

How do you destroy
preconceived mindsets?

Some suggestions....

Literally

Metaphors

Contextual

Typographic

Comparative juxtaposition

Palindrome

Parody

Humor

Repetition

Omission and suggestion

Provocation and shock tactics

Change of perspective

Absurd, surreal and bizarre

Etc...

Take it literally.

It's straightforward and any
potential misunderstandings are
avoided.



<http://www.youtube.com/watch?v=iYhCn0jf46U>

Metaphors

The underlying principle of metaphors is that something is used in place of another to suggest a likeness.



Wrigleys Orbit: Bright teeth Advertising Agency: [BBDO Athens, Greece](#)

Creative Director: Theodosios Papanikolaou
Art Director: David Kaneen
Copywriter: Dafne Patrikiou

For bright, white teeth.



TENNIS VETERAN?

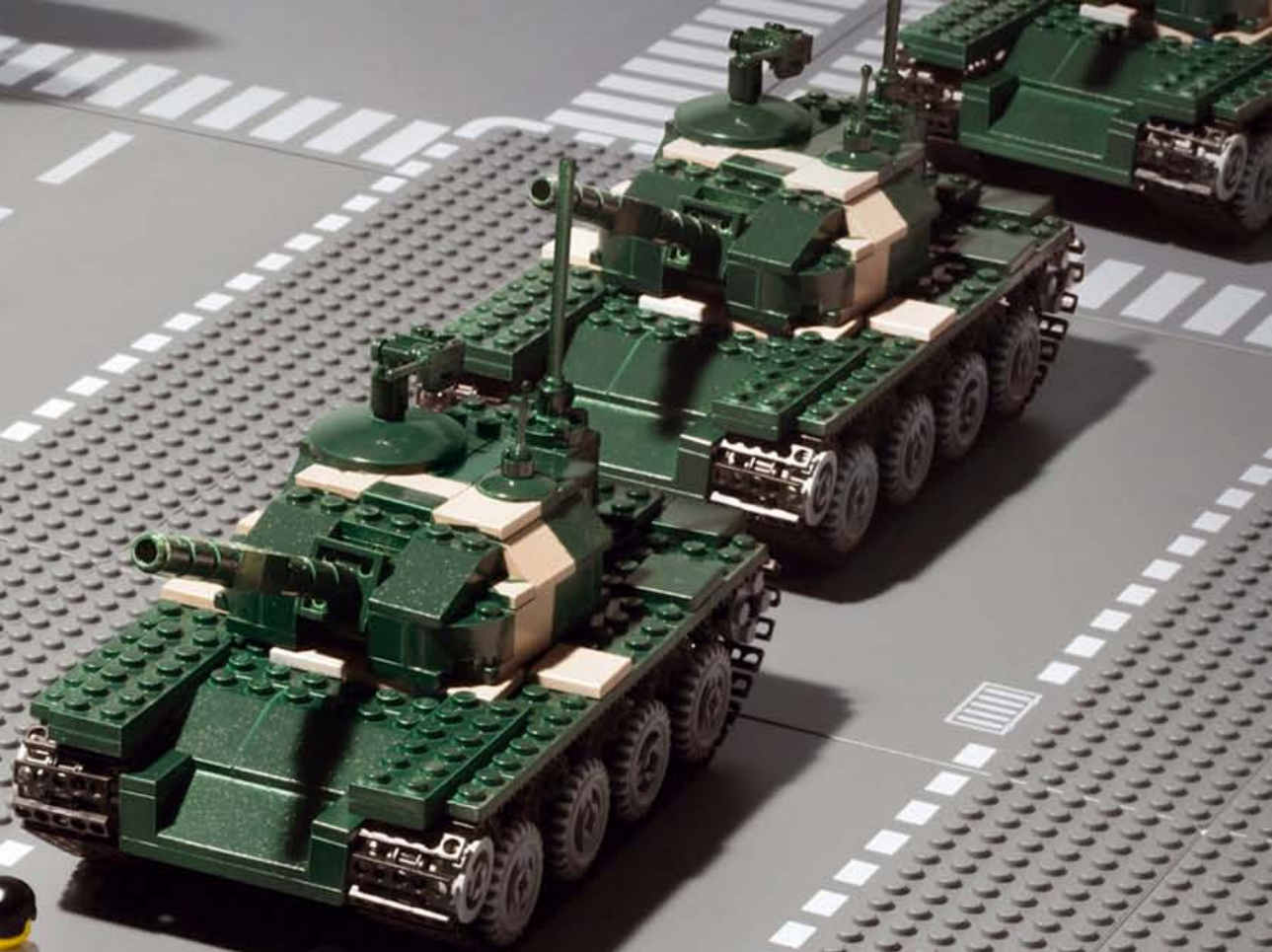
Become a member at www.swedishtennisveterans.se



Contextual

By referencing historical, religious or social contexts, viewers hark back into an era, a viewpoint or a societal interaction that jolt their memories about something that they are aware of.

