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The Impact of the Visual Advertising on Today's Consumer

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THE IMPACT OF THE VISUAL ADVERTISING
ON TODAY'S CONSUMER

Gissel M. Pimentel

An Abstract Presented to the Faculty of the Graduate
School of Lindenwood College in Partial
Fulfillment of the Requirements for the
Degree of Master in Science of Mass Communication

1998

Abstract

Advertising has grown and developed new ideas throughout the years. Since its beginning, advertising has experienced many changes trying to exert influence on potential consumers and to remain in their minds in a positive way.

This culminating project is about the influence of the visual elements used in advertising on consumer perception. Advertising's purpose is to sell. A good ad should cause a good impression in the consumer and lead him or her to purchase the product or service advertised.

The main idea that will be developed and demonstrated in this culminating project is that visual advertising is more effective in persuading a viewer than non-visual commercials. To accomplish this objective the influence of diverse kind of visual advertising, such as TV, billboards, magazines, newspapers and it's effects on the viewer will be discussed.

The skillful application of visual elements such as colors and lines, are consider an important factor

to reach in to the viewer's emotions and gain his or her attention. Every color has a special effect on the viewer and impacts the way the viewer perceive the commercial. The way these colors are well combined with shapes and images play an important role in attracting the consumer to the product or service offered.

Visuals in advertising have become a significant element in every message. People have become more dependent on the visuals for sending and receiving information. It has been demonstrated that visual images are often remembered with more ease than words. Furthermore, the motion of moving pictures immediately captures the attention of the viewer and allows an image to remain longer in memory than sound.

Vividness is the most relevant feature of visual media. It attracts attention, maintains interest, and stimulates consumer's thinking by showing the product with its real shape and color. Advertisers should consider vividness when creating any commercial. There is no better way to advertise than by visual means.

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ELEMENTS ON TODAY'S CONSUMER

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Graduate School of Lindenwood College in Partial
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COMMITTEE IN CHARGE OF CANDIDACY:

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Dedication

I dedicate this work to my family, who despite the distance always let me feel their love and presence.

I love and missed you all very much...

Acknowledgement

First than all I thank my parents Ismael and Maria Estela, for their effort and dedication in letting me fulfill this goal...

Thanks to my sisters, Ismari and Estela for always being my pride and guidance.

Once again thanks to my grandparents Carlos and Nanatita for being always there for me.

Thank you Juan Carlos for your patience and your willing to helping me every time I needed you.

To my friends who became my family here...

I also thank Mr. Michael Castro for dedicating me a lot of his valuable time to develop this project.

And last but not least, I give all the thanks and praise to God for giving me the strength and courage to be far from my family and to complete this project.

Gissel

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Chapter I

INTRODUCTION

Advertising and its influence on today's consumer

Advertising has grown and developed new ideas throughout the years. Since its beginning, advertising has experienced many changes trying to exert influence on potential consumers and to remain in their minds in a positive way.

Consumer behavior depends mostly on the effectiveness of the ads in creating knowledge of the product or service. The primary purpose of advertising is to reach prospective customers and influence their awareness, attitudes, and buying behavior.

William F. Arens' definition of consumer behavior can be used for a better understanding on this matter: "The activities, actions, and influences of people who purchase and use goods and services to satisfy their personal or household needs and wants." Arens uses the word "influence" emphasizing in the fact that advertisers have to understand what makes potential customers behave the way they do in order to make them interested in the product or service advertised (112). Perception is one of the basic elements that influence in the purchase decision of the consumer.

Perception is defined as "the personalized way we sense, interpret, and comprehend stimuli" (Arens 114). Any ad, commercial, or promotion is a stimulus. The physical information in an ad (art, color, type, etc.) can create a positive reaction to the product or service and encourage customers to purchase it. Advertising must stimulate consumers' decisions about wants and needs.

Once the stimulus is sent, the perceptual screens, which involve the sensing and interpretation of the data, will either filter the information and erase unwanted messages, or position it in the consumer's mind to remind him or her for his next purchase.

There are two types of screens: the physiological screens and the psychological screens. The physiological screens include the five senses (sight, hearing, touch, taste and smell), and "detect the incoming data and measure the dimension and intensity of the physical stimuli". For a message to be effective, the viewer must be able to interpret it. The psychological screens are used by the consumer to "evaluate, filter and personalize information according to subjective emotional standards". In this type of screen consumers are influenced by their feelings and interests, as well as other components of their personality (115).

When visual media is used in an advertising campaign advertisers should consider the way that information is screened. Advertisers must realize that only a consumer with a clear perception of the product will be willing to purchase it.

Television, magazines, newspapers and also the radio (although the latter isn't a visual media) are tools used by advertisers to communicate all kind of messages. An effective message must be understandable and be able to create knowledge of the product or service. To achieve the objective effectively, advertisers must understand the relevance of knowing the consumers and their reactions.

Consumers now demand more information. They want to control the information they get, how they get it, and where they get it from. Today's consumers are much more aware of the different choices they have and they want to be sure of the product they are buying.

The mission of the advertisers is to provide information in a creative way that actually helps the consumers make their buying decisions. A creative and clear message will make a significant impact on the consumer.

Studies demonstrate that visual media is more effective than any other media in transmitting a message to a target audience and obtaining the best response from them (Book, Cary and Tannenbaum 19).

Using the adequate advertising strategy provides the expected reaction of the public.

Visual Media: Background and Facts

As mentioned before studies have demonstrated that visual media like TV, magazines and newspapers are the best tools to communicate most messages. They provide consumers with the information that they require regarding any product or service. All of these media elements have evolved tremendously over the years.

Television

When television began in the early 1940's everyone knew that this new medium would have a significant impact on American society.

In the beginning people didn't understand the influence TV would have on their lives. They didn't expect to be so affected by this media. Gradually, television ads used more and more techniques to get the viewer's attention. It influenced people more than any other media.

In the 1950's TV experienced a growing popularity. TV commercials became an important part of the American scene. Front-page newspaper articles, local radio talk shows, and network news programs were constantly talking about television advertising (98). At this

time people were captivated with the medium and they knew what to expect from it.

In 1940, less than one in ten American households had a TV set. Today more than 98 percent of all U.S. homes have TV sets; about 77 percent have more than one receiver and about 57 percent have more than two. The majority of these sets are in color (97).

Statistical studies show that the average American watches slightly more than seven hours of TV a day. This means that TV can reach almost everyone in a household (98).

Even though many people question the psychological and cultural benefits of television, only a few can deny that television has transformed the consumer marketplace. TV is the best sales mechanism and the most authoritative and influential medium.

It is already known that TV impacts large numbers of people, but not without high costs, and involving potential risks. When one compares the impact of a TV spot with a radio commercial or a magazine ad, it becomes clear that no other media can reach and influence so many people at so little cost per person.

The impact of television on its viewers is invaluable. It offers immediacy that other forms of advertising cannot achieve displaying and demonstrating the product with sound and full colors right before the customer's eyes. The consumers want more information

about every purchase and they expect to receive that information from the advertisers.

This information can be delivered through the various facets of the TV commercial; sight, sound motion and color. It permits infinite original and imaginative appeals where the advertiser can present all the features of every product or service.

As mentioned before TV has several advantages over other media. Its most remarkable quality, which no other medium can match, is its capacity to reach extensive numbers of consumers in each time it is shown. However TV has other advantages that make it the best media for advertisers.

Television is believable. Unlike other media, TV can demonstrate the products, so that viewers can see how the product works, its benefits, and the reasons why it should be purchased. Seeing is believing.

Television goes directly to the consumer. It is the most powerful of all the existing media. TV can offer sound or music just like radio; or it can show the product in use, in a setting, or in motion. It can include everything in one commercial, picture, sound, movement, color, everything that can attract the viewers' attention.

An important feature of the television is that it is flexible and selective. It's flexible because it allows advertisers to broadcast their messages locally,

regionally or nationally. It is selective because TV can reach any target audience. Children, young people, or adults watch TV at different hours of the day. Everyone is caught by the TV.

Television has grown faster than any other advertising medium in history and it will keep growing.

Print Advertising

The invention of the printing press by Johannes Gutenberg in Germany in the 1440's, gave way to the initiation of advertising.

It began as a very short channel of communication, with an audience of monks and scholars who were the only ones who could read and write. But soon, stimulated by the printing press's ability to quickly reproduce written materials, education and literacy spread.

The first English ad appeared in 1472. In the 1700's the world's population had grown and many cities were able to support diverse business that generated large volumes of advertising.

With the Industrial Revolution in the mid-1900's, the mass-production of goods caused a heightened competition among companies who now had greater need to sell a high volume of their products. Advertising increased as the need to sell increased.

The world population kept growing and so did the need for the use of advertising and mass marketing techniques. Also with the Industrial Revolution great changes in advertising appeared. In 1839 photography was created producing a whole new world of creativity. The reader now was able to visualize the product.

Newspapers have evolved since the posted bulletins of early Italy (59 B.C.). They began as a single sheet of paper publishing daily events and distributed locally. Almost 1800 years later, posted bulletins were a source of news during the American Revolution. As the world advanced, and new technologies in printing were introduced, the idea of using newspapers to communicate was employed by almost all countries in Europe and the United States.

Engenolph Emmel founded the first newspaper in Germany in 1609; and in 1621 appeared in England. American colonial newspapers began in 1690 with an edition of a newsletter, containing commercial news. Nobody in those early years knew how successful this medium would be in the future.

By the beginning of the twentieth century newspapers were gaining credibility with the founding of professional associations. These groups, such as the American Society of Newspaper Editors founded in 1922, established professional standards and gave the

reader a sense of solidity and credibility by requiring publishers to provide serious and credible information.

Newspaper popularity kept growing as an informative and promotional source. In the early 1940's, newspapers began to experience a decrease in impact on consumers due to the appearance of the television.

Today "newspapers are the dominant medium in terms of advertising volume, receiving more than 23 percent of the dollars spent by advertisers in the United States" (Arens 357). However more national advertisers are shifting to radio and television to advertise their products or services. This is a phenomenon that's been happening nationally.

It is a fact that more than 114.7 million U.S. adults read newspapers every weekday and an average of 2.1 million of people read each of the more than 62 million daily paper circulated in the United States every day. Total ad sales revenues grew 8.58 percent to \$41.3 billion for 1997, according to preliminary figures from The Newspaper Association of America. The increase was about \$3.3 billions over 1996.

Newspapers provide a unique, adaptable medium for advertisers to express their creativity. This medium offers many advantages, and the most important is its dependence on timelines. Newspapers can cover today's

news and be read in one day. Its information can be time-specific.

Penetrating every segment of the market, newspapers can be read by all kind of consumers. Also it is extensive in its coverage, can inform about a variety of topics and also can publish several ads in one edition. The ads published in a newspaper can be of different sizes and shapes to give the degree of dominance or repetition that suits the advertiser's purpose.

Although newspapers have extensive coverage of news, they present several problems. One of these problems is its short life span where unless the reader saves the ad or coupon it may be lost forever. In addition, perhaps the audience of the newspaper may not match the advertiser's objective and also the ads in many occasions, have to compete with other ads on the same page.

Every medium has its pros and cons from the advertiser's perspective, but the most important objective is to achieve the goal of the advertisers and their clients. In the case of the newspaper the goal is to make sure their clients clearly understand the value newspapers deliver to them, and to make sure that the readers want to buy what the newspapers have to sell.

