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ADVERTISING DESIGN

DDD20014

BRIEF OF INTERACTIVE MESSAGE DIALOGUE

Questions

What kind of communication approach do you use?

My approach of communication for this project base on consumer reaction I am planning first to analyse my target group, which is Australian families, especially parents involve in social media. With the information I will classify it in possible scenarios that will be use in the advertisement.

I will use billboards as a main media however I am planning also use the trains and trams

What are in your opinion concrete benefits to the society because of your communication?

The benefit of the society with this camping is about realization of time and technology use. Especially with the love one. As abroad student I have two different perspective of spending time with the family and I feel like Australia is wonderful place to life however the life style has been lost for the bad use of technology

(If there is a client) What are in your opinion concrete benefits for the client because of your communication?

The client that I am aim of with this projects is Australian Government as it is a social campaign, there is some benefits that I belief the government could have; such us increase Australian communication and social abilities.

What did you personally, learn from creating your submitted work?

I really enjoy doing my own submitted work as I free my possibilities also learning that as a student we do not critic enough it is interesting how we follow the rules with no question however when you are building it is completely different and at the same time difficult as you easy can loose the main point

Why is your work, GOOD Advertising Design WORK?

I think it is good advertising design because push the audiences to think differently about the lifestyle in Australia

Where and how do you/ would you intent to implement your work?

Where: it will be in billboards in the train stations, trains and trams

How: it will be an interactive video showing special times with families such the first step or the first swimming class and missing to be in the phone, iPod , or in internet

COMPANY: Memefest

PRODUCT:

It is a social message about the importance of dialogue in our days focusing on phones and messages

MARKET:

It will be used in public places such as stop stations (train, bus, trams and social media) it will be all around Melbourne

TARGET GROUP:

Young adult around 18 to 35 years old, with families with not specific belief, involved in a social media environment

POSITION IN THE MARKET:

It is message about the importance of dialogue in the 21st century in a technologic era for Melbournians

INITIAL PROBLEMATIC:

- Technology has become a modus operandi of sorts, leading to cyber addiction.
- Making your presence felt all over the net and nauseam may evoke symptoms of social withdrawal.
- Technological interventions, induced accidentally or purpose by individuals, have done a fantastic job of gate crashing into private time; inadvertently, leading to fractured relations and -- not surprisingly -- divorces.
- Some people get ants in their pants about checking their text ☒, or their email inbox constantly; only an onlooker would know how chafed he feels when he witnesses such behaviour.

Read from: <http://www.buzzle.com/articles/advantages-and-disadvantages-of-electronic-communication.html>

CONCEPT:

Our life are passing in front of our eyes and we are missing in it because we found more interesting spending time in internet and our phone that living it

HISTORY:

Dialogue: A verbal exchange between two or more people. A conversation reported in a drama or narrative

Text Messages: Text Messaging - also called SMS (Short Message Service) - allows short text messages to be sent and received on a mobile phone. Messages can be sent from one phone to another by addressing the message to the recipient's phone number. Messages can also usually be sent to a phone via a special email address, through the carrier's web site, or with special messaging software and a modem. Most phones and carriers also allow messages to be sent from a phone directly to an e-mail address.

OBJECTIVES:

Objectives of Communication

- Make a strong statement about the importance of dialogue
- Communicated that in a era of technology the dialogue between persons are more rare than should be

Objective of Marketing

- Make a change and be remember to our target group

INTER FACTORS OF THE PRODUCT:

POSITIVE:

- Informative
- Mind change

NEGATIVE:

- People can be sensible for the message
- Can confuse the initial message as it is display for a specific time frame

EXTERN FACTORS OF THE PRODUCT:

POSITIVE:

- As Melbourne is a city so open mind the message could be a success
- This campaign could be international as around the world there is the same problem of dialogue

NEGATIVOS:

- The people could be offended
- People can confuse the message of dialogue with suicide

BRANDS:

Brands that could be interesting in sponsor the idea are:

- Australian government / department of communication

**You are losing moment
in your life will never
happen again**



