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ADVERTISING CONCEPT FOR A RUSSIAN LAW COMPANY

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Advertising concept for a Russian Law Company

Abstract

The objective of this thesis is conducting research to create a unique advertising concept, one which would create an image of a reliable and trustworthy company and be productive and effective for a Russian Law company. Working on this thesis was meant to increase understanding and learning how to create advertising that is not only functional but also not irritating to look at and non-disfiguring to the surroundings.

This research revealed what is an advertisement and how it works, methods and techniques of creating print advertisement. It further includes the psychological aspects of designing advertising. This thesis presents my process of creating an advertising poster; positioning design elements, choosing colours and typeface.

As a result, the goal of this thesis was achieved and an advertising concept for a Russian Law company was created.

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CONTENTS

1 INTRODUCTION	4
2 FRAMEWORK	5
2.1 Definition of advertising	6
2.2 Methods and techniques of creating advertising.....	7
2.3 Psychological aspects in advertising	9
3 STARTING POINTS	10
3.1 Design brief	10
3.2 Client's data	11
3.3 Target group	13
4 DESIGN PROCESS	13
4.1 Choosing strategy	14
4.2 Execution of final version	15
4.3 Elements of graphic design	16
4.3.1 Composition	16
4.3.2 Colours	17
4.3.3 Typography	18
5 RESULTS	18
5.1 Feedback from the client	18
5.2 Self-evaluation	20
6 CONCLUSION	21
REFERENCES	22

APPENDICES

- Appendix 1 Examples of creative advertising
- Appendix 2 Outdoor advertising in Petrozavodsk, Russia
- Appendix 3 Sketches

1 INTRODUCTION

*“Creative without strategy is called art.
Creative with strategy is called advertising”*

Jef I. Richards, Chairman of the
University of Texas Advertising Department.

In modern competitive daily life it is obvious that to stay in business every company needs to advertise its products and services. Thus, advertising is becoming more and more persistent. We are constantly bombarded with advertising. It can be seen almost everywhere and in different forms such as posters, magazines, flyers, billboards, bus stops, television commercials, the Internet and even on cups and napkins. Every day our mind is unconsciously pervaded by advertising. As James B. Twitchell (1996, 74) said, “Advertising is like grass. You never see it grow, but every once in a while you may have to get out the lawnmower”. Unfortunately, not all advertising is good and profitable, and not even successful from a design point of view. The process of creating advertising is not simple. People who design ads should be not only talented in the art of creative design; they also should understand marketing, how to promote products and services through visual communication, and to have at least basic knowledge in psychology. In big companies all these functions are made by different people.

The objective of this thesis is to conduct research and after create a unique advertising concept which would be productive and effective for a law company. This company is located in Petrozavodsk, Russia. Because of the competitors it needs to attract new clients. Therefore, the purpose of this advertising concept is to create an image of a reliable and trustworthy company that will help in difficult situations and to attract new clients.

To achieve the goals of this thesis I am going to make a comprehensive research concerning creating advertising. This in particular means finding out

rules, methods and techniques of building memorable, powerful and entertaining advertising. I am going to research how to communicate via graphics, how to make a message reach people's mind and make them understand it. It is also important to pay attention to the psychological side, especially how people persuade, what grabs attention, and what makes people make a choice.

Obviously this topic is current and important nowadays. Joe Kerr states that the manner in which the creation of an advertisement links arts-based practices with scientific disciplines such as psychology and sociology, provides advertisers with a unique insight into the condition of contemporary society, and gives them a powerful role in shaping society (Kerr 2001, 8). Unfortunately, there are a lot of bad and annoying advertisements around (Appendix 2). It is probably in the hands of designers to change this. Ronnie Lipton mentioned that attached to the wall, a poster becomes part of the architecture, so designers should be wise to think about how people will relate to it in architectural terms (Lipton 2002, 26). By doing this thesis, I want to understand and to learn how to create advertising that will not only work, but also not irritate people or disfigure surroundings.

2 FRAMEWORK

Framework of this thesis, as it is shown on the figure 1, includes definition of advertising, methods and techniques of creating advertising and psychological aspects of advertising. This knowledge should help in understanding how to design creative advertisement.