Magazines also is used to advertise and promote new or already existing products.

Magazines have existed since 1709 when Richard Steele began publishing the Tatler. The Tatler consisted in a publication of moral issues or social events (99).

Since the introduction of photography in 1839, manufacturers began using photos in magazine ads to reach the mass market and stimulate mass consumption because it offered the best quality of reproduction and could be more colorful. Photographic images look almost real and are more persuasive than merely copy.

In the early years of the twentieth century a new era in advertising began. The manufacture of goods grew and new products were created that competed with the existing market. This competition created a new challenge between the manufactures; the fight for leadership in the market.

With the invention of TV, and its success, advertising in magazines declined and advertisers preferred to use the "new media" to reach a mass audience cheaply.

Through the success of TV and the declining of magazine profits, advertising has kept growing as well as the need to advertise creatively and in innovated ways. For this reason magazines began to succeed

again, but in a gradual way, segmenting and appealing to specific target markets.

Today magazines have a vast range of prospects; they have an extensive choice of regional and national coverage and a diversity of lengths, approaches and editorial tones.

Magazines allow advertisers to play with their creativity through all the technical advantages it has. It offers the opportunity to advertisers to enhance their products with color giving visual pleasure to the readers. Graphic art techniques can be applied much more effectively and fully than in newspapers due to the higher production values employed by magazines.

Magazines offer knowledge, depth in the information and a lot of meaning, something that TV, radio and newspapers offer in a partial way. Consumers demand information about every product or service, and magazines allow them to read in detail every feature of it. The only problem is the lack of immediacy that other mediums have. In order for the ad or message to be transferred to the reader, the reader must first physically get the magazine from the store or newsstand. This lack of immediacy might slow down the reader's interest on reading the magazine.

Furthermore, magazines allow advertisers to reach a selected target audience in a specialized way. Such is the case of specialized magazines intended for sport

enthusiasts, newsreaders, business readers, engineers, doctors, etc.

Magazines offer a lot of benefits in advertising. However, just like all other the visual media, the most important thing that magazines must convey is to provide the consumers the information they demand. Magazines also appear credible and have a long life.

Visual media like television, newspapers, and magazines, can provide to the viewer or reader color, image, movement, sound and all the elements needed to capture the attention of the consumer. It is also capable of giving mass coverage and reaching virtually.

Visual media and its advantage over the radio

The radio like any other media has its benefits. Among other attributes, the radio is personal, friendly and believable. Despite these attributes, the radio is not the best media to capture the attention of the consumer. People seldom just sit and listen to radio attentively; usually they are busy doing other things while their radios are turned on.

To corroborate the above information, the following note was found in an article of a recent edition of the Advertising Age Magazine: "Between the 20 radio spots that had been winnowed down from nearly 200 entered in the competition and unanimously the

judges decided that none of the spots was worthy of a Best designation." This fact demonstrate that sometimes radio broadcasting is not the best medium used to present ads. when comparing it with the other media available (S1).

It is imperative that in every commercial the advertisers stimulate the attention, interest and involvement of the audience in what he or she is seeing.

The following objectives summarize the intent of this report:

- To provide the necessary information in order to prove that not all the advertising media and techniques cause the same effect in today's consumers.
- To demonstrate that there are several conditions that last longer (such as colors, combinations, signs and shapes) in the consumer's mind than others non-significant to the consumers.
- To emphasize the success that any enterprise can achieve by adequately using all the elements that visual advertising has in contrast to the other techniques and advertising media.

The next chapters will emphasize on the importance of visual elements on the consumers. The following will be addressed:

- The type of advertising that lasts longer in the consumer's mind.
- How important is the tone and shine of the colors.
- How important is the right combination of colors.
- What factors do consumers remember most, sounds or figures.

Visual elements, such as color, light, line and others are necessary elements for creating an impact on the viewer. This report will demonstrate that among all visual media, the visual element is the most powerful element in positioning in the consumer's mind the features of any product or service. In most cases the visual elements have the greatest influence in all kinds of consumer.

Chapter II

REVIEW OF LITERATURE

The vast research developed in this project provides several factors that should be considered in the application of any visual element in today's media.

The literature related to the subject of study that is used throughout this chapter contains information from several books and magazines.

It is important to introduce a vast amount of information that can be useful for the reader and that collaborates for the better understanding of the problem developed in this project.

Most of the books reviewed, were very helpful offering all the data necessary to elaborate the investigation. All these books were carefully reviewed to select the most relevant information.

Furthermore, magazine articles were read to corroborate the information obtained from the books. The Magazine Advertising Age, cited continuously, is the one that offers the most encompassing information about the actual situation of the media in advertising.

Culminating projects related to the topic developed were also reviewed. There are two

culminating projects that help as reference to elaborate this investigation.

The following pages review some of the literature used to elaborate this culminating project.

The articles selected are dated 1998 with the belief that they provide the most suitable information.

Books

Title: Contemporary Advertising

Author: William F. Arens

Advertising has become part of everyone's life. It influences our behavior in many ways.

The mission of this Aren's is to present advertising as it is actually practiced with clarity and verve. Advertising should be taught as it really is, a business, a marketing tool, a creative process, and a dynamic, hybrid discipline that employs various elements of the arts and sciences (vii).

The readers of this book can understand, among several issues, more about planning strategically, about how to persuade others, to understand consumer behavior, to analyze the competition, to create message with clarity and simplicity.

The definition of advertising used in this book involves understanding communication as a process and, specially, as a persuasion process.

Advertising is the nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods and services) or ideas by identified sponsors through various media (6).

Also there are some aspects that must be considered when advertising:

- Advertising is intended to be persuasive.
- Advertising is used to promote goods, services and ideas.
- An ad identifies its sponsor.
- Sponsors pay for advertising.
- Advertising is directed to a group of people rather than to individuals.
- Advertising uses a medium to reach the audience.

Advertising, as a marketing tool, which serves several roles. It identifies and differentiates products, it communicates information about them; it induces nonusers to try products and users to repurchase them; it also stimulates products' distribution; increases product use, builds value, brand preference and loyalty, and it lowers the overall cost of sales (34).

These are some of the uses of advertising. However advertising finds its most important usage as a tool for companies for increasing their profits.

This book is also very helpful in providing information about the consumer perception process and the creative process developing a message. These issues will be amplified later in this chapter and in chapter 3.

Title: Visual Intelligence

Author: Ann Marie Suward Barry

In this book the author emphasizes what she calls "Visual Intelligence".

Visual Intelligence however, may be described as a quality of mind developed to the point of critical perceptual awareness in visual communication. It implies not only the skilled use of visual reasoning to read on to communicate, but also a holistic integration of skilled verbal and visual reasoning, from an understanding of how the elements that compose meaning in images can be manipulated to distort reality, to the utilization of the visual in abstract thought (6).

Barry uses Webster's Dictionary to define intelligence as the ability to learn, understand, or deal with new or trying situations; the skilled use of reason; and the ability to apply knowledge to manipulate the environment or to think abstractly.

Visual Intelligence is a book that creates knowledge about the influence that the television and all the visual media have over every culture.

There is no doubt that the actual consumer has to see to believe. That is the principal reason why in the modern media the visual element dominates verbal communication. This is a tendency that is expected to grow over the years. Increasingly, we are a nation of watchers rather than discriminating readers, of instant believers rather than reflective, visually aware critics"(2).

The perception of everything that we see is a channel that guides us to a response based on emotions. The author of this book mentions Le Deoux's, (a remarkable neurobiologist) theory on "emotional hijacking", which means emotions can become so highly activated that we can be taken hostage by them (18).

This "emotional hijacking" can influence our behavior in a manner that none of us can imagine. Many media can influence our beliefs by showing us pictures in print format or on TV. Maybe these images don't change our perceptions immediately, but at least they leave us with the doubt. Every person perceives things differently depending on what he or she believes. This is the reason why in the creation of a message or commercial the makers have to be very clear on how to send a message to reach the right target.

As an example of how different every person can perceive things consider "Gestalt Face or Vase?". It shows that some people can see just a vase and other can see two faces in profile. What one sees depends on the individual perception of each person (See appendix A).

Barry mentions in this book that advertising images influence the viewer in more than one way, and that advertising media executives and creative personnel know how to create a persuasive message.

The author explains the nature and power of images. The term "image" is used in different sciences such as physics, mathematics, and computer, and in each of them it has a different meaning. The general way to define image, and the more common one, is the one exposed in this book:

The range of meanings for the verb -to image- runs likewise from external representations to internal ones, from the production or reflection of a likeness to mental visualization. What is common to all images, however is the perceptual logic by which they are formed and the nature of the coherent whole (69).

This book offers a great explanation of why images are more effective than words in the communication media. The author mentions that in developmental experience, words not only come later than images, but they are also often inadequate in communicating meaning, precisely because they are removed from

experience and therefore lack the immediacy and power of the real world's change and relativity (74).

Barry also mentions that in reality, we use only approximate meaning of words, sentence fragments, and a great deal of facial, postural, and gestural expression to convey meaning in everyday interactions. Only in the most formal situations of writing or speaking do we use the system of formal language in a logical, linear way (75).

Since the beginning of time images was the way to communicate and would be fortified with strange sounds made by people. Today, images hold a privileged position in relation to our innermost beings. Research has demonstrated that what visual images express can not be entirely captured by words.

All visual media use the visual intelligence to manipulate what viewers think, what they do, how they do it and when they do it. It is incredible to realize how much the visual elements can influence our lives and how important it is to understand this phenomenon.

Title: The Artful Eye

Author: Gregory, Harrys, Heard, Rose

In this book the authors refer to the communication between the brain and visual perception.

They describe how our brain decodes colors, forms and motion and how these interpretations can influence our behavior. The book also describes why the brain decodes faster the information that is introduced visually than what is introduced with audio.

Every color that is perceived by the human eye can change the perception of everything almost immediately. For example, it is very common that people relate a cloudy day with sadness and sorrow just because of the gray colors of the day; or they relate a sunny day with happiness and joy because of the yellows and the oranges. This perception can change person to person, and this is a factor that every advertising agent and production group have to be very careful with when selecting an environment for a commercial. This matter is explained with more detail in the next book discussed.

Also the motion of moving pictures is something that immediately captures the attention of a person and allows an image to remain longer in the memory than a sound. This lasting impression possible with moving images and motivation is a major interest of this study.

Title: The Psychology of Visual Perception

Author: Ralph Norman Haber and Maurice Hershenson

For a better understanding of this project, the influence of colors in the visual psychology, visual cognition and the perception of the world around us will be explained in the following chapter. This book is very helpful in developing this matter.

It is important to describe the influence that colors have over the viewer because they (colors) are capable of affecting our ability to differentiate between objects. Colors can change our mood and feelings, and also can change our preferences. The reason this book has been used in this project is that it offers the reader a wide knowledge about important elements that can influence any purchase decision.

Haber and Hershenson describe in this book the visual perception at every level, including the operation of the visual system up until the response to a stimulus. In this case the stimuli are colors.

Color is one of the most important elements in the perceptual experience of the visual world.

The authors of this book, define the perception of colors as: "Any noticeable difference between two parts of a visual field that is not due to variation in their space, time or intensity" (84).