Making History. 





Making History. **50**
years

LEGO



BEZERRO, SATANÁS, LÚCIFER. OU MAIS SOCIALMENTE: NICOTINA.



EM CADA MAÇO, 20 ENCOSTOS.

Typographic

Texts are rendered to look like
visuals.



ISLAMIC BANKING. SWISS STANDARDS.



Islamic Banking. Swiss Standards.
Advertising Agency: Kobeso, Dubai, UAE
Executive Creative Director / Art Director: [Komal Bedi Sohal](#)
Copywriter: [K.S. Gopal](#)

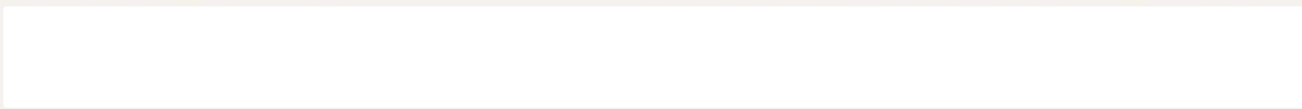
THE END...

Extend someone's life. Donate blood.



Comparative juxtaposition

Classically, it's the “before & after”



A dimly lit restaurant interior. On the left, a table with a white tablecloth is set with a glass of water, a candle in a holder, and a menu. A dark wooden chair with a leather seat is positioned next to the table. On the right, a light blue stadium-style folding chair with a silver metal frame is placed. The chair has a small white tag with the number '9' on its backrest. The background features a light-colored wall with a decorative black sconce holding two candles. The floor is covered with a dark, patterned carpet.

ROMANCE

PASSION

WHAT WILL YOU TAKE HOME? *Dodgers*®

Palindrome: a word, verse, or sentence that reads the same backward or forward



Advertising Agency: [DDB, Milan, Italy](#)
 Creative Director: Vicky Gitto
 Art Director/Illustrator/Typographer: Francesco Fallisi
 Copywriter: Michelangelo Cianciosi
 Published: May 2006

Humor lightens the atmosphere

[Watch this...](#)

Watch this...

Repetition



Unity for harmony



Unity (harmony) through repetition or continuation

If only getting a beach body was as simple as checking in from home.

Advertising Agency: [BBH London, UK](#)
Creative Director: Adrian Rossi
Art Director, Typography: Adrian Rossi
Creatives: Will Bingham, Victoria Daltry
Photographer: Laurie Haskell



Omission and suggestion

Incomplete information. What is omitted ought to challenge the viewer, not to stop them from completing the picture. (Pricken, 2002, p. 66)



Uwe Stoklossa (2007), Advertising New Techniques for Visual Seduction. Publisher: Thames & Hudson. P. 20





Bring this coupon and get the
second class for free.
Mugen hairdressing school



Provocation and shock tactics

Exploit the violation of a norm by incorporating offensive, crass, tasteless and edgy elements



Don't talk
while he
drives





Don't talk
while he
drives



<http://www.youtube.com/watch?v=QHOaJSXr9HI&NR=1>



The average smoker needs over five thousand cigarettes a year.

Get unhooked. Call 0800 169 0 169 or visit getunhooked.co.uk



A change of perspective

Use it spatially, by showing objects from unusual viewpoints: bird's eye view, extreme close-up, distance, from outer space, etc. Or, you can take on the persona of an inanimate object, or to become something else.



THE THINGS
YOU TOUCH
STAY WITH YOU.



THE THINGS
YOU TOUCH
STAY WITH YOU.





