

How to visually
represent a concept?

Let's lubricate your imagination

Imagine taking a ripe lemon in your hand and cutting it right through the middle with a knife. You can see the juicy yellow flesh and you can smell that typical lemony tang.

Now, imagine running your tongue over the moist flesh, and then biting into it.

Synesthesia

Do you feel an intense physiological reaction?

If you react to the test, you're responding to sensory crossover, a phenomenon in which one type of stimulation evokes the sensation of another. Information received through one sensory channel can trigger another sensory channel.

An effective ad for food, for example, might make one hungry.

Visual creativity

Does it have the stopping power?
Some suggestions....

Literal

Symbols

Metaphors

Mixing and matching

Comparative juxtaposition

Palindrome

Humor/Blue Humor

Repetition

Omission and suggestion

Provocation and shock tactics

Change of perspective

Absurd, surreal and bizarre

Association

Literal

It's straightforward and any potential misunderstandings are avoided.





Advertising Agency: Doctor Pixel, Belo Horizonte, Brazil
Art Director: Waldemar França
Copywriter: Guilherme Carvalho
Photographer: Lumini



Symbols are taught.

Donate one dollar, save one life.



Donate One Dollar, Save One Life.

Advertising Agency: [Magnetica, Buenos Aires, Argentina](#)

Art Director: Andres Benavides

Copywriter: Juan Sasiain

Published: August 2007



Support our fight for human rights

Metaphor

The underlying principle of metaphors is that something is used in place of another to suggest a likeness. By associating with different things, this metaphorical ad for Orbit works.



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

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

For bright, white teeth.



Association

Abstract ideas can be made clearer if it is associated, or made into something we are familiar with.



Elegant style in the Nissan Altima Coupe.

Advertising Agency: TBWA / Chiat Day, Los Angeles, USA

Creative director: Rob Schwartz

Copywriter: Curt Detweiler, Maria Smith

Art Director: Sean Ohlenkamp

Art Buyer: Dogan Dattilo

Design: 1st Avenue Machine



Athletic performance in the Nissan Altima Coupe.

Advertising Agency: TBWA / Chiat Day, Los Angeles, USA

Creative director: Rob Schwartz

Copywriter: Curt Detweiler, Maria Smith

Art Director: Sean Ohlenkamp

Art Buyer: Dogan Dattilo

Design: 1st Avenue Machine

Palindrome

word, verse, or sentence that reads the same backward or forward...

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



Just do a turn to discover its double nature.
New Audi A6 allroad.



Vorsprung durch technik [www.audi.com](#)



chic



Vorsprung durch technik [www.audi.com](#)



rugged



Just do a turn to discover its double nature.
New Audi A6 allroad.

Humor lightens the atmosphere.



Tuna now with chilli

Blue humor

It's a category of humor that deals with sexuality, bodily functions and bodily fluids. The proportion of jokes revolve around sex.

Mario Pricken (2002), Creative Advertising: Ideas and techniques from the world's best campaigns. p. 200.

wonderbra



Repetition

Mario Pricken (2002), Creative Advertising: Ideas and techniques from the world's best campaigns. p. 200.

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

Advertising Agency: [BBH London, UK](http://www.bbhlondon.com)
Creative Director: Adrian Rossi
Art Director, Typography: Adrian Rossi
Creatives: Will Bingham, Victoria Daltry
Photographer: Laurie Haskell



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

ba.com

Omission & suggestion

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

Mario Pricken (2002), Creative Advertising: Ideas and techniques from the world's best campaigns. p. 200.



Agency: [JWT](#), Delhi, India
Creative Directors: Sachin Das Burma, Sundeep Sehgal
Art director: Gaur K Mukherjee
Copywriter: Sachin Das Burma
Photographer: Shirish Sen

