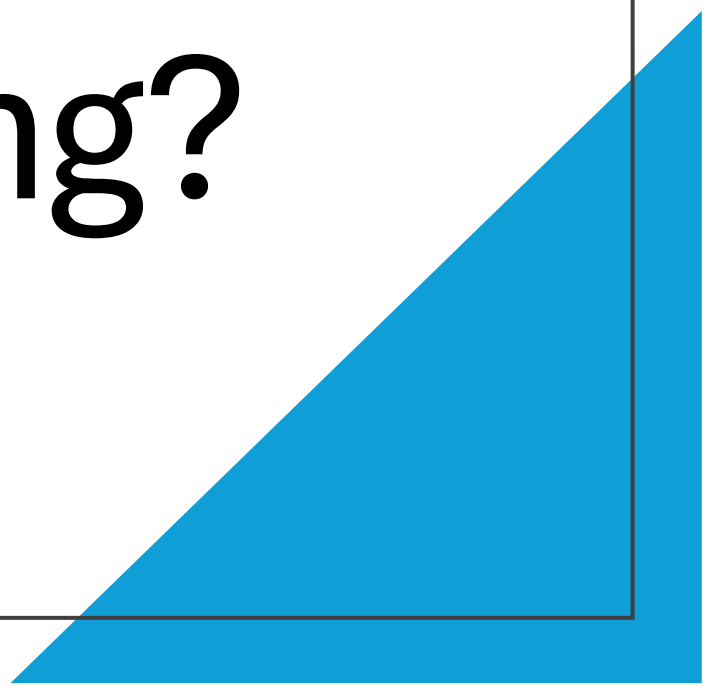


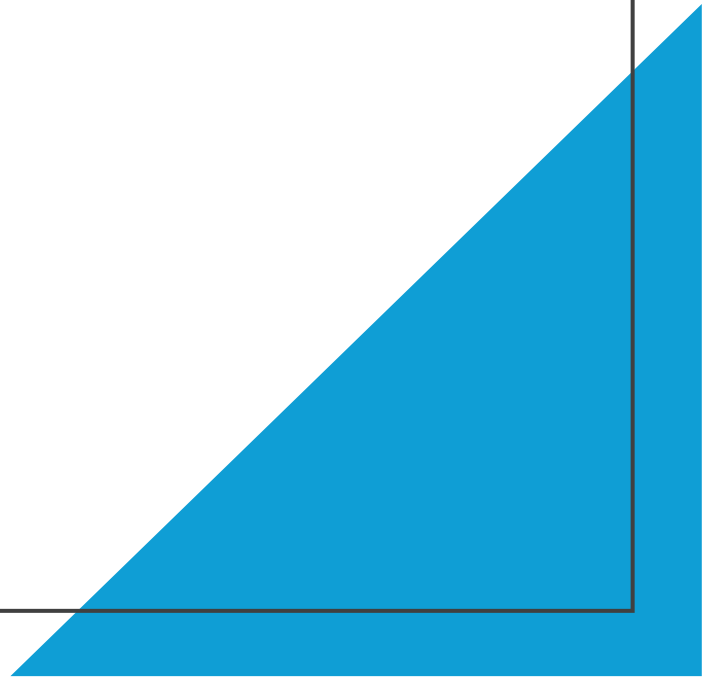
What is advertising?

Tell me!



What is the role of creativity in advertising?

Illustration for Advertising



Advertising is not marketing

Creative advertising uses original, imaginative concepts, visuals, and storytelling to cut through noise, capture attention, and build emotional connections with audiences, making brands memorable and driving action beyond simple persuasion, often through unconventional ideas that resonate deeply and stand out in crowded markets. It's about being fresh, engaging, and different to increase brand awareness and sales.

It's not about data, budgets, focus groups, marketing plans, etc. Advertising is about original, creative communication.

Key aspects of creative advertising

- Originality & Uniqueness: Developing novel ideas, designs, and messages that differ from typical advertising.
- Storytelling: Crafting narratives that engage audiences emotionally, often using humor, metaphors, or deeper values.
- Emotional Connection: Aiming to evoke feelings, spark curiosity, and build a lasting bond with consumers.
- Breaking Through Clutter: Standing out in a saturated media landscape where consumers are bombarded with ads.
- Strategic Thinking: Combining artistic creativity with marketing goals to achieve objectives like brand differentiation and higher ROI.
- Adaptability: Utilising diverse formats, from short-form video to interactive ads, across various platforms.