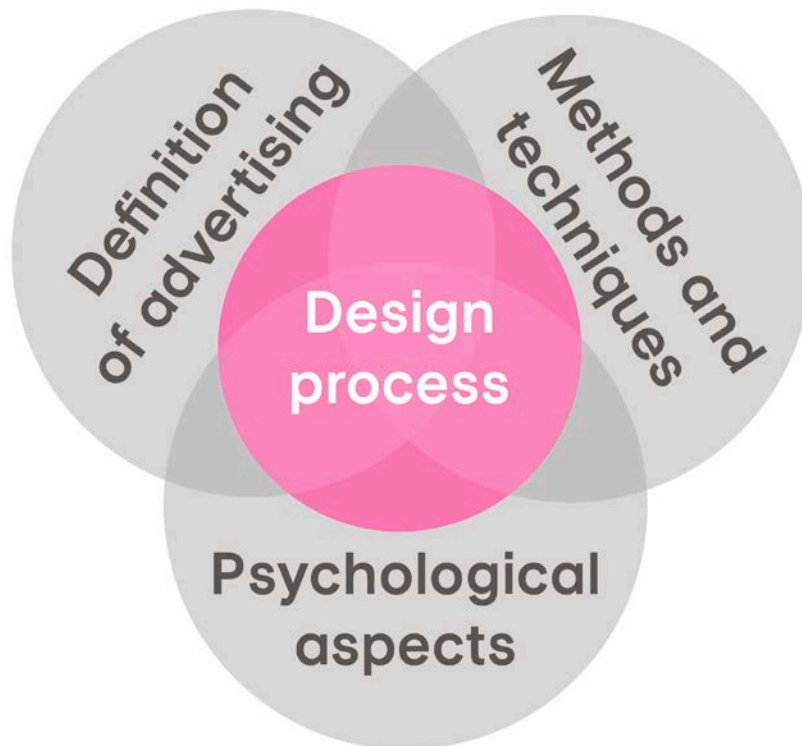


Figure 1. Framework.

2.1 Definition of advertising

Before starting creating any advertising it is necessary to define what an advertisement is and how it works. A successful advertisement attracts attention, communicates message, and persuades an audience (Arntson 2007, 179). Certainly, because of huge competition advertising nowadays should be not only eye-catching and stand out from the crowd, but also be memorable. *However, the goal of most ambitious advertising campaigns has always been to attain recognition through originality. The memorable message that will make an audience think and think again is the pinnacle of effective advertising.* (Kerr 2001, 8.) Nevertheless, people who create advertising should remember that first of all it must sell a product or a service, not a simple task. Since we are

living among advertisements that “shout” from everywhere, people get used to it and do not react anymore. So advertising agencies have to create more and more sophisticated ways to attract people’s attention.

This goal is difficult in print advertising for the reason that, according to Pete Barry, a poster is the quickest form of print advertising, and there is a three-second rule for posters to grab someone’s attention (Barry 2012, 58). Therefore, an advertising poster should intrigue, inform and represent the product in a very quick way. Designers have a tricky task to produce an image that will tell the story without words, so viewers can look at it and get it before they ever read a word. As Ronnie Lipton (2002, 26) said, “So ads gotta be good. They have to use visual puns, make quick graphic connections, pull no punches. No time to waste.” Good examples of creative advertising are shown in Appendix 1.

2.2 Methods and techniques of creating advertising

There are several methods and techniques of creating advertisements. In this thesis I am going to choose a method suitable for print advertising.

Mario Pricken, who has been working in the creative industries for 17 years and has published four books about creative advertising suggests four stages:

1. Brief and Goal Formulation,
2. Idea Generation,
3. Idea Development and Selection,
4. Implementation.

During the first stage “Brief and Goal Formulation” it is necessary to reduce all the information from the brief, client meetings, documentation and own previous

experience into a single proposition: the clear goal. The purpose of the second, “Idea Generation” stage is to work from this single proposition to create the largest possible number of ideas, which are then reduced to just a few during the next stage. In “Idea Development and Selection”, raw ideas need to be improved and turned into reality. Any ideas that cannot be taken any further are thrown out. The last stage is “Implementation”, giving the idea the best possible treatment. (Pricken 2013, 16.)