Every one has a different psychological perception of colors, but there are certain patterns that can't be changed. For example, the fact that red and green are seen as opposite colors can be explained physiologically. This matter will be addressed in more detail in Chapter 3.

Title: The Radio and Television Commercial

Author: Albert C. Book; Norman D. Cary; Stanley I. Tannenbaum

The subject of this project is to demonstrate that the visual media have a great advantage over the non-visual ones.

Television has become the dominant communications and advertising vehicle almost everywhere. As an example of its dominance, the larger advertising agencies invest as much as 70 percent of their billings on the television medium.

Credibility is one of the advantages that television has, and this is one of the most important factors that influence and manipulate people behaving. The television is the most significant visual media and, as such, is also the most common way of manipulating what people see or think. By selecting the content of a program or commercial the advertisers

can create a positive or negative impression of a particular situation.

This book contributes valuable information that helps to comprehend the importance of knowing the pros and cons of using radio or television to advertise any product or service. It also provides a comparison between television and radio, and shows the reader convincingly, which one is the more effective in reaching the consumer and why.

Cary Book and Tannenbaum created this book with the purpose to "help to develop the art of creating effective radio and television advertising" (4).

They also wanted to prepare professionals capable of working in diverse areas of advertising.

It is well known that companies spend millions of dollars every year advertising their products. But a great part of that money is wasted because of a failure in the commercial. Is a purpose of this book to help to prevent these failures and create productive commercials.

Title: How to Produce Effective TV Commercials

Author: Hooper White

Television commercials are one of the subjects most mentioned in this project. In this matter it is imperative that the reader clearly understand the

production of a television commercial, its steps, the work that is needed to create it, and all the people that are involved in the creation of it.

This book was written with the purpose of increasing the knowledge about the people that are involved in the production process, and about all the factors that can influence the cost of the commercial. It also has as its objective communicating understanding regarding the impact that the commercial will have on its audience.

White also mentions that this book is intended to assist brand managers in today's marketing-oriented business world; and because production has become such an expensive procedure, that the more complete the information available is, the better the end product will be (xix).

Television commercials are the most effective selling tools and as such, all the people involved in the creation and production of them should understand clearly the total process.

Title: Mass Communication, an Introduction

Author: John R. Bittner

This book was selected because it presents all the information necessary to understand what Mass Communication means.

It is important that the reader of this project clearly understand the meaning of mass communication:

Mass Communication is the deadline of the investigative journalist, the creative artistry of documentaries, the bustle of a network newsroom, the silence of a computer, the hit record capturing the imagination of millions, the radio disc jockey setting the pace of a morning show, and the advertising executive planing a campaign. It is radio, research, recordings, resonators, and rating. It is television, teletext, talent, telephones, and tabloids. It is a satellite, storyboards, system, and software. It is all these things and many more. It is dynamic and exciting, but it is not new (2).

To define Mass Communication as a process, Bittner uses the following words: "Mass Communication is messages communicated through a mass medium to a large number of people" (11).

Mass Communication unfolds from a simple process of human communication, which is person to person, to a global process that can send messages everywhere around the world. It is one of the three basic types of communication. The other two are interpersonal communication, which refers to a face to face situation; and intrapersonal communication, which means communication with our selves. The difference between mass communication and interpersonal and intrapersonal communication is that mass communication requires a mass medium (television or newspapers) to send a message.

Bittner also include in this book a lot of information referring to television, radio and other

mass media, including its history and evolution through the years. This contextual material was very helpful in developing this project.

Title: Communication Theories: Origins, Methods, and Uses In the Mass Media

Author: Werner J. Severin and James W. Tankard, Jr.

As mentioned before, it is of remarkable importance that the reader of this project understands and recalls information about Mass communication. It is considered important because everybody that is involved in the advertising area should have knowledge about every tool that can be used to reach the expected results.

This book reviews all the methods and models of Mass Communication. It "describes the scientific method as it is used to develop and test communication theories and presents a number of models that have been found useful for detailing the communication process" (17).

This book also includes topics such as the role of perception in communication, in which the author defines selective perception as:

The tendency for people's perception to be influenced by wants, needs, attitudes, and other psychological factors. Different

people can react to the same message in very different ways (57).

To reach the receiver of a message is the main purpose of any commercial. This is the reason why every advertiser should be very careful selecting the medium he or she is going to use to send the message and the way he or she is going to send it.

Another issue that is relevant to this project is persuasion. Servein and Tankard write that persuasion is only one type of mass communication, but it is a type in which many people are interested. Persuasion has probably always been a part of human life. It seems inevitable that people will try to influence other people, even their closest friends and family members (147).

Persuasion has to be related with attitude. Persuasion is basically changing someone's attitude. Servein and Tankard use the Thomas and Znanieck definition of attitude:

"By attitude we understand a process of individual consciousness which determines real or possible activity of the individual in the social world" (148).

Attitude is certainly the most important habit that the consumer has. Our purchase decisions are based basically on these habitual attitudes. Sometimes an attitude is a predisposition to evaluate different purchase, services or products, or to act in an specific way.

Title: See What I mean, an Introduction to Visual Communication

Author: John Morgan and Peter Welton

This book attempts to be a simple introduction to Visual Communications.

The authors also write about needs and attitudes. As mentioned before, our attitudes and needs come from personal experience or empathy. Morgan and Welton refers to Maslow's five levels of human need:

- Physiological needs: warmth, food, water, shelter, sex.
- Security: freedom from danger and deprivation.
- Social needs: companionship, acceptance, love.
- Esteem: self-respect and the recognition by others of your importance.
- Self-actualization: the creative and expressive achievements through which one reaches a sense of personal fulfillment.

These needs and attitudes are intrinsic in each person. The only way to change our needs and attitudes is by replacing them with others that represent a more fundamental need. This concept is a key for all advertisers. If they want the consumer to respond to their message they must know what the target audience needs and answer some kind of need in them.

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The writers mention that Visual Communication can use the eye as a weapon that can place and persuade the viewer in many ways.

As is true any other way of communicating, the visual communication aims to produce an effect in another person.

Image is the key element of the visual communication. An image is an easier way to remember something or someone. Also an image is considered one of the most persuasive forces in the communication area. Signs and symbols can help to create images. Morgan and Welton use the following definition of image: "An image has been defined as the result of endowing optical sensations with meaning" (90).

Also Morgan and Welton in this book describe that correct selection of the target audience to send a message is a relevant factor that may create the right effect on them. The communicator must know the needs of the recipient in order to create the right message.

Title: Consumer Behavior

Author: Chester R. Wasson

This book represents "an attempt to meet the need of those making marketing decisions to understand how the most basic principles of the behavioral disciplines can help them competitively" (xiii).

This implies that the author wants reader to learn more about consumers and their response to certain kinds of stimulus.

Throughout this book, it is easier to understand the factors that influence the consumer, his or her reactions, and the role of the consumer in the society, among others.

Wasson explains, "by definition, consumer behavior is the behavior of people in a market type situation" (1).

The only way of influencing the purchase decision is by better knowing the consumer and his or her reactions in certain situations.

Wasson writes that there are classes of motives that influence the consumer behavior. Motives are among the strongest factors that affect behavior. The two classes of motives are the certainty and familiarity. These refer to a desire that everyone has to avoid the unknown and the uncertain. People are not willing to take chances. They prefer to take on what they already know. This fear of the new and unfamiliar is something that any advertising agent has to defeat in the introduction of any new product. Changes in preference of the consumer will involve changes in attitudes, cognition's, and behaviors.

Another large subject that is addressed in this book is the communication process. The author explores

its bases and the four components of communication: audience, source, message, and media.

Wasson writes that the purpose of communications is to persuade the prospective buyer to purchase and try the seller's offering. The process involves, however, more than just a message or a medium. The source of the message itself is part of the communications, and the state of the receiver, the person who gets the message, profoundly influences both whether or not it will be received at all, and if received, what meaning will be read into the message (356).

The audience in the communication is the group of people who are going to receive the message. The audience limits communication through five different kinds of selectivity, which are described as follows:

Selective exposure: in selective exposure the message is sent to be received by a group of people that are already persuaded, for which the message is mainly reinforcement, and to those who are waiting to be persuaded. In other words selective exposures are for people that already bought the product and those who are searching for that kind of product.

Selective attention: these messages are created to fulfill a specific interest. For example, an ad of golf balls is designed to reach the attention of a golfer.

Selective perception: in these commercials the people who are watching them perceive meaning in terms of their own expectations and what appeals to them. For example a commercial of golf won't reach the attention of a football player, it would reach the attention of a golfer.

Selective appeal: this type refers to the commercials that are more effective and better perceived when directed to an specific group of people rather than the public at large.

Selectivity of response: this concept refers to how people respond differently to the same message depending on their own personalities. It depends on their own perceptions.

The communication process used the media as the principal source. It doesn't matter what or who is perceived as the source of the message, what matters is that the nature of the source can affect its reception. The credibility of the source leads to the credibility of the message.

The message's effectiveness can be related to the feelings and experiences about the subject of the message felt by the viewer. The message can be influenced by the perception of the audience that receives it. A message can be created with the purpose of appealing to an already targeted audience or to reach a new group of people; it can strengthen a

positive attitude toward the product or change existing attitudes in reaching a new group.

A message can accomplish one or more of the following:

- Attract the attention of the target receiver for the satisfaction cue being offered.
- Build within a specific receiver or group of potential customers a comprehension of the potential differential value for them of the attributes of the offering.
- Create added service in the product bundle itself.
- Induce trial of the offering.
- Reduce cognitive dissonance among those who have bought to render them more favorable to future purchase (365).

The selection of the medium to send the message has to be very careful. Television, for example, is a medium that can reach almost everyone but not at every time, as all the other media. Some products have to be advertised by various media to reach the entire target audience. The most relevant aspect in every message is to communicate the features and benefits of the product itself. That is the primary factor necessary to obtain the expected benefits.

Title: Emotion in Advertising

Authors: Stuart J. Agres, Julie A. Edell and Tony
M. Dubitsky

Emotion in Advertising is a book that demonstrates how the emotions affect the reactions to an ad. An emotional ad can remain in the viewer's mind in different ways. If the emotional reaction is positive, more positive thoughts can be generated in response to the message of the ad.

The authors are interested in making advertisers understand the potential influence of emotions in advertising and make clear that advertising and emotions are linked.

A new perspective on the role of advertising is that a message should satisfy both emotional and rational needs by delivering both psychological and rational benefits to consumers. This approach will result in two ways of associating with the product, service or idea: on a rational basis, and on an emotional basis as well. This dual impact can provide an advantage over the competition.

Consumers, due to their human nature, have needs that go beyond the purely rational, and they purchase products in an effort to satisfy their non-rational needs as their rational ones as well(17).

Magazines

Three editions of the magazine Advertising Age were used to obtain actual information about the current situation of the advertising in the marketplace.

Advertising Age is a magazine that runs weekly and offers information about the latest news in all the area of advertising and the media.

The editions used were published on the months of April 20 and 27 and June 1 of this year. Most of the information obtained is based on factual discussions of the actual expenditures and revenues in ad sales. Also included and of use in these issues is information regarding the current situation of the media in the advertising market, in particular television and radio. In addition, information about print media (newspapers and magazines), and its position in relation to non-visual media is covered.

