

GOOD FOR YOUR BUM, GREAT FOR THE WORLD



Who
gives a
crap

au.whogivesacrap.org

Who Gives A Crap (Quick Brief 1)

What is the basic idea?

The overall idea to this advertising is to present both a living thing (a child) and a non-living thing in the same picture. I would like to present a simple yet modest style of delivering the key message that the company wants to deliver to their target audience. The phrase “Good for your bum, Great for the world.” simply connect on how conserving your daily use of tissue would help you to be sustainable and help save the earth, while at the same time you can achieve the wonder bum, as soft as a baby’s bum.

Why is it compelling?

The use of the child acts as an emotional appeal. As women in the households are the primary audience, using a child would attract them because generally women would simply be moved to what they are attracted. Especially as a mother, they have a characteristic of motherhood where they would care and give full attention to their child.

How is it different?

The ad stands out amongst others because it is able to outline that the product (tissue) that the company is producing is child-friendly where there no harmful chemicals are used. Additionally, by having the phrase “great for the world” the audience would trust how the product is 100% sustainable.

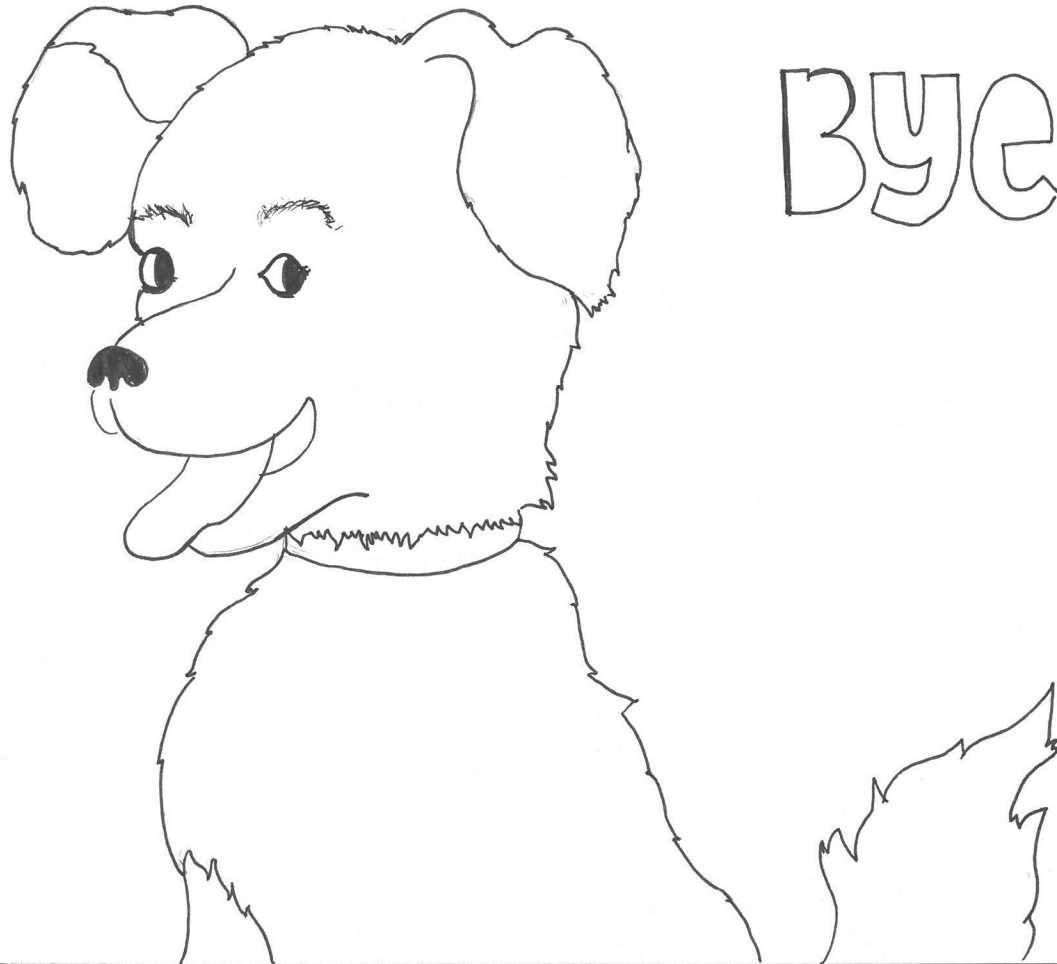
Josephine Ivana Khoe (S3784455)



BYE-BYE

BAD

BREATH



Magazine Ad to Billboard Ad (Quick Brief 2)

What is the basic idea?

The overall idea to this advertising present an alternative display for a product by transforming the ad from a magazine into a billboard ad. The idea is to have a smiling dog that represent a healthy condition of its gum and teeth, because of the product. Followed by a big catchy phrase placed on the right side after the audience view this imagery of a dog.