Pete Barry, a teacher of Advertising Design at Syracuse University, suggests this order of the advertising creative process:

1. Strategy
2. Concept/Idea
3. Campaign

Each campaign comes from a concept, which comes from a strategy. The overall strategy is marketing; it could come from a proposition or benefits of the advertising product, the choice of target audience, the market background or other information, also known as a “creative brief”. It should have an element of distinction from competition strategies. The concept stems from a strategy and refers to the thought or argument being communicated within a campaign. A campaign is a series of ads that make up a concept/idea, i.e. an idea that has more than one execution. Each execution within a campaign should be expressed in the similar yet different way. Of course it is possible to do one-shot advertising, but a campaign has more benefits for a company, for example: “brand loyalty”. (Barry 2014, 43, 94.)

So many advertisements are made by similar techniques, and usually this makes them clichéd, regardless and silly. For example, more often cars advertisements are the same; the viewer remembers the advertisement, but not the brand of a car.

2.3 Psychological aspects in advertising

The goal of advertising is not only to attract attention, stand out from the crowd and to inform people about a new product and its benefits, but also make them buy this product and discuss it with others. To solve this problem designers use a psychological approach. I had studied a lot about how people see, read, feel, think, what focuses their attention and make them remember. In general, all these processes are very complicated. Basically, human perception depends on a mentality and an environment where people were born and grew up and what they have been used to since childhood (Granovskaya R.M. 2007, 42).

Nonetheless, designers can influence what people see, or think they see, by the use of shapes and colours, choosing appropriate typefaces, and grouping all the elements of design into a proper composition.

The Institute for Colour Research discovered that all human beings make an unconscious judgment about a person, environment, or item within ninety seconds of initial viewing, and that between 62 percent and 90 percent of that assessment is based on colour alone (Stone, Adams & Morioka 2008, 36). People have their own associations with colours; however, colours have conscious and subconscious meanings. Designers always should keep these meanings in mind and choose colours carefully. They should know how to use colours, in what proportions and for what purpose.

Another important element is typography. A font should attract the consumer's attention and help him to concentrate on reading the text and highlight the most important issues. Susan M. Weinschenk thinks that if people have trouble reading the font, they will transfer that feeling of difficulty to the meaning of the text itself and will decide that the subject of the text is hard for understanding or execution (Weinschenk 2011, 39).

Professor Tinker of Stanford has established that capitals retard reading. They have no ascenders or descenders to help people recognize words, and tend to be read letter by letter. (Ogilvy 2011, 96.) On the contrary, Susan M. Weinschenk thinks that this explanation is not really accurate. She thinks that

people read uppercase letters more slowly, but only because they do not see them as often. Since people are unused to reading that way, it slows them down. These days, text in all caps is perceived as “shouting”. (Weinschenk 2011, 31.) So it is better to use type that is easy-to-read and common for people.

In advertising there is a principle “KISS: Keep it Simple, Stupid” (Barry 2014, 20). It states that most ads work best if they are kept simple rather than made complicated. The same meaning has famous statement “less is more” of German-American architect Mies van der Rohe. If there are numerous elements on one poster it would be too complicated to receive the main message (Granovskaya R.M. 2007, 44). Thus, in building composition for creative advertising it is important not to overdo the advertisement.

3 STARTING POINT

Before starting designing advertising it is necessary to study out information about the client and its customers. Researching and analyzing this information is the first step of creating effective advertising and is very essential. If this step is missing, advertisement would not work. Design brief is the best way for designers to find out all needed facts.

3.1 Design brief

A design brief is a written explanation - given to a designer - outlining the aims, objectives and milestones of a design project.

(<http://www.cleardesignuk.com/design-brief.html>). Through design brief designers understand what their clients want and expect from a project. So it is important to compose a detailed design brief which would be a clear set of expectations and goals, and could help to create great design. Mario Pricken considers that: *The brief acts as the ignition for the creative team and so has a big influence on motivation and space in all the meetings that follow. Ideally, a brief should be like a love letter to the product, allowing imagination to run free.* (Pricken 2013, 16.) Karen DeFelice in her post thinks that briefs don't have to be pretty, but they have to be informative. (<https://designschool.canva.com/blog/effective-design-brief/>)

I think more information is better than not enough, and detailed and thoughtful design brief will lead to a successful end product, so in this project I composed design brief by myself in the way I was needed. In my brief there were general questions about the company, specialties about profession, but special attention I paid to the purpose of the ad campaign; what my client wants to see and where, what is the main message of this advertising, what are the style and character of ad, what feelings consumers should have while looking at this ad, and so on.

3.2 Client's data

From the received design brief I chose the information about my client that could help. What are the benefits, and what makes this company unique.