One of the articles that offer valuable information about newspapers expenditures is "It's back to school for staff and papers see payoffs", by Bony Case. This article refers to the features that make the top ten newspapers in the U.S the best in the market. In addition, information about their expenditures is included. Another article that is helpful for the development of this study is

"Marketing teams at L.A. Times" by Ann Marie Kerwin. Information about radio spots and their effectiveness in the diffusion of a message is included in this article. Kerwin also refers in this article to the importance of the visual media backup in order to obtain the expected results in a message transmitted by radio.

Suffice it to say, anyone interested in developments in the field of this study, should read Advertising Age on regular basis.

Chapter III

SELECTIVE REVIEW AND EVALUATION OF RESEARCH

For a better understanding of this investigation, this chapter will give a broad coverage of the more relevant sources of literature mentioned in Chapter two. Also it will investigate further the issue of the visual advertising elements that influence the perception of the viewer. It will also describe some guidelines involved in the planning of making a commercial.

Advertising has been so successful at what it does, that in general discussions of visual literacy, it is often the first subject mentioned. The way advertising achieves its success is a subject of careful perceptual strategizing and organization. Colors, lighting, dialog, the tone, the placement of components, every element that the audience can hear or see, is examined and reviewed to reach the expected impact.

The following books will be reviewed in this chapter: How to Produce an Effective TV Commercial by Hooper White; Contemporary Advertising by William F. Arens;

The Creativity in Advertising

It is obvious that the key to producing a successful commercial is creativity. In any commercial the idea is the base that lifts the commercial above mediocrity and achieves something unique, memorable, and effective. If the commercial doesn't have a powerful central idea it is probable that it is going to be boring, common, imitative and, as a consequence, ineffective.

Everything changes constantly --times attitudes, tastes, fashions-- due to the continued mobility and increasing development of communication. Each change brings with it a new problem, so new solutions need to be found. And this situation demands thinking in a new ways, to create and implement new and better solutions to any kind of problem.

To create means to originate, to conceive a thing or idea that did not exist before. Typically, though, creativity involves combining two or more previously unconnected objects or ideas into something new (Arens 255).

Creativity is not something that people are born with, it is something that can be learned step by step.

William Arens mentions in his book that creativity is essential to advertising's primary mission of informing, persuading and reminding.

1. Creativity helps advertising inform.

Advertising's responsibility to inform is greatly enhanced by creativity. Good creative work makes advertising more vivid, and many researchers believe vividness attracts attention, maintains interest, and stimulates consumers' thinking. A common technique is to use plays on words and verbal or visual metaphors, such as "Put a tiger in your tank" or "Fly the friendly skies". The metaphor describes one concept in terms of another, helping the reader or viewer learn about the product.

Other creative techniques can also improve an ad's ability to inform. Advertising writers and artists must arrange visual and verbal message components according to a genre of social meaning so that readers or viewers can easily interpret an ad using commonly accepted symbols. For example, aesthetic cues such as lighting, pose of the model, setting, and clothing style can signal viewers nonverbally whether a fashion ad reflects a romantic adventure or a sporting event.

2. Creativity helps advertising persuade.

To motivate people to some action or attitude, advertising copywriters have new myths and heroes, like the Jolly Green Giant and the Energizer

Bunny. A creative story or persona can establish an original identity for the product in the collective mindset, a key factor in helping a product beat the competition.

Creativity also helps position a product on the top rung of consumers' mental ladders. The higher form of expression creates a grander impression. And when such an impression spreads through the market, the product's perceived value also rises.

To be persuasive, an ad's verbal message must be reinforced by the creative use of nonverbal message elements. Artists govern the use of elements like color, layout, and illustration, to increase vividness.

3. Creativity helps advertising remind.

Imagine using the same invitation, without any innovation, to ask people to try your product again and again, year after year. Your invitation would become stale very quickly, or it would become tiresome. Only creativity can transform your boring reminders into interesting, entertaining advertisements (256-57).

Television copywriters use scripts and storyboards to communicate any kind of idea in a commercial, verbal or nonverbal. The creative team must aim for

credibility, relevance, and consistency in tone when writing TV ads. While TV commercials should be entertaining, the entertainment should not interfere with the selling message. It is easy to link creativity with persuasion, because a creative message will be measured by the level of persuasion that it has over the viewer. Persuading a consumer is the main purpose of a commercial and the main key to achieve this is with creativity.

Guidelines to produce a good TV commercial

To create a TV commercial involves many steps that should be considered in order to be successful. The objective is to create a TV commercial with a convincing selling idea developed with imagination and presented with harmony, continuity, and structure.

The authors of the book, The Radio and Television Commercial, Albert C. Book, Norman D. Cary, and Stanley I. Tannenbaum, provide some general guidelines to help advertisers reach any selling goal.

1. Do basic research first: advertisers have to get all the information and facts about the product or service that is going to be advertised. Advertisers have to make sure they know what they're up against and whom they're trying to reach.

2. Emphasize the main selling point: advertisers have to analyze the research and then crystallize it into major and minor selling points, and work with the strongest one.
3. Make the commercial relevant: it relates to the viewer's wants and needs. Respect the viewer's sensitivity and intelligence.
4. Get attention fast and keep it: the opening seconds of a spot are vital. These either grab and hold viewer's attention or turn it off.
5. Match medium and message: the format, structure, and style of the commercial should be compatible with each other and with the product. Match video and audio throughout the spot to avoid confusing the viewer.
6. Stay on track: while developing the elements of a commercial, advertisers have to check back frequently with the strategy statement and marketing objectives.
7. Don't waste words: Television is primarily a visual medium, so the video directions should carry more than half the weight of the message.
8. Keep the commercial simple: do not cram the spot with too many scenes or too much movement. Avoid long, static scenes.
9. Be prepared to revise: true professionals rewrite and polish material again and again.

Examine it for impact, clarity, rhythm, pace, persuasion, relevance and believability.

10. Write clearly and conversationally: the copy has to be written in a natural manner. Avoid the pretentious and the glib.
11. Identify the product: advertisers have to make a special point of saying, and repeating, the name of the product, or it won't stay in the viewer's mind and, therefore, won't motivate him to buy the product.
12. Time the commercial: a pace too fast for the announcer or actor will deprive your spot of its dramatic appeal. And a pace too fast for the viewer will leave him far behind. The selling idea, must be presented in a memorable, emphatic way, no matter how long or short the commercial is.
13. Treat news as news: if the product is new or has a new feature, give the commercial the flavor of an announcement.
14. Repeat yourself: purposeful repetition can help register a selling idea. Don't expect the viewer to remember the commercial if the product is mentioned or shown, only once in a 60-second spot.

15. Concentrate on writing, not drawing:
storyboards are adequate if they are drawn with stick figures, as long as the idea, along with structure and continuity, comes through.
16. Give some free rein to the producer: the storyboard is merely a blueprint. It is prepared so that everyone involved in the production of the commercial can better visualize it. Also, everyone, from the writer to the producer, should have the constant assignment of trying to make the commercial better, even after final approval (99-100).

Since one of the main attributes of the television image is its capacity for the immediate transmission of electronically produced images and, consequently, for enlarging our own senses into an experience of simultaneously occurring situations without apparent intervention or manipulation. Television, like the photograph, carries with it a sense of genuineness and immediacy that no other media can match.

Is important that every advertiser, in the production of a television commercial, clearly understand the relevance of the application of the steps mentioned above. A production of a commercial involves many steps that have to be carefully reviewed and organized to obtain the expected results.

The influence of the medium on the consumer

Advertising's principal purpose is to reach prospective customers and influence their perception, attitudes, and buying behavior. To influence the consumer, an advertiser must make the marketing communications process work very efficiently.

To get the attention of the prospective consumer and stimulate them on a physical and psychological level, advertisers have to inform them about the product in an interesting, exciting and involving way. Television, being a visual media, has all the properties to reach this goal. It also can create influence on the consumer by showing the commercials at the most opportune time or place. For example a coat commercial in the fall or winter season. An ad gives consumers quantitative and qualitative information about a product or service. Letting the consumer watch the product is easier to place in his mind the features and benefits of it.

Consumers usually act when they have a goal to satisfy a necessity. An ad that uses imagery and picturesque wording can help customers visualize and recognize their goals. An ad can stimulate motivation by persuading customers that it is possible to accomplish their goal.

Advertisers must pay attention to the way they create a commercial because a good ad can lower customers' post-purchase anxiety by reminding them of the product or services positive features; or a bad ad can provoke a response of negative comments by critical friends or family members.

Successful advertising people understand the complexity of consumer behavior, which is controlled by three personal processes: perception, learning, and motivation. These processes determine how consumers perceive the world surrounding them, how they learn information and habits, and how they actualize their personal needs and motives.

The book Consumer Behavior, by Chester R. Wasson provides information about the influence of the media over the consumer's purchase decision. As mentioned before, the main purpose of advertising is to "sell", so an ad that doesn't influence the consumer and make them buy the product or service, doesn't work.

Communicating a message involves more than just writing a few words and defusing them. Communicating a message means creating an impact and impulse in the purchase. The impact is affected by the source and by the manner of presentation. The message itself can influence the audience's opinion, but the credibility of the medium is a critical component of any form of communications. As mentioned in Chapter I, television is

the most believable medium. It gives credibility to a product because it demonstrates the product, how it works or what it does, making it easier for the people to be attracted to it.

Part of credibility depends on the readiness of the audience to believe the message before they even receive it, but a great deal depends on the immediate perception of the audience as to the credibility of the source. The more the audience perceives the source as credible, trustworthy or prestigious, the greater the immediate credence given to the message and conclusions communicated (Wasson 363).

Of course, credibility is an important factor, but perhaps as important an ads ability to get the attention of the customer. It is essential to gain further attention in order to develop a full knowledge of the significance of the benefits of the product or service and thus increase either the approach tendency to purchase, or to diminish the avoidance factor, or both.

It is not enough, of course, that the message reaches the audience and is perceived by it. The message itself must have credibility, an attribute perceived as coming from the source or medium and not from the message itself (363).

Another important factor in selecting the media is the fact that each medium reaches different groups of

people, and not every medium is adequate to advertise every product or service.

The medium tends to select the audiences because each possible communications medium is designed to appeal to a rather specific audience and various market segments expose themselves to quite divergent media. For most products, a mixture of media must be employed because even the most widely used media may reach only a portion of some segments. The medium itself is, to some degree, seen as one of the sources of the message and it is always part of the general context in which the message is received (369). Every media have their benefits, but it is obvious that television as a visual medium has every element to communicate effectively a message.

It is appropriate to mention that television advertisements involve some emotional experience, if the message is delivered in the right manner at the right time to the right group of people. This emotional experience is also a benefit of the visual media, involving the viewer through various senses, and making him part of the commercial.

Psychological effect of colors

Because color communicates immediately to our emotions and has such a strong effect on the viewer it

has become of primary interest to researchers, psychologists, and of course to advertisers searching for the most persuasive appeal.

In the visual media colors play an important part, especially in establishing an emotional tone in a message. Colors can establish the mood of the commercial and if they are well selected they can persuade the viewers positively.

The book Selling with Colors by Feber Birren explains thoroughly the importance of color in our normal perceptual experience of the visual world.

In the visual communication field, the colors play an important part. They can persuade the viewer to buy something, or add reality to a commercial. The selection of colors is an important part in the production of every ad.