Absurd, surreal, bizarre

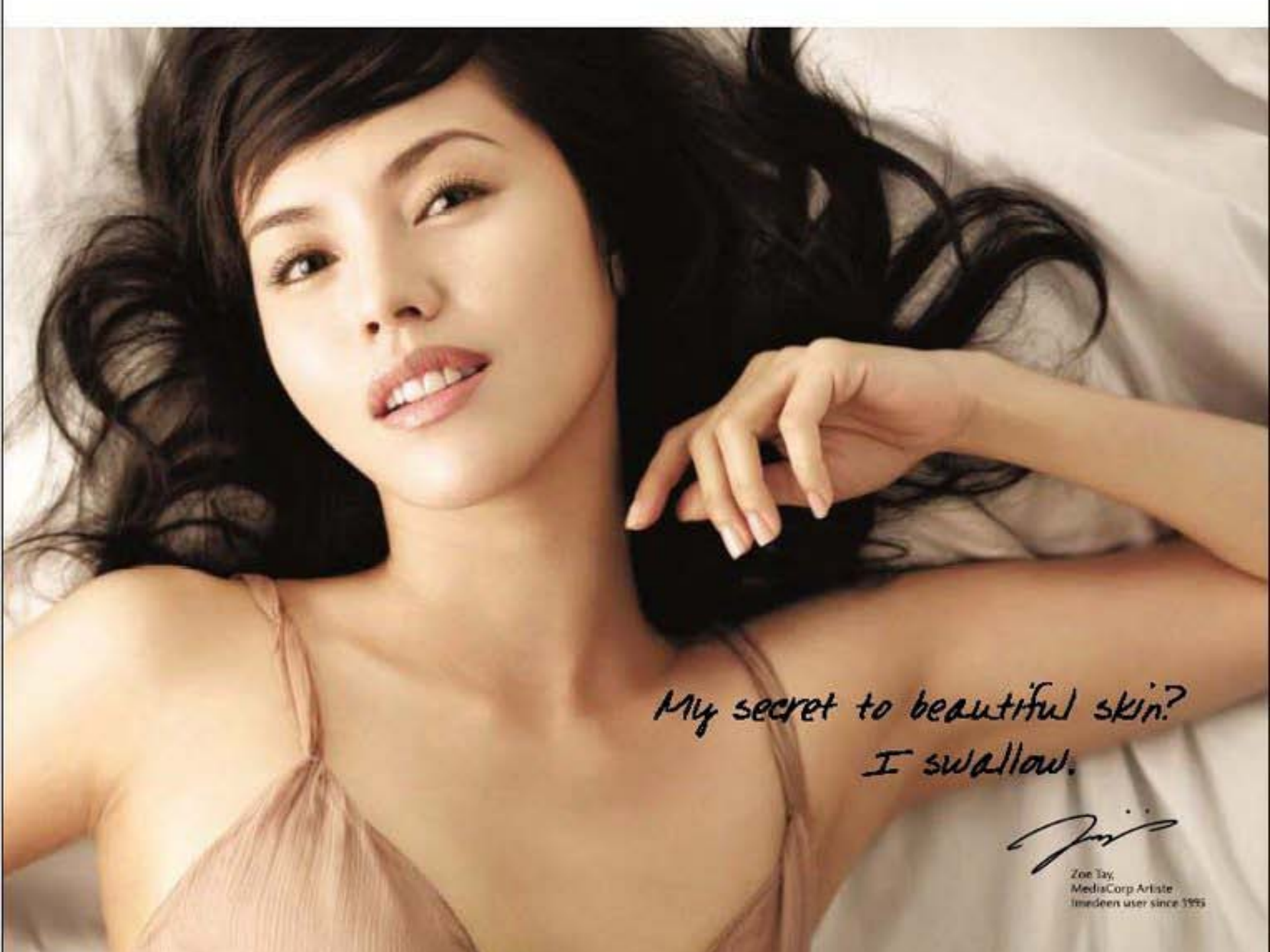
Delve into a world of contradiction,
exaggeration, distortion and fantasy...



L'original

L'original





*My secret to beautiful skin?
I swallow.*



Zoe Tay,
MediaCorp Artist
Immediate user since 1993

Sexual innuendos

Just because sex sells, should we use it? What are the limits?

IMEDEEN®
SINCE 1991



*My secret to beautiful skin?
I swallow.*

Zoe Tay

Zoe Tay,
MediaCorp Artist
Imedeen user since 1995

A Gift
for you



Receive a stylish tote bag
with every 2 boxes purchased.
(Vouchers inside for redemption)

* Terms and conditions apply.
Not valid with other promotions.

Nourish your skin from within

Imedeen tablets work from inside the body to target the deeper layers of your skin. This is the inner supportive layer of the skin where you can make a real difference. And the result? Skin that is naturally luminous, healthy and beautiful.



Your Invitation to the Imedeen Boutique

For those who have yet to experience Imedeen, be among the first 100 to present this page at the Imedeen Boutique to sign up for an Imedeen workshop & receive a \$50 Imedeen voucher. Registration Fee: \$25 (Redeemable against purchase). Subject to booking availability. Terms & conditions apply. Call the Imedeen Hotline at 6733 8800.

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Design as a process

Stir the emotion with physical substance
metaphysical ideas, sensual properties of
materials with social and cultural meanings as a
marker of identity.....

In another word: M A N I P U L A T E .