

GEORGIA COLE SEMESTER 2

Curatorial task

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Introduction:

I have made the decision to focus on the theme of Affective advertising Campaigns.

The authors of the advertising campaigns that I have chosen, spread the messages in very creative and powerful ways. The adverts cover a range of social issues and hit a little closer to home than an average advert would, through the use of shock tactics. They show us that creative advertising isn't always about just selling a brand or product and that it can actually mean a lot more than that. For example, trying to promote and fix a problem within society.



What we see when you smoke advertising campaign, Quitsmoke.us (2012)

The first advertising campaign to be a part of my imagined exhibition was made by quitsmoke.us. The signs for quit smoking, as shown above, were placed around outdoor smoking areas, to get smokers to quit smoking. The advertisements are placed over the exhausts of cars and vans so that when the engines are turned on, the fumes are coming out of a person's mouth. The advert dramatizes the fact that second hand smoke is invisible and harmful to people who don't smoke. This anti-smoking advert has abandoned positive practices, alternatively opting for a "disturbing image to present the need for support" as

Goddard states (1998, p.10), making its advertisements a vivid reality. Although Klein (2000, p.29) suggested traditionally advertising has been used to "equate products with positive cultural or social experiences."

According to Joseph Klapper (1960) who formulated the selective exposure theory, a person only remembers information that they find interesting, automatically removing other information. On the other hand, it has been proven that shock advertisements are more easily remembered, it must also be said that, due to Klapper's selective exposure theory, certain individuals may decide to filter out the offensive or shocking content of an advert.



Stop the violence, drive safe, ECOVIA (2012)

The next advertising campaign "*Stop the violence, drive safe*" was made by Ecovia. The photography in the advertisements are very powerful and convey a strong message about the effects of alcohol when being behind the wheel of any vehicle. It immediately grabs your attention and draws you in. Many organizations such as Ecovia are fighting to get the message across to people and want to make sure that it is not forgotten.

The interaction theory of metaphor by Max Black (1909-1988) is useful when examining this advertising campaign as "the image's signification is assuredly intentional" as said by Roland

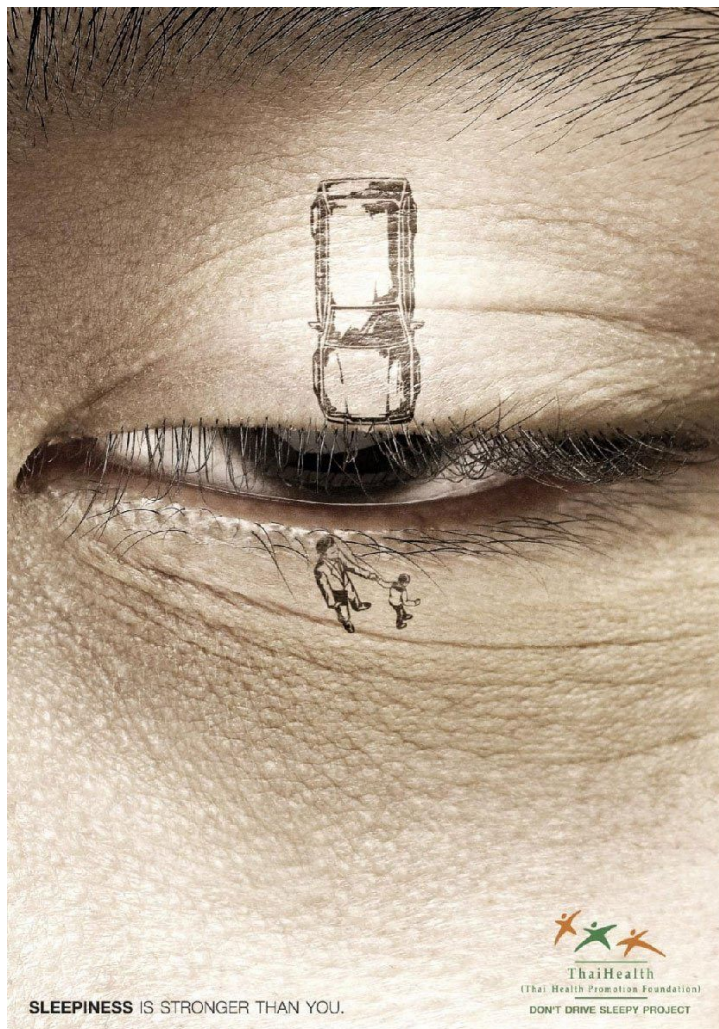
Barthes (1964, p.22), the adverts are designed to create a "maximally effective impact" on the audience according to Forceville (1996, p.68).