My client is a Karelian regional public organisation with the name "Urpomosh" from Russian language means "law help". This is a good thing when from company's name people already understand its occupation. It is also good for me as a designer, because I do not need to put additional elements to advertising poster explaining what service this company is offering. It allows me to make the poster simpler.

My client works with all types of law cases: from pre-trial consulting to appearing in court, plus independent examination of the damage. They are working since 2009. Most of all they are proud of their professional and qualified staff what make them have about 90 per cent of winning cases in court.

From the beginning of their work they had only one advertising poster (Picture 1).



Picture 1. Previous client's advertising poster.

From design point of view this poster is not a good quality. The picture of crashed car and “bloody” font give repulsive impression that is undesirable in advertising. The only benefit of this ad was a location where this poster was situated. It was positioned in elevators, so a lot of people could see it.

This advertising poster has never been changed since that time. They want a new ad that will differs from the usual advertising in Petrozavodsk, something simple and what will give consumers a feeling that this is a trustworthy company with a professional staff. And another special condition is a layout. They are going to use advertising in local newspapers and in Internet, so the poster preferably should be a landscape format.

3.3 Target group

Pete Barry said: *Many ad gurus believe that the best advertising in any medium comes from understanding people.* (Barry 2014, 18). He also wrote that the more you understand people you are talking to, the more relevant and persuasive the advertising will be. An ad is a conversation between client and consumer, so the more specific the target group, the easier it is to know exactly who you are talking to. And the easier it is to generate ideas. (Barry 2014, 49.) I completely agree with these statements. It is extremely important to analyze target group for proper communication with consumers and for finding suitable unique selling proposal (USP). In addition consumers trust advertisers in response to understanding of consumer's lives (Garfield 2003, 67).

After communicating with my client and conducting research I came to a conclusion that my target group is an average-age person who is in a difficult situation. Probably, some kind of injustice or harm happened to him. Consequently he is in a stress and he needs a professional help that will get him rid of this problems. My purpose as a designer to send him a though that this law company could give him a relief from his problems.

4 DESIGN PROCESS

In this chapter I am going to describe my own design process of creating advertising concept for Russian Law Company. I will explain why I chose that particular strategy and how I executed it to final design; what was the reason of choosing colour palette, typefaces and other graphic elements.

4.1 Choosing strategy

After conducting research and analysing all received data I started to execute advertising concept. The first step was to choose the right strategy. A truth is a very important factor in advertising. While choosing strategy designers could exaggerate benefits of a product, but not lie about it, because the truth will come out anyway and advertisement could have an opposite effect.

As I mentioned above I need to send a message to consumers that professional staff of this law company could help in difficult situation. Following target group analysis I have two main ideas: “defence” and “winning” (Appendix 3). “Defence” strategy has a meaning that this law company will defence their clients professionally in any court and in any case. The strategy “winning” means that with this company clients will definitely win any case.

I had a workshop with my client and we discussed these strategies. My client said that “winning” is good, but it is not really a truth, so we decided that for the company it would be better to choose “defence” as the main strategy. Further I started generating plenty raw ideas expressing the main strategy and then reducing to just few really good ones.

My client’s company has some benefits, but in creating advertising I need to choose only one that makes this company special. After workshop with my client we came to a conclusion that it would be better to show in ad that they really love their work. This put an idea into my head that usually people do not like courts and everything connected with it. While developing this idea I came to a decision to make an ad as the question: “Do you like courts?” with the answer: “We – DO!”. It is obvious that almost all people will answer “no” on this question, so my unexpected answer could show that this law company really loves and knows their work; and what usually people hate to do, this company will do it with pleasure.

4.2 Execution of final version

Execution of my idea did not require any specific instruments. It has no pictures or any other images, only text with logo of a company. So it was enough to use only Adobe Illustrator to experiment with poster: especially with colours, typography and positioning of elements.

David Ogilvy, is known as a guru of advertisement, advises to use in advertising posters the largest possible type, to make a brand name visible at a long distance, to use strong and pure colours, and never use more than three elements in design (Ogilvy 2011, 95). I tried to apply this to my poster and make it as simple as possible.

The final version my client decided to choose was this (Picture 2 in Russian language and Picture 3 in English language):



Picture 2. Final advertising poster for law company in Russian language.



Picture 3. Final advertising poster for law company in English language.