Why is it compelling?

In this, I base my idea to develop a short sentence that is sharp, catchy and easy to read. "Bye-bye bad breath" the short alliteration is used in the ad for further develop the interest of the audience that might be possible for them to remember the phrase. The illustration, the dog smiling wide in the billboard needs to be huge in order to be seen directly for the target audience what is being advertising. It is communicative in a way because the illustration is using emotion, which is happy.

How is it different?

It is portrayed differently from the previous ad, in the magazine because it has less description of the product and instead having the text in a large font size. By this imagery of the dog it would be simpler for the audience to recognize the message from the ad, without even having to put the descriptions and benefit of the product that is being advertise.

Josephine Ivana Khoe (S3784455)

DOGGIE DENTURES

Because brushing is just too hard.

Or, there's DENTASTIX.

The treat that's clinically proven to reduce up to 80% of tartar buildup.

Dogsrule.com

* / TM Trademarks © Mars, Incorporated 2010.



1

40 hour famine

BACKPACK CHALLENGE



World Vision

2

Sharing is Caring



Your participation will change the whole world



Help set up a hungry & struggling family with a reliable & lasting source of nutrition



Help parents to provide nourishment for their children all year around.

World Vision

3

TAKE THE CHALLENGE!



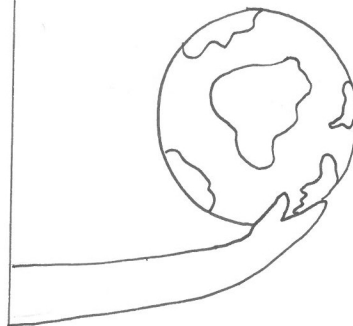
unite with thousands of Australians to stand with refugees around the world.

World Vision

4

WE'RE WITH YOU

6-8 september 2019



World Vision

40 hour of famine (Quick Brief 3)

What is the basic idea?

I chose to make an Instagram story ad for the client (World Vision) to advertise their program. I believe that their target audience will be all ages, however, they are mainly targeting people from the age of 18-30 years old. I want the advertisement to be in a series of 4 stories posted at the same time and each representing what the program is all about. The first story would be the introduction, followed by details in the 2nd and 3rd story, ended by attaching the link to the website to register.

Why is it compelling?

I want to maintain the stories into having the layouts to be fun and youthful to keep the interest of the viewers. With doodles of the list of things that connects to the program, alongside with different fonts ranges in sizes, this will keep them through the end of the story. Instead of using the same layout designs, each story also has different positioning of objects and the texts.

How is it different?

Instagram stories are very short, usually, one story is only running in 15 seconds, the challenge is that each story needs to give the viewers understanding less than 15 seconds. To that, the language used in the text needs to be informal and that is used in everyday life.

Josephine Ivana Khoe (S3784455)



PARLEY

#Adidasparley

AVOID

No plastic bags. No micro beads. And next up,
no more polyester by 2024 in our supply chain.

INTERCEPT

Our aim is to stop plastic before it enters the ocean.
But the change is on all of us.

REDESIGN

We are driving eco-friendly and eco-innovation around materials,
products and new ways of using them.
New methods. New mindsets. New future.

www.adidas.com.au/parley



Adidas x Parley (Quick Brief 5)

What is the basic idea?

In this magazine ad, I want to put an illustration of a pair of shoes made out of plastic that is placed at the edge of a wooden bench. The background of the design would be the ocean view.