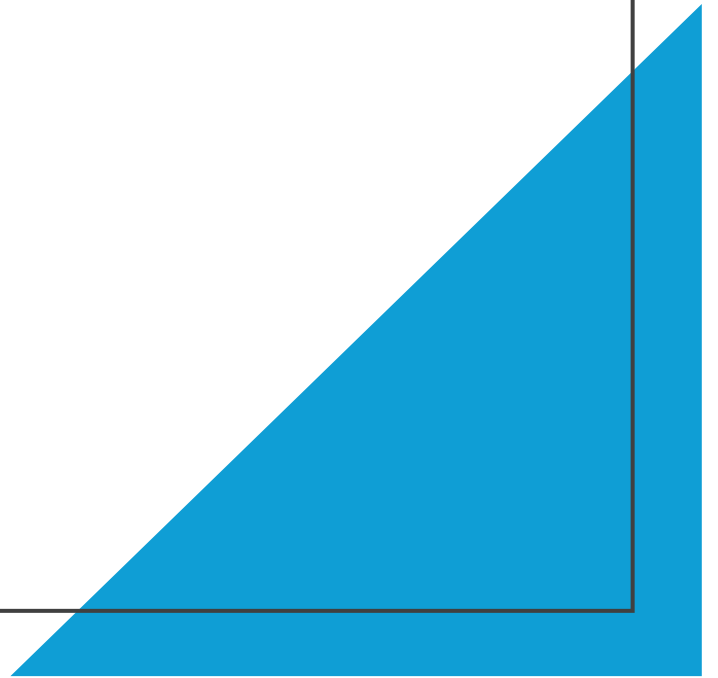
Why creativity in advertising is important

- Memorability: Creative ads are recalled better and attributed more accurately to brands.
- Engagement: Innovative content drives stronger interactions like clicks and shares.
- Brand Differentiation: Helps a brand stand out from competitors in saturated markets.
- Effectiveness: Can lead to significantly higher returns on investment compared to non-creative campaigns.

These elements should be embedded into any audience-facing communications, whether they are illustrative, photographic, moving image or copy (written).

Advertising

World Wildlife Fund. Fanta. Alvogen.









ERADIZOL | ÖFLUGT MAGALYF ÁN LYFSEÐILS

14 STUDIA UNIVERSITATIS BABEȘ-BOLYAI, SERIE MATEMATICĂ 58 (2014) 1-10

[illegible]

FUNGYN | VIÐ SVEPPASÝKINGU | LEGGÖNGUM

• 1 aylık 100.000 TL • 100.000 TL • 100.000 TL • 100.000 TL

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KALMENTE | NEFÚÐI VIÐ OFNÆMISKVEFI

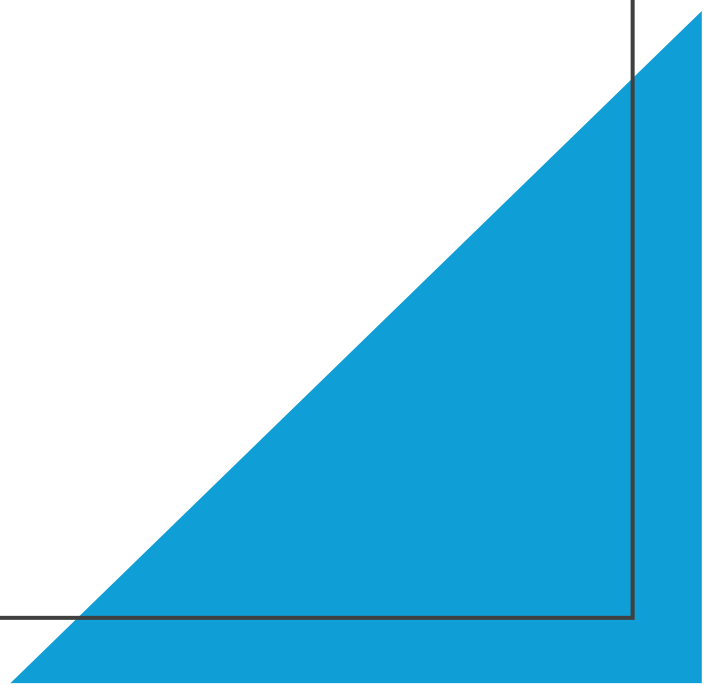
• [NÓS E VOCÊS: O QUE É O CÂMBIO CLIMÁTICO](#) • [NÚMEROS](#) • [TÃO SIMPLES ASSIM](#) • [INICIATIVAS MUNDIAIS](#)

It is not unusual for a company to have a large number of employees who are not directly involved in the production of goods or services. These employees are often referred to as "indirect" employees. They may be involved in a variety of activities, such as maintenance, security, and administrative support. While these employees are not directly involved in the production process, they are still an important part of the company's overall operations. Their work helps to ensure that the company's facilities are safe, secure, and running smoothly. Without their support, the company's production process would be severely disrupted. Therefore, it is important to recognize the value of indirect employees and to ensure that they are properly trained, supported, and compensated.