4.3 Elements of graphic design

4.3.1 Composition

In this poster I tried to make simple positioning of elements. So as I need people to look first on a question, I put it in the middle. The logo with the phone number I place in right bottom corner as it usually is doing in advertising posters. There is also a psychological element of this, because people usually do not pay attention to left corners.

I wanted to know how people will react on my advertising poster, so I was asking five people how they perceive the information on this poster. And it turned out that three of them looked first on a question in centre and then on a logo. But other two were looking on a logo first. As they said, it was because it

looks like it is closer to a viewer. From the other hand it is not crucial. I am advertising the company, so probably it will be better that the logo comes first.

4.3.2 Colours

Designers need to select the colours for each project carefully. Stone, Adams & Morioka in their book “Color design” notify that the human eye and brain experience colour physically, mentally, and emotionally. As a result, colours themselves have meanings. For designers it is important to investigate a particular colour’s meanings and associations before using it in a design project. Also according to these authors grey colour seldom evokes strong emotions, and usually associated with balance, security, reliability, modesty, maturity, intelligence, wisdom. Worldwide grey is often associated with silver and money. (Stone, Adams & Morioka 2008, 24.)

Kate Smith in her post “All about the colour gray” state that grey is the colour of intellect, knowledge, and wisdom. It is dignified, conservative, and carries authority. As well, it physically affects on people – grey colour creates expectations. (<http://www.sensationalcolour.com/color-meaning/color-meaning-symbolism-psychology/all-about-the-color-gray-4378#.V83hMU2LRD8>)

In general, all these associations and meanings completely suit to my advertising strategy. And after experimenting with colours I decided to choose light grey colour as a background. I made it with a little gradient from white in a centre to grey in the corners to point where consumers should look first.

The text I made in black colour. To focus consumers’ attention that the answer is not usual and to point it out, I made it in red colour.

4.3.3 Typography

John Kane mentioned: *Design is solving problems. Graphic design is solving problems by making marks. Type is a uniquely rich set of marks because it makes language visible. Working successfully with type is essential for effective graphic design. (Kane 2002, viii.)*

According to Ogilvy, *The eye is a creature of habit*, and easiest typeface to read is those which people are accustomed to reading (Ogilvy 2011, 96). That is why I selected an easy-to-read Arial typeface that is so common in Russia. In my mind it suits to law company.

I made type with shadows. It makes a visual impression that it is solid and not attached to the background. In this way the text attracts more attention as without shadows.

4 RESULTS

4.1 Feedback from the client

From the beginning my client was very glad to participate in this thesis, to have such an unusual experience and, of course, to get the creative advertising campaign at the end. For many years this law company had only one advertising poster. It had a little result, but the competition became too high, so they have to change it.

The end result of this thesis differs from my client's old ad poster, and it differs from the other local advertising. Truly speaking, my client was happy to get a

new creative advertising poster that is so unusual in Petrozavodsk (Picture 4). The client said that he likes that I made this ad simple and clear for understanding, and saved a colour palette that this law company had before: white, grey and red. Thus, I did not change the image of the company that old clients are used to.

The image displays a grid of approximately 20 different advertisements for window and door services. Each ad is a small poster with its own logo, text, and sometimes images of products. The ads include:

- ХОЧЕШЬ?** (Do you want?) - Три Окна (Three Windows) - offers a gift of roller blinds with window orders.
- Санкт-Петербургский оконный завод** (St. Petersburg window factory) - offers 50% discount and 0% financing.
- ГОРОДСКИЕ ОКНА** (City windows) - offers 20% discount on plastic and wooden windows.
- ОКНО на дачу** (Window for the dacha) - offers windows from 1000 rubles.
- СТАРК** (Stark) - offers window prices from 9000 to 20000 rubles.
- СТЕКЛОВ** (Steklov) - offers windows and doors in Karelia.
- ФЭН-ШУЙ** (Feng Shui) - offers autumn discounts on натяжные потолки (tension ceilings).
- КВЕ Окна для Народа** (KBE windows for the people) - offers aluminum windows and doors.
- ЖАЛЮЗИ РУЛОННЫЕ ШТОРЫ НАТЯЖНЫЕ ПОТОЛКИ** (Blinds, roller blinds, tension ceilings) - offers various window treatments.
- 76-19-81 59-39-81 СТАРК** (Stark) - offers входные двери (entrance doors) for 2000 rubles.
- 000 «Ст»** (St) - offers steel doors (стальные двери).
- Строй Макс** (Stroy Maks) - offers plastic windows and doors.
- ГАЛЕРЕЯ ОКОН** (Gallery of windows) - offers windows and roller blinds.
- КОМПАНИЯ АДМ-Строй** (ADM-Builder) - offers roof work (крыши).
- ОКОШКО** (Okoshko) - offers wooden windows and doors.