Provocation and shock tactics



Nós apoiamos. **PLAYBOY**

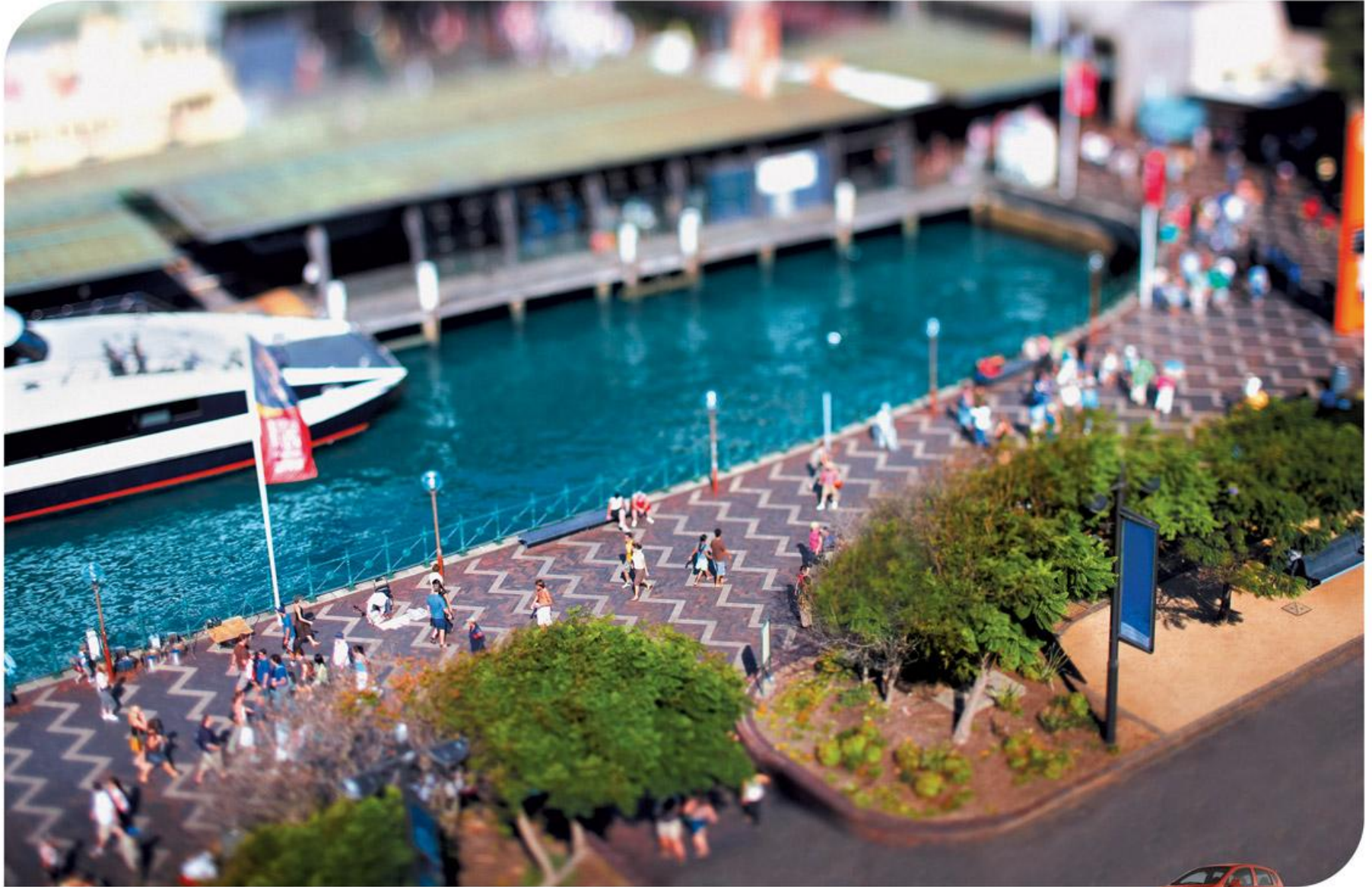
Provocation and shock tactics

We support them. Playboy
Advertising Agency: [Neogama BBH, Brazil](http://www.neogama.com.br)

A change of perspective

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

Mario Pricken (2002), Creative Advertising: Ideas and techniques from the world's best campaigns. p. 200.



CHEVROLET AVEOS. TURN THE WORLD INTO YOUR PLAYGROUND.



Turn the world into your playground

Agency: [Leo Burnett](#), Singapore

ECD: Steve Straw

Art Director: David Joubert. Copywriter: Jatinder Sandhu

Photographer: Adrian Brown

A change of perspective

Advertising Agency: [BBDO Athens, Greece](#)
Creative Director: Theodosios Papanikolaou
Art Director: David Kaneen
Copywriter: Dafne Patrikiou



The Strong Tape.

Absurd,
surreal,
bizarre

This is a world of contradiction,
exaggeration, distortion and fantasy...