Branding

mailchimp





"Automations"
by Franz Lang



"Multivariate Testing"
by Alice Meteignier



 Save "Marketing Tips"
by Amber Vittoria



"Date-based Automations"
by Molly Fairhurst



"Product Follow-up
Automations"
by JooHee Yoon



"Pricing"
by Amber Vittoria



"Best Customers
Automations"
by Stephanie Wunderlich



"Guides & Tutorials"
by Franz Lang



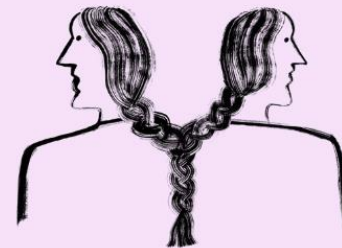
"Welcome Automation"
by Molly Fairhurst



"Testing"
by Alice Meteignier



"Integrations"
by Alice Meteignier

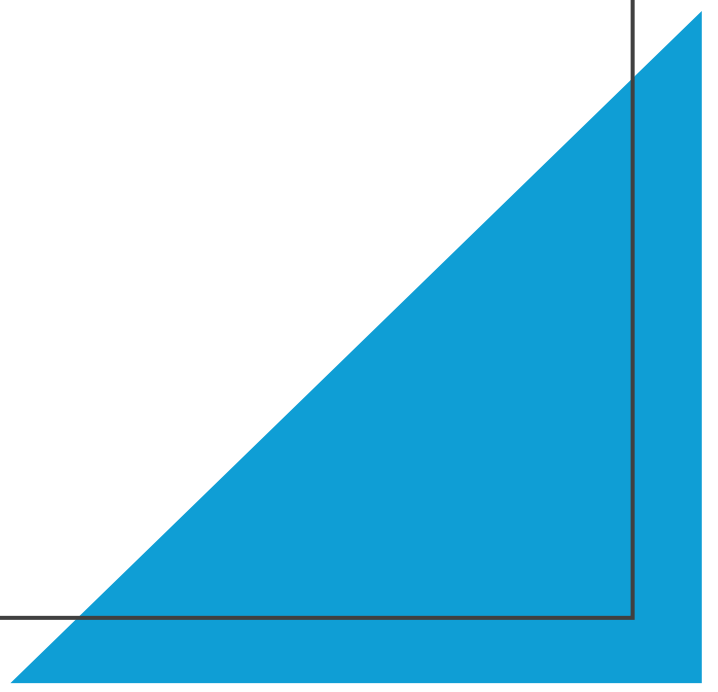


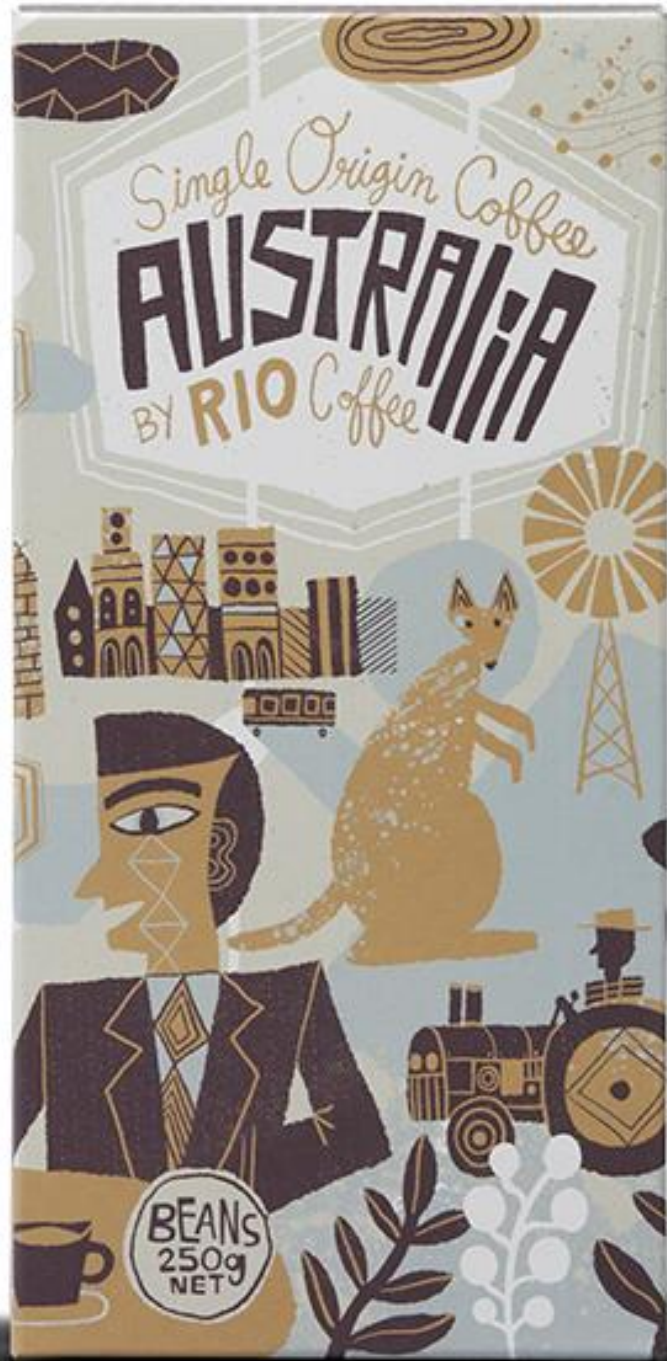
"Search"
by Franz Lang



Packaging

Rio Coffee





AUSTRALIA

Single Origin Coffee



