



INSPIRED TECHNOLOGY

IN THEATERS MAY 1



REPU**SOR**1
WITH EXOBLADE

SEE DETAILS >



Gillette
THUNDER

SEE DETAILS >



FUSION
PROGLIDE
WITH FLEXBALL TECHNOLOGY

SHOP NOW >



Gillette
ULTRASTRIK
RESPONSIVE DISK TECHNOLOGY

SEE DETAILS >



Gillette **XL**
GAMMA

SEE DETAILS >

EXAMPLE – INTREACTIVE TILL

https://www.youtube.com/watch?v=_89HyxAwgAs

KEY POINTS – MULTI CHANNEL AD CAMPAIGN

- Who is the superhero? *Name, superpower, gender..*
- Who are target users? *Adults, kids..*
- What is strategy for ad-campaign? *Creativity, logical approach...*
- Theme for campaign? *Overall theme...*
- Which platform to use? *Print media, social media, digital media, products...*
- Content for campaign? *Graphics, texts, story, physical products...*
- Location / Frequency of campaign activities? *When, where and how?*

THANK YOU