Picture 4. Approximate view of advertising in Petrozavodsk's local newspaper.

4.2 Self-evaluation

Self-evaluation is always necessary for professional development. It helps to assess advantages and disadvantages of accomplished work, and enhance it if it is required. In this project I am satisfied with the end result, but of course there is always something that could be improved.

Based on the research that was made for this thesis I could say that my advertising concept has some benefits. First of all, I tried to apply famous Mies van der Rohe's design rule - "less is more", that is why there are as minimum objects as possible on the poster. It is valuable in graphic and especially in advertising design, because it gives consumers a "space to breath", and do not press or irritate them. Especially comparing to other "noisy" ads in newspapers my simple advertising attracts attention first.

Another good thing is an interaction, communication with the consumers. I am proud that I could find a proper question that make people think and answer in the way I need (it is hard to believe that there are people who like courts). According to Pete Barry it is good to make a question that is virtually impossible to give the wrong answer (Barry 2014, 65).

I wanted to put some humour to my advertising. Unfortunately, it turned out that it is not so easy to create a really good joke that everybody will like in such an area as specific as law. Plus, the purpose of this advertising campaign was to create an image of a reliable and trustworthy company, and humor is probably not very appropriate in this case. So I decided to leave this idea out.

In general, since this is my first professional advertising work, I am pleased with the result. I hope that the message I put in this advertising will be received, absorbed and recalled. However, I need to work hard to gain more knowledge and more experience in this sphere to become a professional in advertising.

5 CONCLUSION

From a first glance, the process of creating advertising looks simple to do. During writing this thesis I found that in reality it is a difficult and complicated task. The most important thing in advertising is to sell a product or a service, and with huge competition it is hard to achieve. Even if all the rules and techniques of creating advertising are known, even if attracting people's attention is possible, it does not mean that they will buy a product.

Nowadays, almost nobody believes in ads, because people have gotten used to lies in advertising. People choose already examined and proved products. That is why in creating an advertisement it is important to convince consumers of the veracity of this ad.

I came to the conclusion that creating effective advertising requires engaging in this process people with different points of view. A creative team is probably a key to a successful advertisement. Pete Barry says that most agencies, especially the larger ones, have account planners, brand managers, marketing executives or strategists. A creative team even usually consists of copywriters and art directors (Barry 2014 14, 43). In other words, a lot of people are involved in creating one commercial. The reason is that sometimes designers are so in love with the creative process that they are not able to adequately assess the result of their work.

Overall, I am satisfied with the results of this thesis. I had conducted a really useful research about creating effective advertising and human psychology. Certainly I need more experience in this field to produce "a first-class ticket" advertisement. Obviously next time to get good results I will work with a team and not alone.

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Examples of creative advertising