Face depression advertising campaign DBSA (2007)

The next advertising campaign "*face depression*" is by the DVSA, this advertisement is displaying the reality of depression. The photography within the images presents the inner mind of people suffering from depression by holding a painting in front of their own face to represent how they feel. This shows people who aren't suffering from mental health problems how scary having problems can be and that people who have it hide their true emotions.

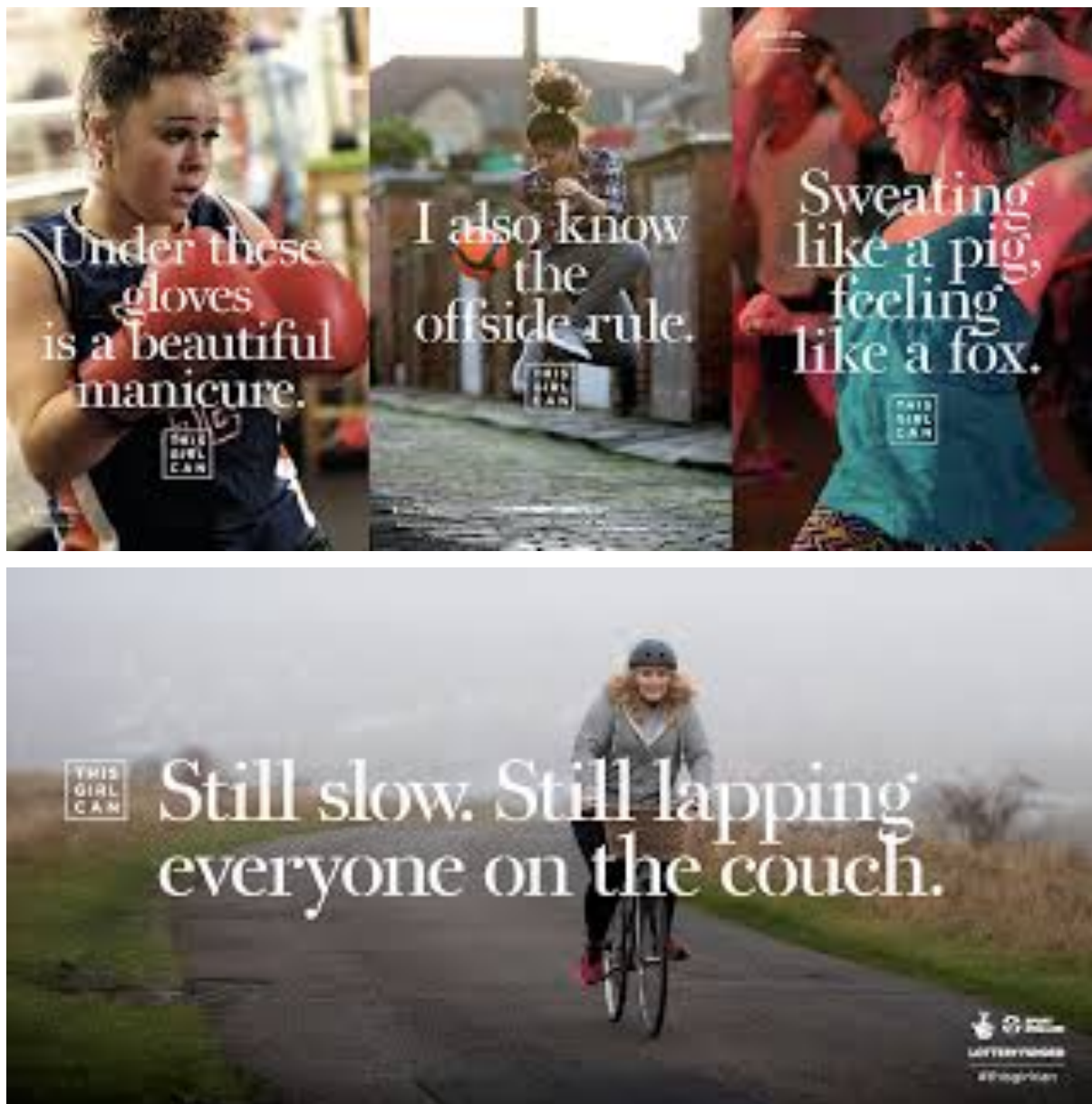
DBSA is trying to spread a message which is very rarely talked about in today's society and needs to be addressed. I think it is very unique way of addressing the problem and it is also creative because it is representing those who are suffering and also spreads awareness of the issue. According to Delozier (1976, p.65) unique advertisements in general are learned and remembered better than ordinary commercials, which is why this advert is so affective.