Hitam Tattoo: Man

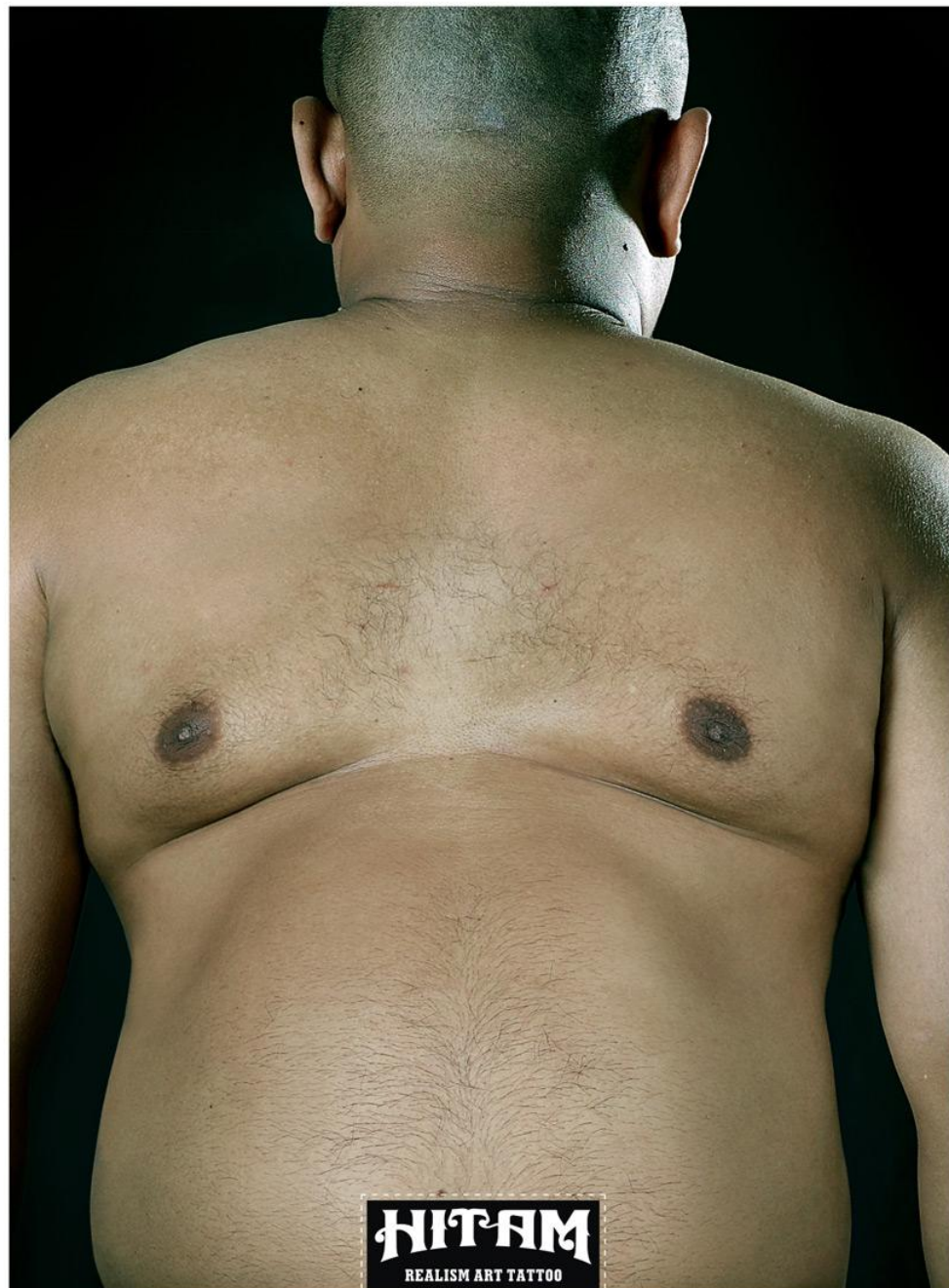
Advertising Agency: [Petakumpet, Jogjakarta, Indonesia](#)