Color is emotional in its appeal and tends to inspire a personal and subjective viewpoint. Yet while the so-called artistic aspects of color may be elusive, the facts of mass human reaction are otherwise (Birren 7).

Colors give a product attention-value, realism, identity, psychology, and beauty. Attention-value refers to color's ability to catch the eye. Color should be simple and appropriate, and should be tied in to hold the advertisement together. It gives realism to a product; colors, as a dimension, may be as

descriptive as size, weight, price, etc. Here, perhaps, is the most obvious use of color: to glorify a product in its full reality. Colors are more easily retained in the memory than words or symbols. Used to identify a product or a service, and persistently employed to build up recognition, color has potent force (114).

Also colors address our psychology, because of the many mental and emotional associations of color. The use of color to imply warmth, coolness, cleanliness, etc., may be extremely effective and may well support copy efforts. Moreover color can give beauty to a product or service and command interest from the viewer (115).

Colors play an important role in the advertising media due to psychological messages they convey. Usually colors are determined by the environment in which they appear and the symbols that go along with them in presenting a given concept. They also produce sensations of temperature, feelings, and memories.

While the phrase of psychology of color is not easy to define, most of us, in using it, have in mind the influence and effective power of color with reference to the mind, emotions, and body of man (159).

The influence of colors in our behavior is eminent. It is relatively easy to prove there are

certain colors that call our attention more than others. There are many individuals that feel sympathy or apathy to some colors due to individual taste created by the environment that surrounds these colors. This divergence is a consequence of the symbolism that colors have in each individual that typically are based on the impacts and conditionings of belief, religion, civilization, culture, among others. (See appendix 2).

Colors immediately translate into an emotional quality, which derives partly from personal associations partly from experience in nature. Also colors tends to take on attributes associated with touch as well, such as softness and smoothness, and even solidity.

Colors are also often thought of as having temperature dimensions: red, orange, and yellow are perceived as warm, while green, blue and violet seem cool. These distinctions of colors are physiological as well as psychological (23).

Colors are presented and modified by the position of the light reflecting on them. This is the reason for the importance of the type of illumination.

1. Unconscious Perceptions of the Colors

Unconscious perception of the Color Red: Red is a warm color that acts with vivacity. It has the property of being easily remembered by the spectator. The color red is widely used in advertising due to its suggestive and stimulating force. It is used mainly on items that have the ability of change or innovate something. It is used to call the attention of the viewer. The color red denotes power, persuasion, passion and desire.

Unconscious perception of the color Orange: Orange is used to provide a violent feeling on the viewer. When used in excess, it exhausts its enjoyed sensations, motivating the viewer to pay attention to something else rather than the actual message. The color orange must not be used in excess due to this effect. When used properly, it can symbolize glory, splendor, vanity, and other deep feelings.

Unconscious perception of the color yellow: It is a color that is used to give a happy message. However, it can also produce an effect of indecision on the viewers. People

often view the dark shades of yellow as representing falsehood. This color should not be extensively used in advertising since it can create a sense of confusion in some viewers.

Unconscious perception of the Color Green:

Green is a mixture of a warm and a cold colors (yellow and blue.) This fact enables this color to be very versatile, having an either warm or cold feeling depending on the type of message that it conveys and the colors and symbols used in connection with it. It creates a sensation of calmness and rest that tends to paralyze an action. In combination with a strong color, it can stimulate a purchaser in his or her buying decision. Dark shades of green generally make a better impression than lighter ones. Green symbolizes hope, intelligence, proposition, and expensiveness.

Unconscious perception of the color blue:

Blue is a color that creates a cold sensation in the viewer. When used in addition to other warm colors it accentuates the dynamics of the combination. This is one of the reasons for its used as a background color in many ads. The result of a well-used color blue is the

sensation of attractiveness of the product being offered. It usually gives an impression of a marvelous or even inaccessible idea; however, it neutralizes any inhibition created by any of the suggestions of the other colors. The color blue conveys security, conservatism, loyalty, relaxation, and fulfillment (78-83).

Unconscious perception of the color violet:

Violet is a mixture of blue and red. It produces a tendency towards rest. It creates a feeling of sadness or discomfort, directing the viewer towards a negative attitude. It has a minimum advertising usage since it lacks of any way of calling attention in a positive way. The only way it can be used is in order to create a depressing message for viewers who like theatrical attitudes that are usually melodramatic. The color violet can produce a disgusting message to the observer and sometimes even inspire fear.

Unconscious perception of the color brown: An observer viewing the color brown usually feels a sense of materialism, either driven by luxury or vanity. This color stimulates some primitive attitudes; in some people it can

create a feeling of comfort, in others, a lack of quality. It should not be used in an ad if it is not associated with the idea that it portrays.

Unconscious perception of the color black:

Black usually produces sensations of seriousness, and severity. It is symbolically associated with the ideas of mourning, death, terror, as well as loneliness. It can be used to create contrast and call the attention of the observer. It has a more negative than positive value on the messages it portrays. The color black means final, forceful, direct, amplitude, and stubborn.

Unconscious perception of the color gray:

The color gray produces a neutral and diplomatic feeling on the observer. It symbolically denotes sadness, poverty, avoidance, reservation, and non-committal; it is the preferred color for lowering the status of the competing products (174-178).

2. Combination of Colors

Each one of the colors described above motivates the observer towards experiencing certain reactions or feelings. The observer unconsciously associates the colors with the products or services that are being offered. In most cases the combinations of colors that are used in an ad create a psychological effect on the viewer. This is why there are very few messages that use only one color. On the one hand, usually the unilateral preference or rejection of one color reflects the predominant tendency towards intensive behavior. On the other hand, a cultivated attitude is characterized by a harmonious selection of colors in which positives and negatives likes and dislikes, are equally distributed. The effects of the main combinations used in advertising is described as follows:

Unconscious perception of the combination of Blue and White: Since it is a cold combination made up of colors that signify ideals (blue) and purity (white), it creates a sensation of peace while awaking tendencies towards generosity and sympathy.

Unconscious Perception of the combination of Yellow and Red: This is a mixture of a strong and vivid color with a warm color. This combination is usually stimulating to the observer; however it can create a feeling of dissatisfaction. It can be effectively used when creating a feeling of compensation.

Unconscious Perception of the combination of Green and Red: Green usually evokes nature, giving a feeling of harmony whereas Red can make for an atmosphere of primitivism. The contrast of these two colors is stimulating and very attractive. It can successfully be used in the introduction of strong and durable products; however, it can produce adversary reactions in products that require softness or a related feeling (24-28).

The unconscious perception of colors and combinations can be altered depending on their relation to the social habits and conditioning that each group to whom are directed has. Many different cultures, religions, and social groups view colors in different ways. Therefore it is very important to study the psychology of the target group to whom the message is intended to be shown.

The way symbols and shapes are linked to the colors that accompany them plays an important role in the effect of the desired message on the observer. The association of a given color and a sign gives a clear representation of the presented product. This combination represents the most direct way of presenting an idea or product, something that would be more difficult to achieve without colors. When symbols are used along with the proper colors, they must be properly linked to the idea that is intended to be portrayed, as well as to the social habits of its target audience.

Psychological effect of lines and shapes

Psychologists have found at unconscious levels preferences and rejections of individuals towards many shapes and lines.

Curved lines produce a greater attraction to females whereas straight and angled lines attract more males. It is recommended for those ads that extensive use angular objects or shapes to introduce curved elements that can achieve an equilibrium of shapes. Similarly, for excessive amounts of curved elements, straight elements should be introduced to create a harmonious effect in the message (90).

Sharp shapes are usually unfavorable to advertising since they are excessively attractive to the viewer. The recommended shapes are those that have soft lines, since they denote a more elegant style. The most attractive lines are the ones that form symmetric shapes, such as the circle, the triangle, the square, the ellipse, the rectangle and the rhomb (92).

Straight lines, either vertical or horizontal, reflect a feeling of tranquility, serenity, whereas curved lines evoke a feeling of happiness. Vertical lines are usually associated with action; horizontal lines are associated with rest. Fine lines are associated with delicateness, and thick lines are related to strength (96).

When a consumer finds a predominance of a determinate line or shape, he or she makes an unconscious recognition of the relation that the sensations suggested by the shapes have with several past experiences. This can be a distraction, and work counter to the ad's desired objective, thus relative balance and harmony of lines and shapes are usually more effective.

The elements used in an advertisement usually create a material need for what is advertised in a direct and obvious way. However, the advertiser must focus in another, more profound psychological phase by creating a symbolic satisfaction to the needs of the

consumer and to his or her psychic desires. If the observer does not have the capacity of making a choice based on his or her own criteria, the decision to purchase is made using the suggestions transmitted through ads that awakens a desire for the product. These ads suggest or stimulate a behavior in the observer, something called "consumer behavior". This is why psychology is extremely important in advertising.

The study of consumer behavior is the study of the ways in which consumers use products and services. It is a branch of psychology that focuses on the ways in which consumers make decisions about what to buy and how to use it. The study of consumer behavior is important because it helps us understand the ways in which consumers think and feel about products and services. This knowledge can be used to create more effective advertisements and to design products that better meet the needs of consumers. The study of consumer behavior is also important because it helps us understand the ways in which consumers are influenced by social and cultural factors. This knowledge can be used to create more effective marketing campaigns and to design products that better meet the needs of consumers. The study of consumer behavior is a complex and interdisciplinary field that draws on a variety of disciplines, including psychology, sociology, and anthropology. It is a field that is constantly evolving and that is becoming increasingly important in the modern world.

Chapter IV

RESULTS

The results of the study of the "Impact of the Visual Advertising Elements on Today's Consumer" are presented in this chapter. A survey was conducted to demonstrate that visual advertisement causes, without a doubt, a significant impact on the motivation and purchase impulses of today's consumer. This survey was conducted among a representative group of 200 students of Lindenwood University and Washington University. The students who participated in the survey were selected in a random fashion and include both genders.

The results of the survey will be presented as conclusions with its interpretations in graphics (See appendix 3).

In addition this chapter includes information about the effectiveness of visual elements. Television is not the only visual media. As mentioned in Chapter I, magazines, newspapers and exterior advertisement (posters, lighting signs, billboards, and flyers, among others) are also visual media that capture the attention of the viewers. As visual elements, these elements work in order to trap the consumer's mind and involve him or her in an imaginative world. Advertisers apply techniques and strategies that incite the viewers

to need or desire a product or service and guide them to the purchase.

Results of the Survey

The survey compiles information about the preference of visual or radial advertising; the aspects that make a commercial memorable; the elements that cause a positive impact making one visual advertisement more effective or memorable than others. All the information obtained from this survey is very helpful to demonstrate the effectiveness of visual advertising.

The survey includes the following issues:

1. Preference of advertising. Visual or radial advertising.

Media	Frequency	Percentage
Television	120	60
Radio	80	40
TOTAL	200	100

Table 1. Preference of Visual or Radial Advertising

The results obtained in this question clearly demonstrate that there is a preference for the visual advertising. Sixty percent (60%) of the people interviewed answered that visual advertising is better than radial advertising, and forty percent (40%) answered in favor of the radio advertising. This information is affected by the age of the group of people that

was interviewed. The age ranges between 18-23 years old. It is clearly understandable that young people listen to more radio than adults (See graph No.1).

