

Advertising Design concept/strategy

Advertising is a marketing mean and tool, the basic function of innate is to spread. The ad design goal is "to win the hearts of the people", a simple analysis about the main points: first, to strengthen the appeal of the audience of products memory, shape differences and personalized advertising theme. Second, publicity the value of the products, including the value of the product itself, including its value to society oriented, in order to win the audience's sense of identity, resonate, stimulate the purchase desire.

Advertising is to complex information in the application of common sense for simple communication, carrying the brand proposition and commitment. Brand advertising language are generally follow the characteristic concise, short and pithy, able to puncture a fallacy with one remark brand value connotation.

In contemporary society, social media basically has replaced the face by face to communicate. Everyone needs and wants dialogue. But more and more people use social media, likes Weibo, Wechat, Line or Facebook. Therefore, more and more people cannot face by face to communicate each other. For example, so many people going out for diner with friend, they play phone instead to talk each other.

So my design concept is focus on communication by face to face. I want people realize they ignore each other's dialogue, they need talk each other by face to face. My client is 16 years old to 30 years old. Most of these people love to use social networks, they focus on playing mobile phone and haven't enough time to communicate with each other. My idea purport to let these people can face to face communication, put down your mobile phone. I will choose the media network, posters and billboards as my design media. Because the media is the most possible can let young people see the ads.



put your phone down & see my eyes



put your phone down & hold my hand



put your phone down & hear my voice



3 Design Media

- .webside banner
- .billboard
- .poster