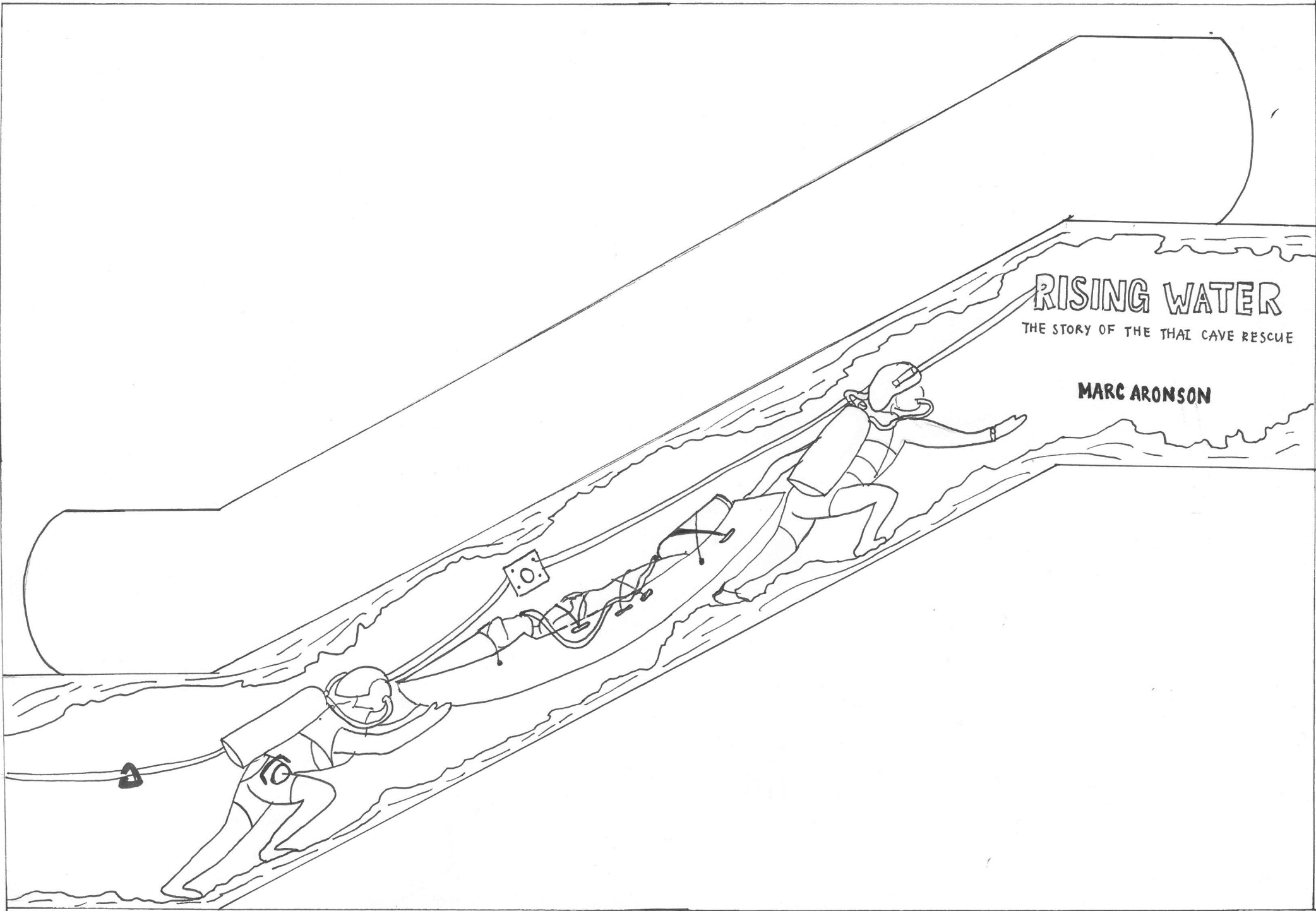
Why is it compelling?

I want to make the layout of this magazine ad as proportional as possible, by equally placing designs and text across the right and left side of the page. The brand "Adidas" has always been popular with the 3 stripes. It has always been to be their trademark. To compel the illustration using the wooden bench, I created the bench to have mirrored the 3 stripes. The shoes that are used are covered in plastic wrap to give an idea that the product made has conserved many plastic usages and is transformed into something useful.

How is it different?

The magazine and usually come with a simple description or just purely an image of the product advertises. Since the brand Adidas collaboration with Parley, on the right-hand side of this ad, I think that to put the A.I.M (Avoid, Intercept, Redesign) of Parley would make further understanding on the purpose of advertising the product. Hence, this will help the organization to create interest in the target audience.

Josephine Ivana Khoe (S3784455)



RISING WATER

THE STORY OF THE THAI CAVE RESCUE

MARC ARONSON

Rising Water Ambient (Quick Brief 6)

What is the basic idea?

The overall idea is to make ambient advertising for the book entitled "Rising Water" written by Marc Aronson, I have decided to place the advertising on the walls below the escalator. To that, the target audience would be very wide since different people from different background and age range could be exposed to the advertising. The idea is to illustrate the process of the Thai Cave rescuer when saving one of the 12 boys trapped in the cave, as this would be the best to give a hint to the viewers on what the book is about.

Why is it compelling?

The illustration of the Thai Cave Rescue is outlined by two rescuers and one Thai boy that was trapped. The illustration needs to be very clear with the details, such as the oxygen tank, the atmosphere inside the cave, the chain and diving suits, etc. The background created also needed to have a gradient, starting to be really dark on the lowest point of the escalator and gradually became lighter to the upper point of the escalator. This is to indicate that there is light (a way out), and a great position to place the title and the author of the book.

How is it different?

To further create an interest in this advertising, placing the ad in a unique location would play a part to add value to the ad. I believe that even though no many ads have been placed in this situation, it would make more audience to be engaged in this style of ad, not to mention to further develop an interest in other people outside the target audience.

Josephine Ivana Khoe (S3784455)