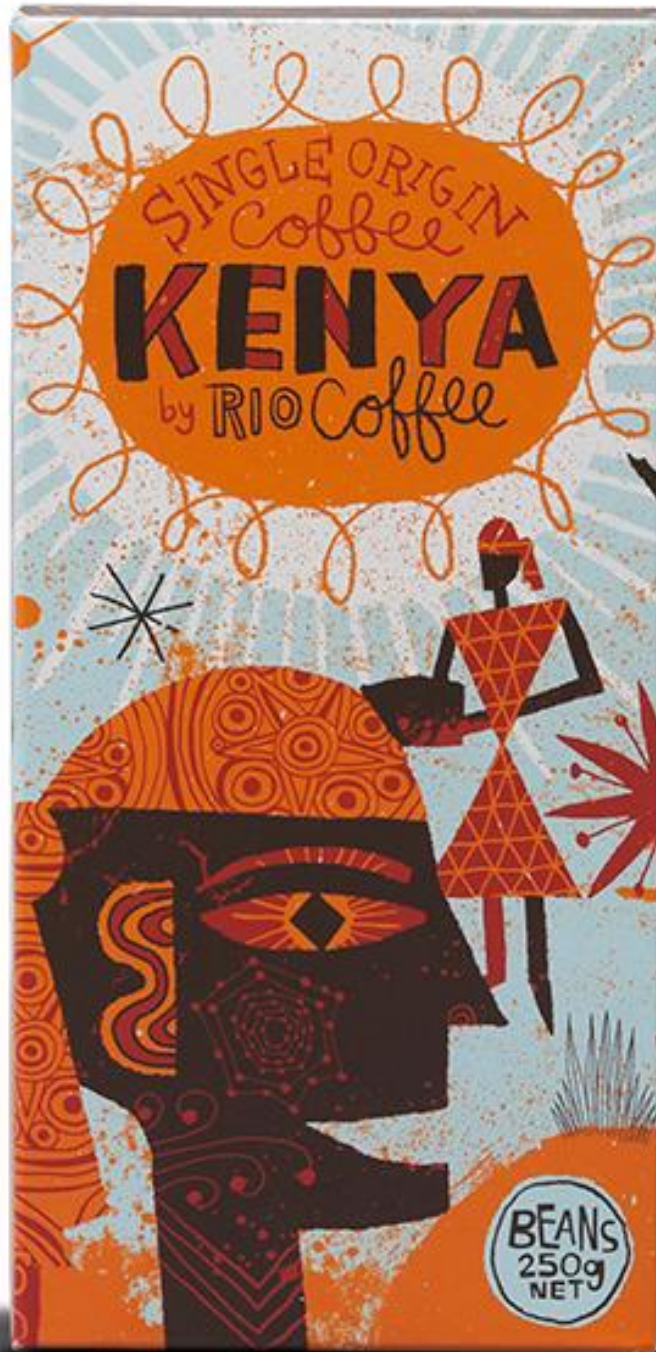
A complex, dark-caramel style coffee with marmalade and chocolate hues, and a dense, syrupy body. Sourced exclusively from a single plantation, this coffee comes from the most southern coffee growing region in the world—our very own backyard.



Since 1964 Rio Coffee has been brewing Australia's passion for coffee, scouring the world for the finest quality green beans which our expert artisans roast daily using traditional techniques.

riocoffee

View our full coffee portfolio online at www.casario.com.au



BEANS
250g
NET



KENYA

SINGLE ORIGIN
Coffee



A bright, typically
'African-tasting' coffee
with medium body,
well-balanced acidity and
bright citrus highlights.