2. Aspects that cause preference for the visual or radial advertising.

Media	Frequency	Percentage
Prefer Visual Advertising because:		
Provides more information	50	25
Provides more entertainment	70	35
Prefer Radial Advertising because:		
Message flows more rapidly	40	20
Practical	40	20
TOTAL	200	100

Table 2. Aspects that cause preference on visual or radial advertising

In this point the reader can understand the reasons why the consumers preferred the visual advertising rather than the radial advertising. Twenty-five percent (25%) of the group of people who preferred the visual advertising, answered that their preferences was based on the belief that by this medium they can obtain more detailed information about any product or service. Thirty-five (35%) answered that they prefer this media because they obtain more entertainment.

In the group of people who preferred radial advertising, twenty percent (20%) answered that they like this medium because the information can be obtained more quickly and another twenty percent (20%) because this media is more comfortable (See graph No.2).

3. Elements that are more memorable in a commercial.

Element	Frequency	Percentage
Consumer recalls		
Figures	60	30
Songs	50	25
Colors	40	20
Words or Content	30	15
Other*	20	10
TOTAL	200	100

* These individuals remember a comercial for different reasons such as the appearance of the objects, among others.

Table 3. Elements that are more memorable in a commercial

The answers obtained in this point demonstrate that about thirty percent (30%) of the interviewed people remember the figures in a commercial more than any other thing. All other elements represent less of what the sample population remembers in a commercial. It is also important to recognize that the high percentage of remembrance of songs in a commercial is usually attained when used along

with visual advertising, not the songs by themselves.

Furthermore, figures as well as colors are the elements that are used exclusively in visual advertising. These elements by themselves occupy fifty percent (50%) of what the consumer remembers; therefore, when combined with any other elements, they produce an impression that can only be achieved through a visual media. These are the main elements that influence a purchasing decision of the consumer. Note that figures and colors by themselves occupy a greater percentage of what the typical consumer remembers when compared with words or content (See graph No.3).

4. Techniques used by visual advertising that create a greater impact on the consumer.

Technique	Frequency	Percentage
Illustrations	70	35
Colors and Combinations	30	15
Figures and Shapes	40	20
Shine	20	10
Other*	40	20
TOTAL	200	100

* These elements include the use of slogans or other techniques.

Table 4. Visual Advertising Techniques that are most appealing to the viewers

Results cited in table 3 showed that visual advertising causes a greater impact in the purchasing decisions of the consumer than radial advertising.

The information obtained from Table 4 is oriented towards the visual techniques that are often used by advertisers. These techniques are the ones responsible for the impact caused to the consumers, producing in them the criteria used for their purchasing decisions. These techniques are sorted in descendant order of impact, namely: illustrations (35 %), figures and shapes (20%), colors and combinations (15%), and shine of colors (10%).

The results demonstrate that illustrations are the most appealing technique with thirty five percent (35%) of the respondents citing it, compared to a twenty percent (20%) response for its nearest competitor.

Illustrations that produce this significant impact on the viewers use techniques that usually create the same effect regardless of the media in which they appear. They usually cause the same effect when viewed in television, magazines, newspapers or any other form of visual advertising. (See graph No.4)

5. Perception of effectiveness of type of advertising in the promotion of a product.

Media	Frequency	Percentage
Visual Advertising	120	60
Radial Advertising	80	40
TOTAL	200	100

Table 5. Perception of effectiveness of form of advertising in the promotion of a product

Table 5 clearly shows that consumers consider that visual advertising is much more effective than radial advertising in the promotion of a product. Sixty percent (60%) of the participants in the survey confirm this fact. Note also that forty percent (40%) of the participants agreed that radial advertising is more effective in introducing a product. Although some people prefer radial advertising for the promotion of a product, it is clear that the consumers have the impression of visual media to be more effective than radial media in making an influence on their purchasing decision (See graph No.5).

6. Logic behind the choice of advertising media in the promotion of a product.

Preference	Frequency	Percentage
Prefer visual advertising for the promotion of a product because:		
Offers more motivation to the consumer	90	45
More complete information	30	15
Prefer radial advertising for the promotion of a product because:		
More audience	20	10
More economic	60	30
TOTAL	200	100

Table 6. Logic behind the choice of advertising media

Table 6 describes the preference for the visual or radial advertising in terms of its effectiveness in the promotion of a product or service. A notable forty five percent (45%) of the participants prefers visual advertising for the promotion of a product because it offers more information to the consumer and a fifteen percent (15%) prefer this media because it is more effective in offering complete information. Thirty percent (30%) of the participants consider the economy factor to be the strong reason for promoting a product via radio for the first time. Ten percent (10%) of the participants also consider that radial advertising can reach more audience.

Despite the preference for radial advertising due to its relative low cost, most consumers consider that the information provided through visual media gives more motivation to the consumer than radial advertising (See graph No.6).

7. Advertising media that is most related to visual advertising.

Media	Frequency	Percentage
Television	90	45
Billboards	20	10
Newspapers	30	15
Magazines	30	15
Flyers	20	10
Catalogs	10	5
TOTAL	200	100

Table 7. Advertising media that is most related to visual advertising.

Table 7 allows the reader to evaluate the impression that different consumers have about visual advertising.

The results provides evidence that the medium that is most related to visual advertising is the television. Forty five percent (45%) of the interviewed reflected this opinion. As shown in previous tables, television is a very vast medium that, in addition to successfully introducing a product, has the ability of maintaining the interest of the consumer. It

is a medium in which the advertiser can motivate the consumer in many different ways.

Among the other visual media, newspapers and magazines have a similar percentage of perception. These two are excellent media for getting the attention of the consumer since they can graphically portray ideas to the readers. However, newspapers and magazines are not as effective as the television in keeping the interest of the consumer.

Billboards, which are being used extensively in our days as visual media, are not receiving the recognition that most advertisers expect. Most consumers do not recognize them as effective visual advertising media (See graph No. 7).

8. Current perception of visual advertising.
October 1998.

Perception	Frequency	Percentage
Excellent	100	50
Good	70	35
Regular	20	10
Poor	10	5
TOTAL	200	100

Table 8. Current perception of the consumer on visual advertising

Table 8 shows that fifty percent (50%) of the participants in the survey consider that visual

advertising in our days is excellent. The majority considers that visual advertising causes a major impact in the decision and the actual purchase.

A not-surprising minority of the persons surveyed considers visual advertising to be regular or poor.

It is obvious that the majority of the public considers that visual advertising motivates the consumers. It has a tremendous impact on the viewers, by providing a direct and effective message (See graph No.8).

9. Current perception of radial advertising.

October 1998.

Perception	Frequency	Percentage
Excellent	30	15
Good	70	35
Regular	70	35
Poor	30	15
TOTAL	200	100

Table 9. Current perception of the consumer on radial advertising

This last table of the survey shows that radial advertising is not currently being poorly categorized. However, it is perceived in its majority between good and regular. Note how different it is from visual advertising, fifty percent (50%) rate radio in the top two categories of Excellent or Good, with thirty

five percent (35%) rating it good. Eighty five percent (85%) however rate TV excellent or good with fifty percent (50%) rating it excellent. The impact of TV is clearly more powerful. People usually see visual advertising to be more effective and more influential on their purchasing decision (See graph No.9).

Additional Information

This section presents an analysis of some data obtained in the survey. It is important to correlate the significance of all of the issues discussed since they represent the overall opinion of the consumers. The most relevant advertising media will be analyzed in the way they affect the consumers. These media include: magazines, newspapers, television, exterior signs, and radio.

1. Magazines

The early years of magazines presented a relatively low circulation due to the poor printing quality. The materials used were not suitable for high definition in graphics. Furthermore, its techniques, shapes, color and combinations were not fully developed.

Obviously, all of these inconveniences did not allow the advertising used on these

magazines to cause the desired effects in the purchasing decisions of its readers.

This investigation proves that the advertising techniques used in today's magazines are a product of an immense evolution of all the previous theories and methods.

Today the materials used have a superior quality. When a reader compares the paper that was used twenty or thirty years ago with the paper used today, he or she can immediately notice the difference in texture that allows a better reproduction of the images, shapes and combinations. All of the images can be better appreciated than their old precursors.

The new impression techniques allow advertisers to expose the products or services in a more vivid and appealing way to the consumers. Today's consumers are constantly being incited to purchase in many more ways than they can imagine. Today's graphics expert can use several techniques that make an ad drawing to be perceived just like a real picture of the product.

Furthermore, magazines have a relatively long life that increases the persuasive power of convincing used by the advertiser, when compared to the more fleeting experience of TV

or radio. The fact that consumers can remember more figures than any other element placed on an ad makes it a perfect medium to place them in an attractive fashion to the consumer.

2. Newspapers

Since its beginnings, newspapers have secured their position in the consumer market.

Although their printing does not use a relatively modern technique, they have the capability of penetrating into the consumers of all classes.

Newspapers are a relatively economic media that have a geographically extensive reach. These advantages result in advertisers using this media in order to reach as many consumers as possible. Notice in the survey that consumers recognize newspapers as a visual media to the same extent as magazines. However, magazines do employ sophisticated and expensive printing techniques that newspapers don't.

The techniques used in the production of newspapers have improved noticeably in recent years. However, they have not improved the same way that these techniques have in the production of magazines.

The use of color in newspapers results in more success in delivering the advertiser's message. Thus, it is evident that illustrations with a variety of well-combined colors is more likely to make a positive impact on the purchasing decisions of consumers.

3. Television

Television is the advertising media that has witnessed the most significant evolution and grown of any other. The cost of advertising on television has increased tremendously due to the introduction of new and advanced techniques.

Initially television was not used extensively for advertising since the old techniques did not allow presenting an elaborated commercial that would give an attractive presentation of the product or service involved. Radio was used exhaustively for this purpose.

As years passed by and new technologies were introduced into television, many new techniques improved the preparation of commercial. These improved commercials evolved to what we see today on television. Today, television is the elite of the advertising media. All of the

major businesses try to get their commercial on television.

The survey reveals that consumers consider that advertisers are able to exhibit through television in a more complete and real fashion all of the attributes and benefits of the product or services. Television is considered to be the most direct and effective advertising media. The way that a commercial presents illustrations together with the use of colors and combinations is unsurpassed by any other media.

The major advantage of advertising via television is that advertisers can demonstrate the product, its strengths and characteristics, in a direct and convincing fashion to the consumer. The consumer can thus be attracted to the product, and ultimately deciding to purchase it.

A television commercial is able to capture the complete attention of the consumer, since there is no immediate competition. Television offers several advantages for advertising such as the interacting and changing combinations of colors, which can be shown at any level of intensity from subdued to brilliant. This facilitates to a considerable extent the

Chapter V

DISCUSSION

The extensive research made in this study about "The Impact of The Visual Advertising Elements on Today's Consumer", establishes that the visual element used to advertise has a greater impact over the public rather than non-visual media. This discussion will present the results of the study into conclusions and will provide recommendations to create a persuasive message when using visuals.

The advance in technology and several visual elements that exist nowadays have given to advertisers the ability to manipulate the way we see and comprehend our world. As an audience we must understand the power of the image and how it can affect our thinking and feelings in extreme ways, and how in rapid succession it can ultimately form convincing motives which can change the values, attitudes and lifestyles of individuals.

Visuals in advertising have become a significant element in every message. As we become more and more dependent on the visuals for sending and receiving information, we will inevitably become more adept at quickly reading the effective and cognitive aspects of the messages.