Don't drive sleepy Advertising campaign, Thai health. (2010)

The road safety advert by Thai health relies on a simple yet creative visuals to communicate a message that driving when you're tired is very dangerous, without the use of shock tactics, unlike other road safety adverts. You only have to take a glance at this advert to understand the message that they are trying to get across through the use of strong visuals. In my opinion, this advert is unique and affective by using such simple visuals.

The theory of contrast effect suggests that divergent adverts, just like this one, are different so at the most basic level, a contrast effect should be created. The contrast is produced via the adverts divergent, this makes it stand out from all the other adverts and according to Smith & yang (2004) it "attracts pre-attentive processing where the consumer notices and directs processing resources to the advert."



This Girl can Advertising Campaign, The national lottery (2016)

“*This girl can*” advertising campaign (which is also shown on tv) is a celebration of active women, no matter how small or large they are, doing their thing no matter what their ability. How they look when doing these activities doesn’t matter within this campaign, which encourages women who see the advert to join in.

This campaign is funded by the National lottery and developed by Sport England. The main aim for this campaign is too help women overcome the fear of being judged when doing activities, which is stopping too many women and girls. The fact that the advertising

campaign relates to genuine issues that women go through daily, makes it more affective and unique compared to most adverts.



Get them off your dog advert, Frontline (2009)

This advertisement was made by frontline to promote their tick and flea spray for dogs. The main persuasion technique in this advert is creativity, it is very different in comparison to a lot of other adverts as the audience need to get involved (they need to physically walk over the image) in order to show the message.

This advert doesn't just sell their product but it is infused with meaning for the people who buy frontline. In this way, ads influence our values and underlying beliefs." Cultural theorist Raymond Williams, within his seminal essay, 'The Magic System' (1962), argues that advertising "has passed the frontier of the selling of goods and services and has become involved with the teaching of social and personal values; it is also rapidly entering the world of politics. Advertising is also, in a sense, the official art of modern capitalist society: it is what 'we' put up in 'our' streets and it commands the services of perhaps the largest organized body of writers and artists, with their attendant managers and advisers, in the whole society." Williams also goes on to say "advertising obscures the true nature of

consumerism and its effects on public attitudes and social goals. Keeping the public away from discontented questions, advertising is a true part of the culture of a confused society.” I will place this Frontline advertisement on the floor of my mission gallery within my imagined exhibition.

In his book, ways of seeing, John Berger (1977. P .142) states “The purpose of advertising is to make the viewer marginally dissatisfied with his present way of life. Not with the way of life of society, but with his own within it. It suggests that if he buys what it is offering, his life will become better. It offers him an improved alternative to what he is.” This being the reason I chose the adverts that I chose is because they challenge this.

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1200 words, excluding bibliography.
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FLOOR PLAN