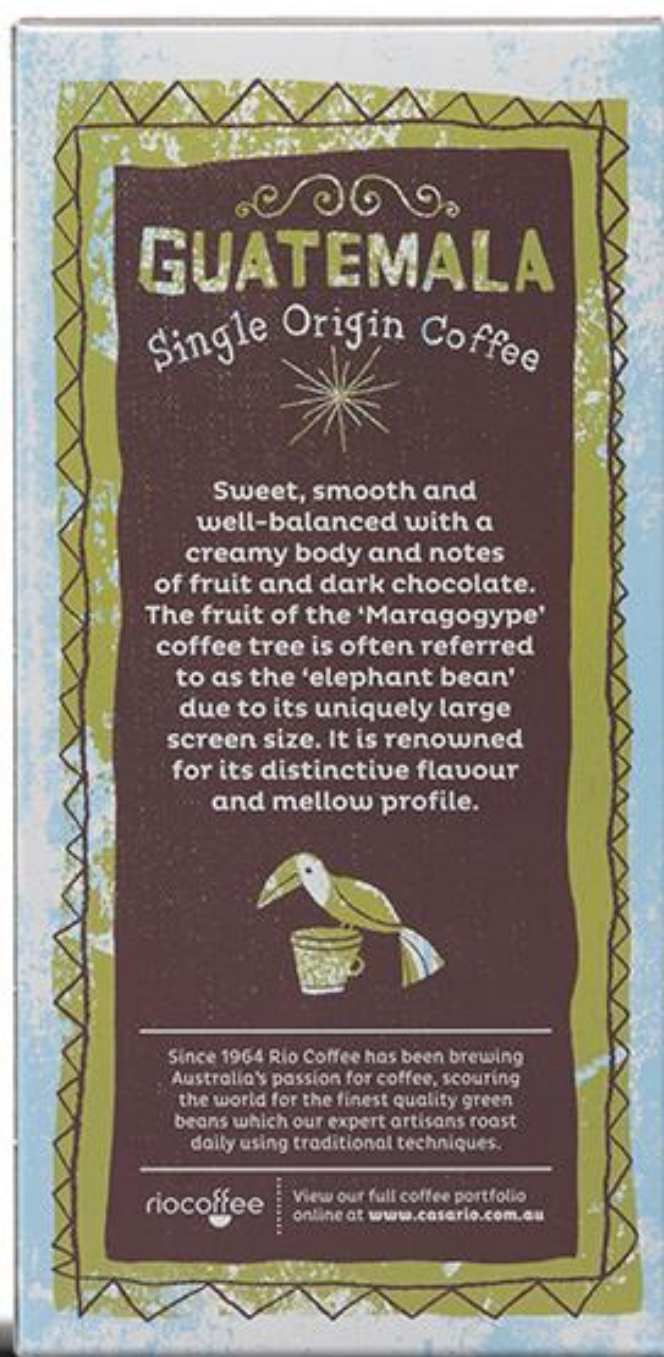
This Kenyan coffee is
cultivated in soil rich with
volcanic loam, contributing
great complexity to the
end cup—perfect for lovers
of a sweet, bright brew.



Since 1964 Rio Coffee has been brewing
Australia's passion for coffee, scouring
the world for the finest quality green
beans which our expert artisans roast
daily using traditional techniques.