In both print and television advertising, the consumer identifies him or herself with the advertising image. The product within that image becomes intimately linked with the satisfactions inherent in the scenario.

Images are the infallible route to the emotions, and consequently they are a primary means of influencing attitudes prior to the engagement of critical thought. This is an important point because advertisers have recognized the need to speak to human emotions first to achieve an effective impact and by consequence an immediate recognition of the product. One of the reasons advertising is such a powerful influence on the society is that it never forgets or takes for granted the emotionally involving side of the message. Because of this fact its main tool is the visual image. The perception of everything that we see is a channel that guides us to a response based on emotions.

To advertise is to sell, if the ad doesn't sell even a product or an idea, it is not doing its job.

Furthermore, color is another important element in visuals. Colors speak directly to the viewer's emotions; they have an immediate effect on the viewer's perception on the commercial, even before it has ended. The selection of colors is an important part in the production of every ad because they can persuade the

viewer to buy something by establishing the adequate mood of the commercial.

Visual images are often remembered with more ease than words. Some data obtained from the Justin Joseph Seminars delivered at Cornell University emphasizes that visual images are more rapidly recorded in the mind of the individual rather compared to information that is transmitted by words only.

The motion of moving pictures immediately captures the attention of the viewer and allows an image to remain longer in memory than a sound. The use of images can help to effectively persuade the viewer. Selecting the right images and targeting them to the right group of people is the challenge that all advertisers must overcome.

The perceptual power of the image can also be observed in its ability to dominate the written or spoken word when they appear together. Both written and oral forms of language must be mentally processed first. Images are perceptually processed along the same alternative pathways as direct experience. The image is therefore able to reach the emotions before it is intellectually understood. The logic of the image is also associative and holistic rather than linear so that not only does the image present itself as reality, but it also may speak directly to the emotions, bypassing logic, and words. When an image is combined

with words as in a TV commercial the words become secondary but the language of images remains primary. Visually reinforced words with colors, graphics and images tend to capture the complete attention of the viewer as well as convey a clear understanding of the product.

Since visual images speak with experiences, associations, and logic, it is important to acknowledge that they are particularly sensitive to manipulation in commercial structures.

Visualizing a product

In most occasions, a product has many potential attractive features (messages that allow the association of a product and the desires of the consumers). Notably, the advertiser must focus on exploding the most attractive feature to other possible consumers. The more focus a commercial gives to the main features of the product, the better the results for the commercial.

Since almost all of the products can have a different image for different people, it is important to find the mechanism of showing to the possible consumers its best attributes. It is more effective to show all the features of a product by using an illustrative manner than it is to verbally express its

features. The consumer must be able to see him or herself within those illustrations presented by the commercial.

The correct usage of wording allows the description of the product to be even more efficient. However, a correct image and plot can express more than words. These two elements should be combined since one ensures the best performance of the other. In other words, visual advertising can attract the attention of the consumer more efficiently than sounds by themselves.

Visual media does not refer only to the television. All of the other media previously described use visual techniques in order to transmit a message of the benefits and attributes of a product to the consumer. Images either printed or transmitted, facilitate the process of visualizing a product by creating a visual image in the mind of the consumer, therefore producing interest by the consumer on the product. Once the consumer has the image of the product, he or she will remember it with more ease than just words by themselves.

It is easier for the consumer to be attracted by a product or service that he or she is able to "see" rather than a message that they are just able to hear. Every element that is used in a visual advertising such as colors, lines, movement, images, and even words, are

elements that attract viewer attention and persuade him or her to purchase the product.

As mentioned before, advertising's main purpose is to reach prospective customers and influence their perception, attitudes, and buying behavior. The best way to influence the customer's behavior is by visuals, showing the best attributes and features of the product.

In addition visual advertising reaches more effectively the attention of the consumer and stimulates them to react to an ad more quickly than non-visual media.

Visual elements have the faculty of trapping the consumers' minds and inciting them to feel a need or desire for a product or service while guiding them to the purchase of that advertised product or service.

Discussion of the results

The following remarks represent the conclusions realized upon analyzing the research for this project.

- First of all, it is clear from this study that the majority of the consumers nowadays prefer visual advertising to any other type. The main reason for this preference is the fact that the viewer can see the product in real time, how it

works, its features and every element that the product has.

- Visual advertising is preferred since it motivates the consumer with images of the product being offered while providing entertainment. It motivates the consumer by the use of colors, figures, light and lines. Advertisers use these components in order to appeal to the target group.
- Among all of the elements that consumers remember from a commercial, its figures are the ones that first come to their mind. This study has demonstrated that viewers remember frequently visual elements more than words.
- The visual elements that cause a greater impact on the consumer are figures, and shapes together with a harmonious combination of colors. These elements play an important role in attracting the consumer to the product or service offered.
- The advertising media that is most related to the visual media is television. This is the most complete media that offers real time sound and images to the viewer.
- Radial advertising, although broad and economic, is not preferred over visual advertising. Although radio has its own

advantages, it does not surpass the success of television or other visual media.

- Figures and illustrations are the advertising techniques that are mostly used. These techniques together with a proper implementation of colors and combinations produce effective results in the mind of the consumer.
- It is believed that vividness attract attention, maintains interest, and stimulates the consumer's thinking. Vividness and reality is another characteristic of the visual media.

Recommendations

The following recommendations must be considered when making the decision of advertising a product or service. These recommendations are based on the fact that visual elements cause a positive effect on the consumers when used properly.

- Visual advertising techniques should be used not only on television, but throughout all of the other media that allow their usage. The technique of combining shapes and colors can produce excellent results regardless of the media where they are used.

- Visual advertising should not be used by itself, but by combining all of the possible techniques that allow its usage. Supplementary media reinforce the convincing power of the commercial on the consumer. The results of a proper advertising campaign that combines different types of visuals are noticeable; however, all the media used must convey the same message and focus on the same strong features of the product. Consumers tend to easily recognize and associate the different ways a product is advertised.
- Advertisers should consider the combination of various media to send a message. By this way they can reach different group of people and attract their attention in many ways.
- In order to get the attention of the prospective consumer and stimulate him or her on a physical and psychological level, advertisers have to provide the viewer with a sense of involvement with the product or service presented. Visual advertising has all the properties to create and maintain knowledge of any product or service. By showing the consumer the product or service it would be easier to place in his or her mind the features and benefits of it.

- Furthermore, visual media adds credibility to the product or services advertised. Credibility is an important factor in any ad. It must be used to obtain a positive reaction on the prospective consumer.

Limitations or Weakness of the Research

After developing this project it is important to list some limitations and weaknesses experienced throughout this study.

- The first limitation confronted in this study was the time factor. The time was relatively short to develop a more extensive project and include more important details.
- The information was collected basically from books and magazines. Though attempts were made, it was very difficult to obtain data from external sources because in most of the cases these sources keep this internal information from being accessed by third parties.
- It was necessary to investigate from sources that are not directly related to the subject of study in order to obtain better information about the visual media. There are not enough books focussed on the subject of visual media.

- There were also other difficulties involving the application of the survey to the public. In most cases the students were not willing to participate in the survey or they just didn't have enough time. This limitation caused a delay in the time it took to collect all the necessary information as well as extending the time it took to culminate the study.

Future relevant work

Visual Advertising has many other aspects that can be investigated in other studies. This project focus only on the impact of most visual elements used nowadays to get the viewer's attention.

On the one hand I feel completely satisfied with the information provided in this study. Furthermore, I consider that a complementary study about the new techniques used to produce or create an ad would be helpful for a better understanding of this important issue.

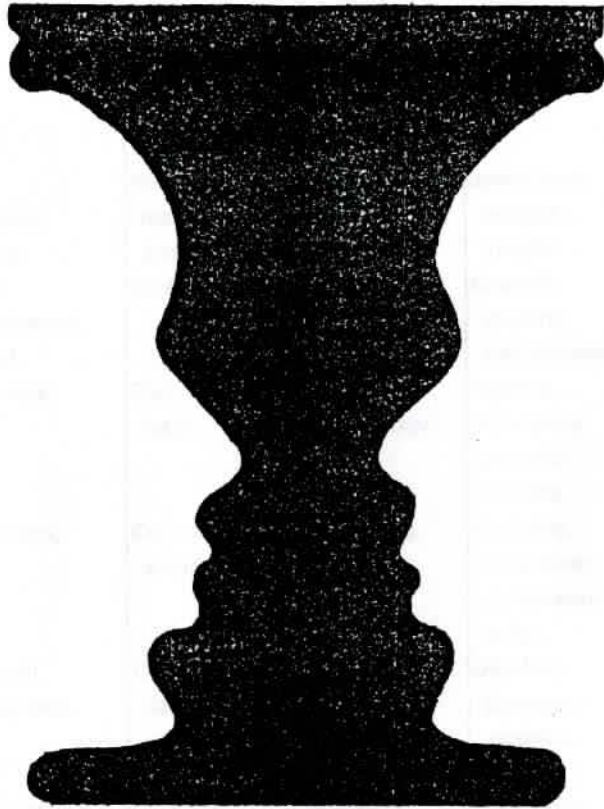
On the other hand I consider that it would be helpful to develop more extensive research about visual advertising and its influences on the viewer. Visual advertising has a future unparalleled by any other form of promotion. A survey involving not only students, but advertising agencies and more adult people as well, can

also help to establish an even more diversified source of information based on age group and income among other criteria.



APPENDIX #1

Gestalt Face or Vase?



APPENDIX #2

The Modern Symbolism of Color					
Color	General appearance	Mental associations	Direct associations	Objective impressions	Subjective impressions
Red	Brilliant, intense, opaque, dry.	Hot, fire, heat	Danger, Christmas, Fourth of July, St. Valentine's, Mother's Day, Flag.	Passionate, exciting, fervid, active.	Intensity, rage rapacity, fierceness.
Orange	Bright, luminous, glowing.	Warm, metallic, autumnal.	Halloween, Thanksgiving.	Jovial, lively, energetic, forceful.	Hilarity, exuberance, satiety.
Yellow	Sunny, incandescent, radiant.	Sunlight	Caution	Cheerful, inspiring, vital, celestial.	High spirit, health.
Green	Clear, moist.	Cool, nature water.	Clear, St. Patrick's Day	Quieting, refreshing, peaceful, nascent.	Ghastliness, disease, terror, guilt.
Blue	Transparent, wet.	Cold, sky, water, ice.	Service, Flag.	Subduing, melancholy, contemplative, sober.	Gloom, fearfulness, furtiveness.
Purple	Deep, soft, atmospheric.	Cool, mist, darkness, shadow.	Mourning, Easter.	Dignified, pompous, mournful, mystic.	Loneliness, desperation.
White	Spatial-light	Cool, snow.	Cleanliness, Mother's Day, Flag.	Pure, clean, frank, youthful.	Brightness of spirit, normality.
Black	Spatial-darkness	Neutral, night emptiness.	Mourning,	Funereal, ominous, deadly, depressing.	Negation of spirit, death.

From *The Story of Color*

APPENDIX #3

THE IMPACT OF VISUAL ELEMENTS
ON TODAY'S CONSUMER

ANSWER WITH A SECK MARC THE ANSWER OF YOUR PREFERENCE.