Creative Director / Art Director: Dedi a.k.a Rokkinvisual

Copywriter: Husni mu'Arif

Photography: Wonderland Studio

Published: August 2007

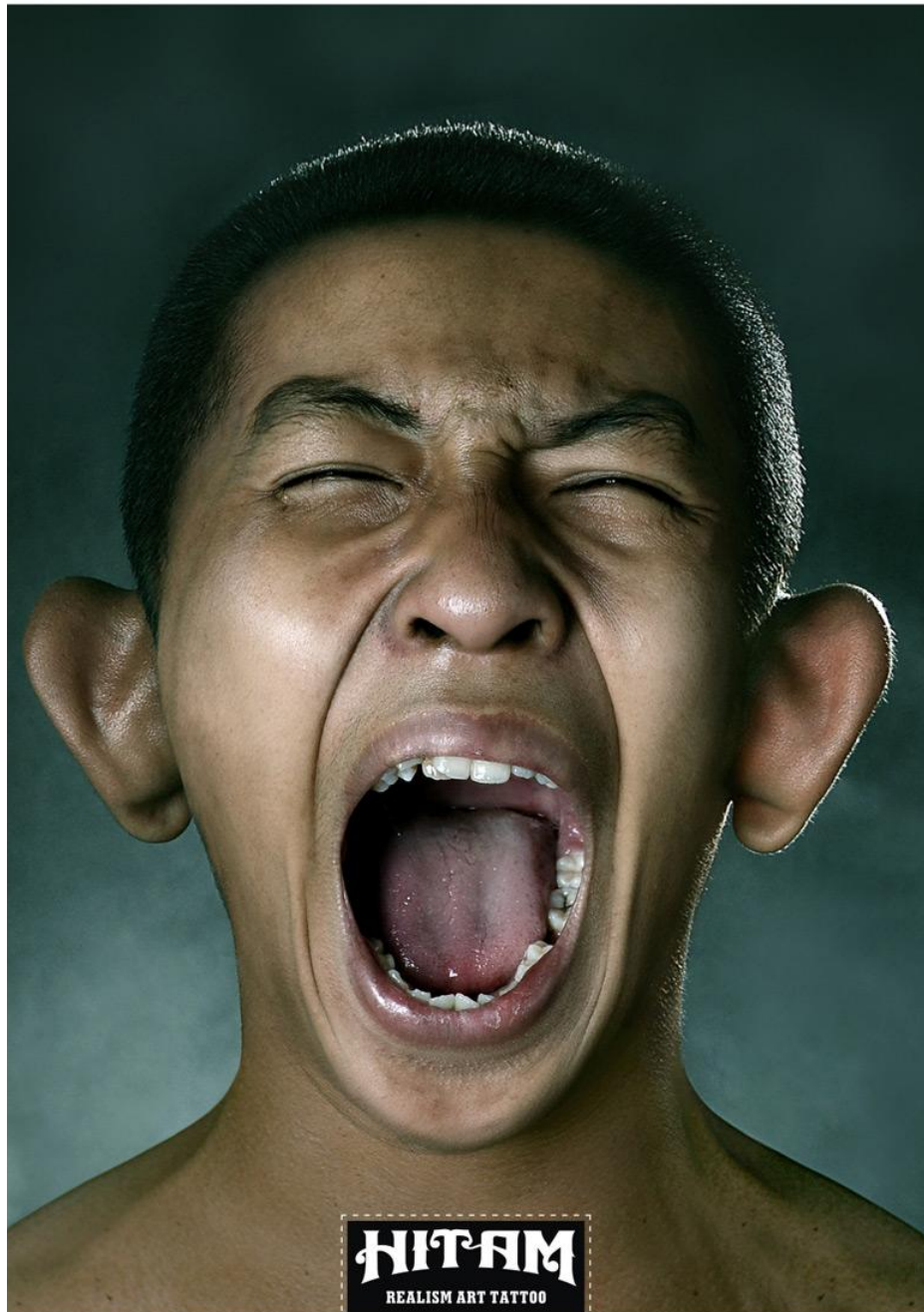


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HITAM
REALISM ART TATTOO

0 2 7 4 - 6 1 8 2 2 0



HITAM
REALISM ART TATTOO

0 2 7 4 - 6 1 8 2 2 0

Diet Coke: Tiny behind

Creative: Geva Kochba
Via: newcreatives





BELZEBU, SATANÁS, LÚCIFER. Ou mais socialmente: NICOTINA.



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The tone of a picture

The effectiveness of a picture is determined by the way it is represented which in turn, creates the “tone” of a picture.