riocoffee

View our full coffee portfolio
online at www.cesarrio.com.au



Single Origin Coffee
GUATEMALA
by Rio Coffee

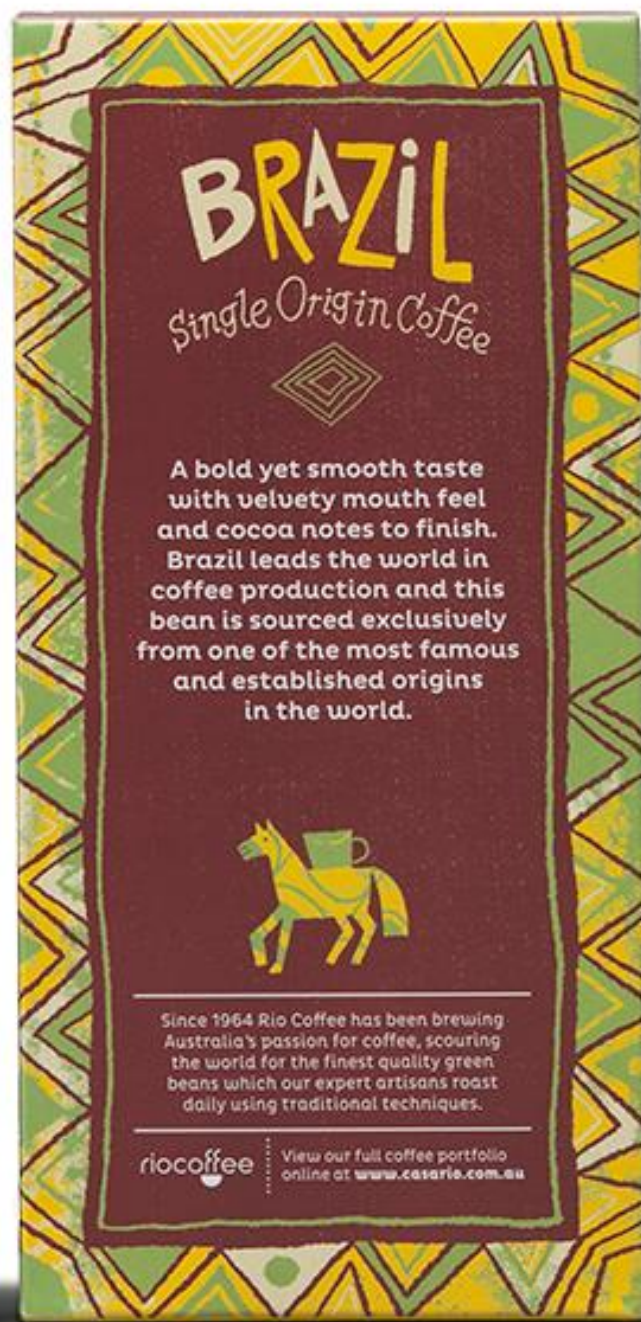
Sweet, smooth and well-balanced with a creamy body and notes of fruit and dark chocolate. The fruit of the 'Maragogype' coffee tree is often referred to as the 'elephant bean' due to its uniquely large screen size. It is renowned for its distinctive flavour and mellow profile.



Since 1964 Rio Coffee has been brewing Australia's passion for coffee, scouring the world for the finest quality green beans which our expert artisans roast daily using traditional techniques.

riocoffee

View our full coffee portfolio online at www.casario.com.au



BRAZIL

Single Origin Coffee

A bold yet smooth taste with velvety mouth feel and cocoa notes to finish. Brazil leads the world in coffee production and this bean is sourced exclusively from one of the most famous and established origins in the world.



Since 1964 Rio Coffee has been brewing Australia's passion for coffee, scouring the world for the finest quality green beans which our expert artisans roast daily using traditional techniques.

riocoffee View our full coffee portfolio online at www.casario.com.au

BEANS
250g
NET

TV, cinema, VoD, YouTube.