Gender: F___ M___ University: LU ___
WASHU ___

1. Preference of advertising:

Television ___
Radio ___

2. Aspects that cause preference for the visual or radial advertising:

Prefer visual advertising because:

Provides more information ___
Provides more entertainment ___

Prefer radial advertising because:

Message flows more rapidly ___
Practical ___

3. Elements that are more memorable in a commercial for you:

Figures ___
Songs ___
Colors ___
Words or content ___
Other _____

4. Visual advertising techniques that create greater impact over you:

Illustrations ___
Colors and combinations ___
Figures and Shapes ___

Shine _____
Other _____

Graph. No. 1

5. Which one you consider is more effective in promoting a product:

Visual Advertising _____
Radial Advertising _____

6. Prefer visual advertising for the promotion of a product because:

Offers more motivation to the consumer _____
More complete information _____

7. Prefer radial advertising for the promotion of a product because:

Reach more audience _____
More economic _____

8. Advertising media that is most related to visual advertising for you:

Television _____
Billboards _____
Newspapers _____
Magazines _____
Flyers _____
Catalogs _____

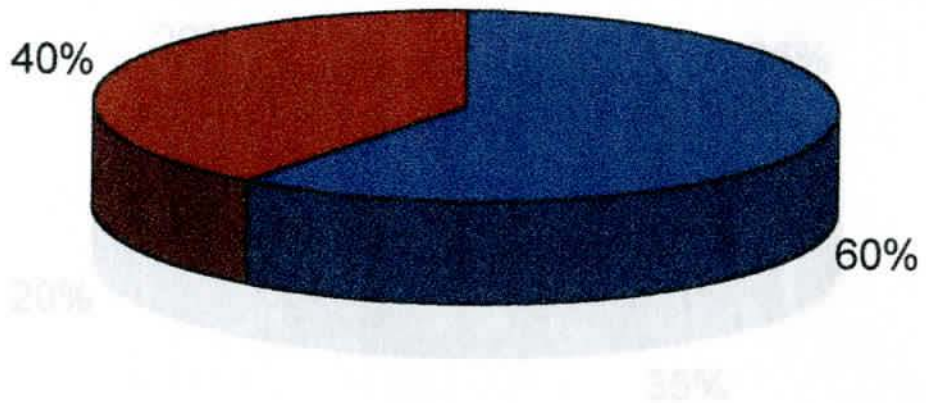
9. How you qualify the visual advertising:

Excellent _____
Good _____
Regular _____
Poor _____

10. How you qualify the radial advertising:

Excellent _____
Good _____
Regular _____
Poor _____

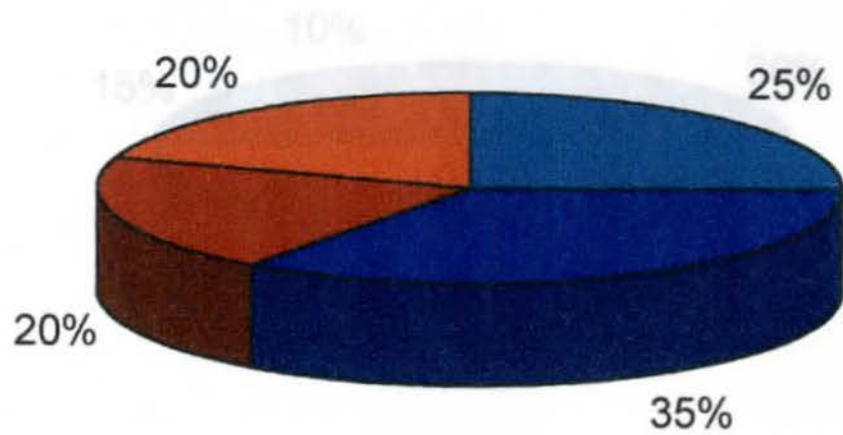
Graph No. 1
Preference of Visual or Radial
Advertising



■ Television ■ Radio

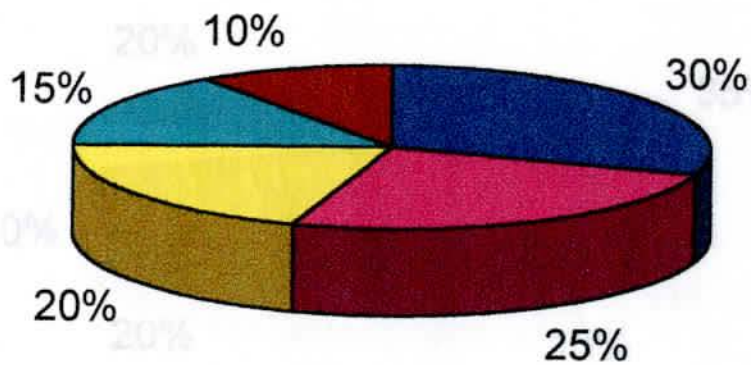
Graph No.2

Aspects That Cause Preference on Visual or Radial Advertisement



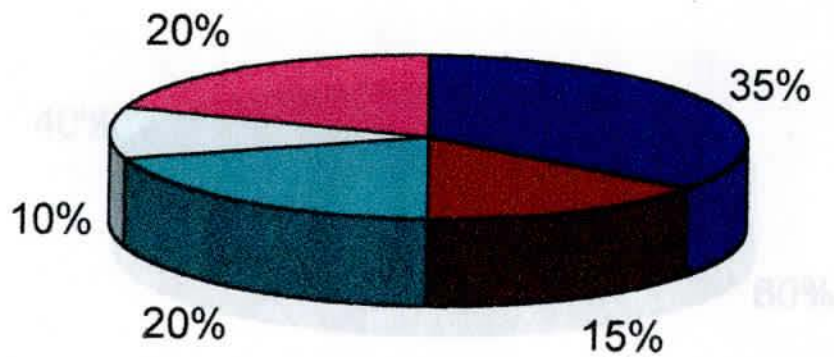
■ Provides more information ■ Provides more entertainment
■ Message flows more rapidly ■ Practical

Graph No. 3
Elements that are most Memorable in a Commercial



■ Figures ■ Songs ■ Colors ■ Words or Content ■ Other*

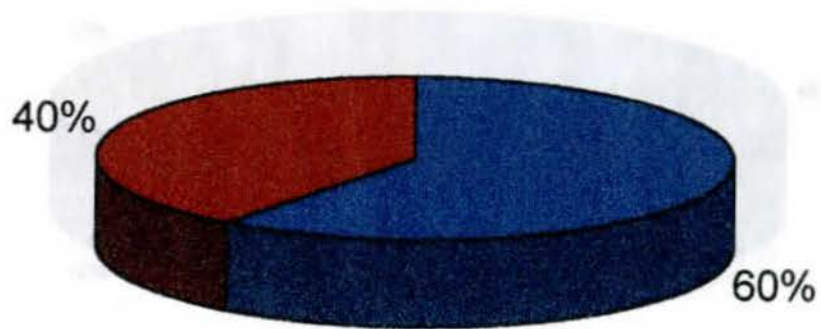
Graph No. 4 Visual Advertising Techniques that are most appealing to the consumers



■ Illustrations ■ Colors and Combinations ■ Figures and Shapes □ Shine ■ Other*

Graph No. 5

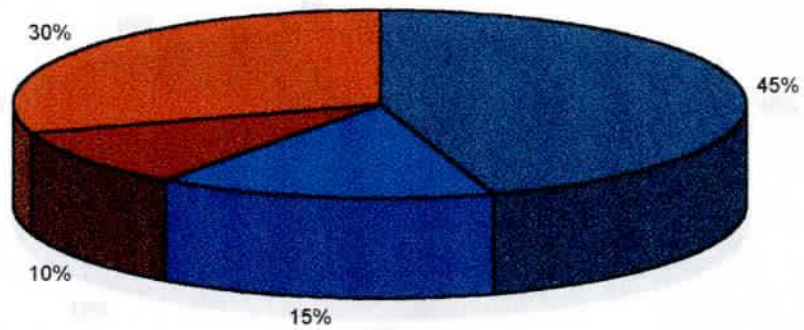
Perception of Effectiveness of Type Advertising in the Promotion of a Product



■ Visual Advertising ■ Radial Advertising

Graph No. 6

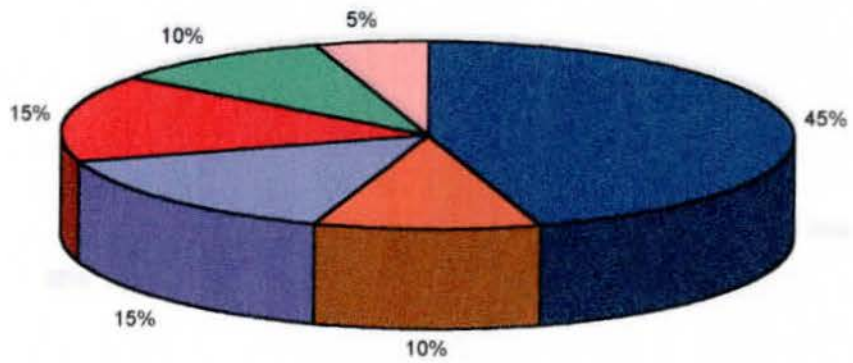
Logic Behind Choice of Advertising Media



■ Offers more motivation to the consumer ■ More complete information
■ More audience ■ More economic

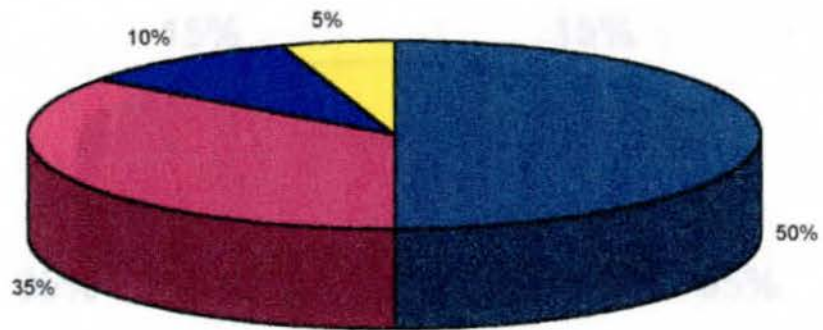
Graph No. 7

Advertising Media that is most related to Visual Advertising



■ Television ■ Billboards ■ Newspapers ■ Magazines ■ Flyers ■ Catalogs

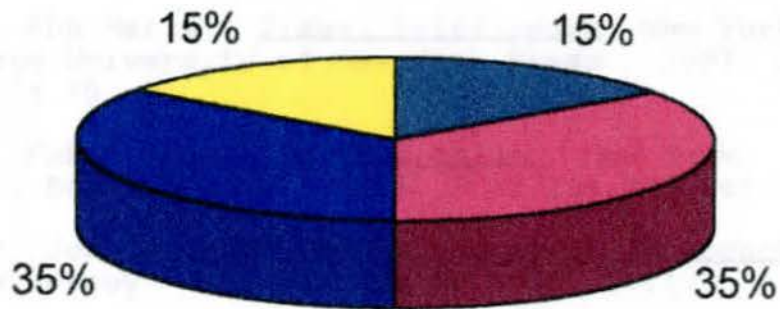
Graph No. 8.
Current Perception of the consumer on
Visual Advertising



■ Excellent ■ Good ■ Regular ■ Poor

Graph No. 9

Current Perception of the consumer on Radial Advertising



■ Excellent ■ Good ■ Regular ■ Poor

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