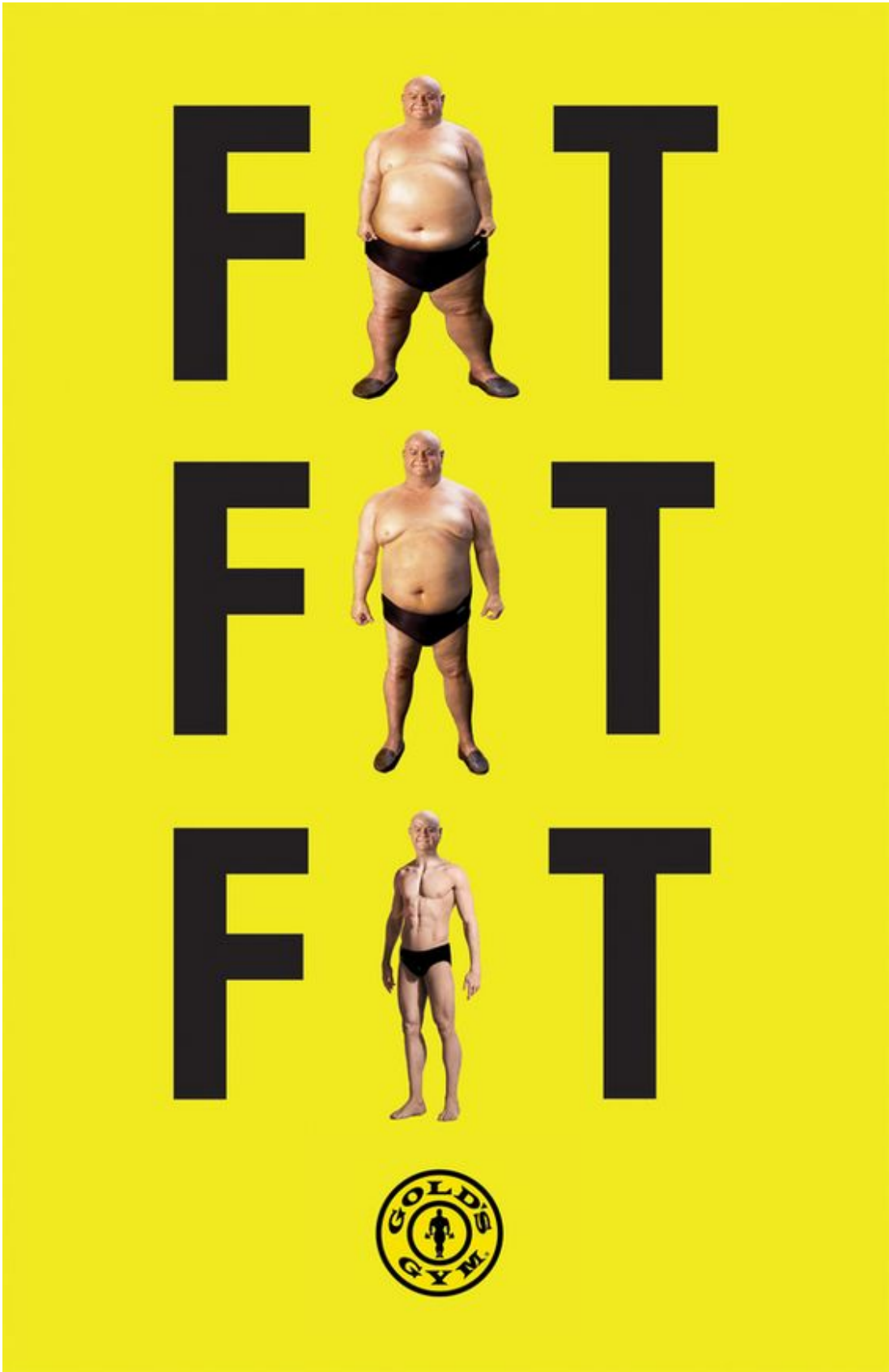
<https://www.behance.net/gallery/24462459/BIMBO-ADS> (28.08.2016)



http://adsoftheworld.com/media/print/olympus_arm?size=original (28.08.2016)



<https://ru.pinterest.com/pin/507288345503909453/> (28.08.2016)



<https://www.behance.net/gallery/Fat-Fat-Fit-Golds-Gym/1867961> (28.08.2016)



<https://ru.pinterest.com/pin/507288345503904155/> (28.08.2016)



<https://ru.pinterest.com/pin/507288345503735854/> (28.08.2016)



Mermelada Mary, toda la fruta
que necesitabas para acompañar tus comidas.



<https://www.behance.net/gallery/Mary-Jelly/3913057> (28.08.2016)



<http://thefinishedbox.com/inspiration/print/best-advertisement-posters/>
(28.08.2016)

SONY
make.believe



Hello, Mozart

5살에 작곡을 시작한 음악의 신동,
XBA 사운드로 살아있는 그의 선율을 느끼다

Enjoy Superior Sound with Quality Earphone **Balanced Armature**

http://adsoftheworld.com/media/print/sony_wolfgang_amadeus_mozart?size=original (28.08.2016)



<http://graphicdesignjunction.com/2012/06/60-best-print-advertising-campaigns/>
(28.08.2016)



http://adsoftheworld.com/media/print/nutri_balance_husband (28.08.2016)



http://adsoftheworld.com/media/print/nutri_balance_hand (28.08.2016)

Outdoor advertising in Petrozavodsk, Russia

All pictures are made by author.





Sketches