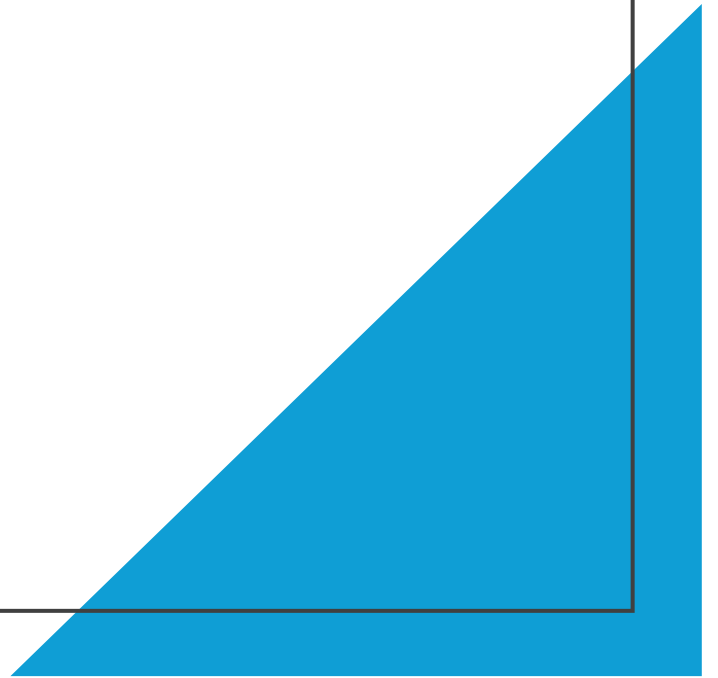
Dumb Ways to Die

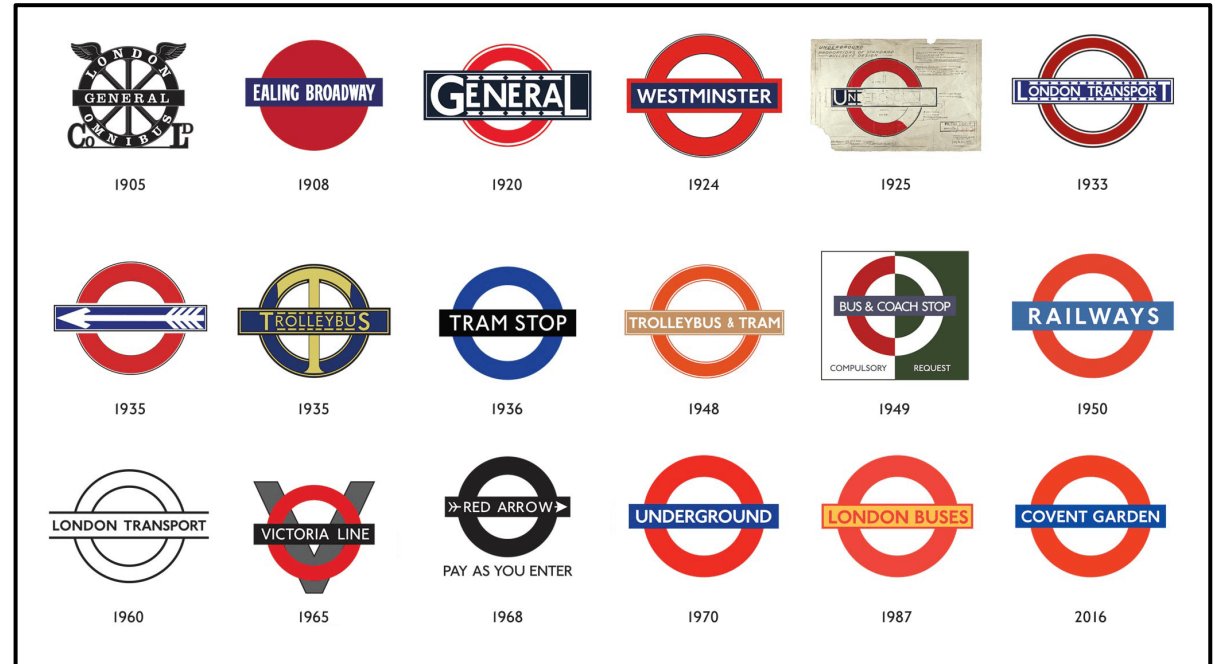




Wayfinding

The London Underground





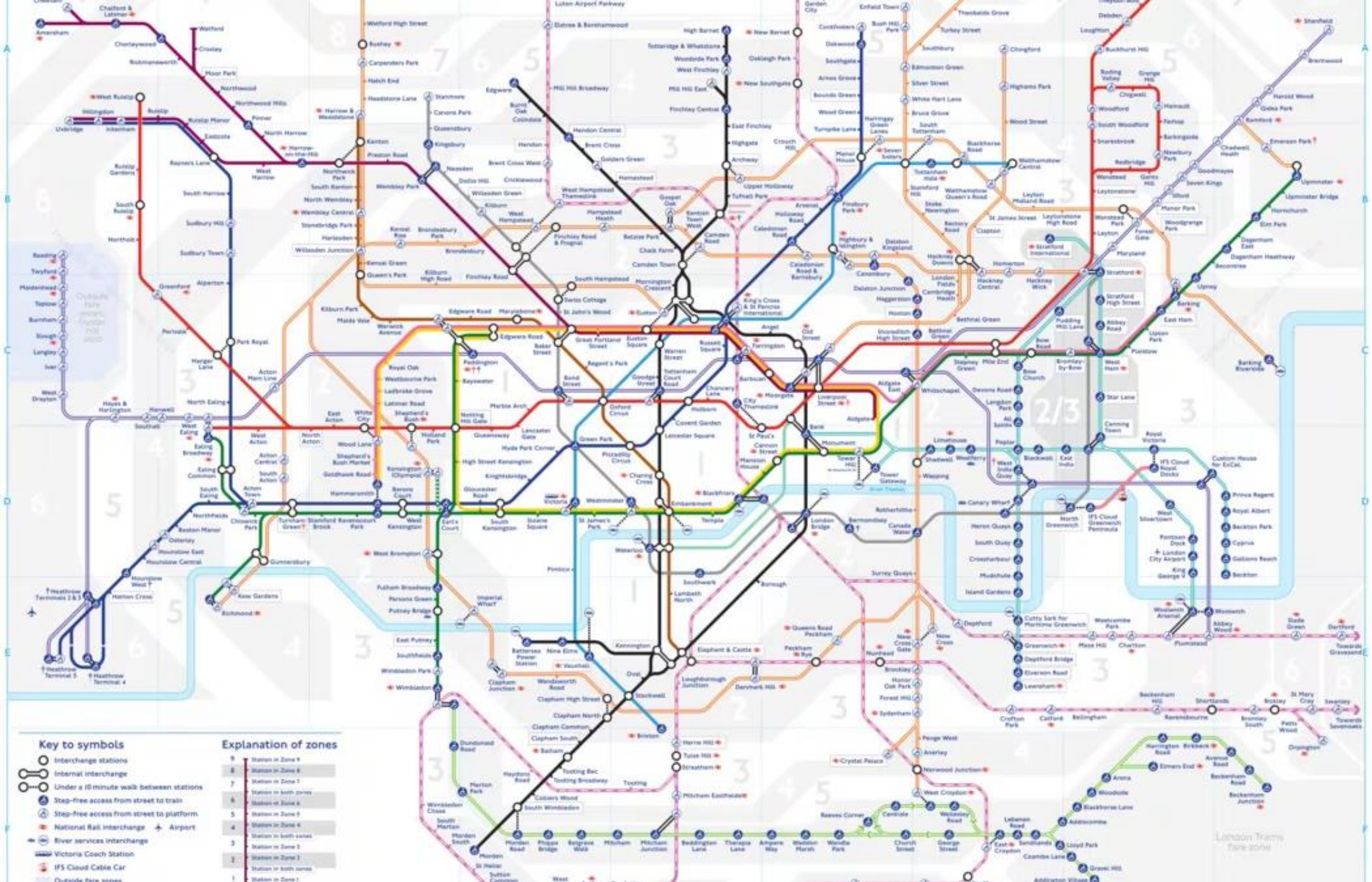
Johnston100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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opqrstuvwxyz

1234567890@#.-,:;'!?£&()

by Monotype
Designed for TfL



† Bakerloo
No step-free access from Monday 4 December 2023 until June 2024.

† Elizabeth line Heathrow Airport stations
Special fares apply on Elizabeth line services to/from Heathrow Airport.

† Hounslow West
Step-free access for manual wheelchairs only.

† Kentish Town
Closed until late summer 2024
Kentish Town National Rail station remains open.

† Paddington
Bakerloo line step-free access via Elizabeth line station entrance.

† Services or access at these stations are subject to variation.
To check before you travel, visit tfl.gov.uk/plan-a-journey

Key to lines

- Bakerloo
- Central
- Circle
- District
- Hammersmith & City
- Jubilee
- Metropolitan
- Northern
- Piccadilly
- Victoria
- Waterloo & City
- DLR
- Elizabeth line
- London Overground
- London Trams
- IFS Cloud Cable Car
- Thameslink

Key to symbols

- Interchange stations
- Internal interchange
- Under a 10 minute walk between stations
- Step-free access from street to train
- Step-free access from street to platform
- National Rail interchange
- Airport
- River services interchange
- Victoria Coach Station
- IFS Cloud Cable Car
- Outside fare zones

Explanation of zones

- 9 Station in Zone 9
- 8 Station in Zone 8
- 7 Station in Zone 7
- 6 Station in both zones
- 5 Station in Zone 5
- 4 Station in Zone 4
- 3 Station in both zones
- 2 Station in Zone 2
- 1 Station in Zone 1

London Trams fare zone

Thameslink
Service not operated by TfL. If you need assistance, please speak to staff at your origin station as this can be arranged at the destination station or check posted travel at www.thameslinkrailway.co.uk

Advertising illustration workshop

The aim of this task is to discover how illustration functions as a communication tool in advertising, not as decoration, but as a way to communicate ideas, sell products, and evoke emotions for a specific target audience.

You are asked to create a single illustrated ad for an Independent Coffee Shop called ***Mug Life Coffee***.

By completing this advertising brief, you will learn how constraints, audience, and message influence and shape visual decisions.

From idea to illustration

In advertising, illustration is a strategy, not just a style.

When used in any advertising your illustration should consider:

- What is being sold?
- What is the message? (proposition)
- Who is the audience for the message?
- What emotion is the image trying to trigger?
- Why will this idea only work with an illustration?

The advertising brief

- Brand: An independent coffee shop called ***Mug Life Coffee***
- Objective: Increase morning foot traffic and sales
- Audience: Students aged 18 - 24
- Message: “Mug Life Coffee is an essential part of my morning”
- Tone: Can be energetic, friendly, funny, outrageous, chaotic.
- Format: Create an A3 poster

(The constraints should help your ideas, not limit them)

Getting started (15 mins)

Think Like an Art Director!

Students must sketch 3 different visual concepts before drawing anything finished. These are called scamps.

Rules:

At this stage no polished visuals.

Focus on ideas, concepts, metaphors, and/or visual hooks.

Each concept scamp should communicate the message differently.

Make the Final Ad

Then choose one of your concepts and produce:

- A finished illustration
- Use minimal text (copy)

Concentrate on:

- Bold clarity over detail
- Legibility at a distance
- Consider the inclusion and placement of text (and optional logo)

The medium can be:

- Traditional or Digital (marker, ink, gouache, pencil, etc.)
- This may be chosen to embellish your concept

Group critique

An informal discussion and sharing of ideas to end the lecture.