

**Credit**

Brand: Karsten Brewery

Advertising Agency: Woop Comunicação, Jaraguá do Sul, Brazil

The image you see above is a print ad called “Windows”. It was featured as a separate advertisement page in several famous magazines such as The New Yorker, Forbes, People’s Magazine and Reader’s Digest. As you can see, this ad consists of an image, a headline and a logo. The image showcases an urban setting with several modern apartment buildings depicted in the darkest of night, but only one building in particular has a bunch of windows lit up with several lights. Another thing you will notice is the variety of different lights in this particular building. Some of them are pure yellow, some are toned down mood lights and at the very top,

the lights are monochromatic. You can see some hints of reflection from the windows that are not lit up, as they mostly serve as ambience for the ad.

On the right side of the image, you will see the headline “For those who always see the glass half full, Staying at home is the best option”. The headline is made in a white, sans-serif typeface and is center-aligned. You may notice an additional bit of text below the headline that shows a mock of the company’s name and their “supposed” delivery number. The last aspect to notice is the logo of the company. The logo is a polished emblem that has a giant wheat head surrounded by 2 wheat stems, almost appearing to give it a sort of angelic or divine grace, followed by a very rounded, white typeface that has its “K” and “N” enlarged the other parts of the name and “Craft Beer” in a tan version of the same typeface but slightly smaller with 2 dots to surround it. Overall, the image itself is very balanced where there is no conflict between the elements and most importantly, it is legible and straightforward in its concept.

As with any ads, there is always an underlying meaning when creating such work. This particular ad has several messages that can be undermined just by carefully observing it. The biggest message you will immediately notice is the non coded-iconic message in the form of visual psychology. When gazing upon the building with all the windows lit up, you begin to see that the different colors of lights and the overall shape forms into an image of a glass of beer. The reason why you are able to comprehend this is because each of the colors of the lights in the apartment building reflects the same palette as an actual glass of beer which consists of a tan/yellow liquid mixture at the base. It is also worth noting that when beer is poured, there is often foam that rises off the glass and almost exceeds capacity. This is also shown where the top

part of the building only has monochromatic lighting, most likely imitating the white/greyish foam that formulates when pouring beer into a glass. This message not only is very creative but it also manipulates your sense of perception to continuously examine the lights until your mind melds it together to form the intended image the designers wanted you to see.

Upon further thought, The linguistic message of this print ad is quite linear. When you read the sentence “For those who always see the glass half full, Staying at home is the best option”, it's quite obvious that it is written in the English language. However, the structure of the sentence is made to be seen as a quote. The intention of the designers was to make the text to be seen as inspirational or relatable to the viewer while remaining visually appealing. The sentence itself also is proposing a solution to the viewers. The implication is meant to appeal to optimistic people as the expression “Seeing the glass half full” is mostly used to describe optimists. Picking apart the linguistic aspect further, we can see that the text is specifically catering to not only alcohol enthusiasts but also mature people that love to celebrate. It utilizes a common cultural element in modern society where many adults drink together whether it's for sports events, small get-togethers or birthdays, most adults will almost certainly have a beer with their friends or family in good spirit or perhaps would like a refreshing can of beer after a stressful day at work.

The coded-iconic image is a bit trickier to deduce but it is quite clever once broken down. Because we already observed that the windows form a glass of beer and the text caters to a mature adult audience, the only thing left is the context on why the ad was created. This ad was created in mid 2020, during the beginning of the global pandemic that affected millions upon billions of people. Realizing that the morale of the people were rapidly diminishing, one of the

only coping methods people relied on was alcohol consumption. Many Pubs, Taverns and Bars were often bustling with customers with joy and the clank of mugs brought people together but because of these terrible times, these places were closed or permanently out of business . To combat this , Krasten wanted to instil some positivity and hope to the people with this ad. They took the phrase “home is where the heart is” in a literal and figurative way by illustrating how life is in an urban environment. Krasten is promoting to experience that same euphoria with friends and family at the comfort of your home. In this sense, this ad was made to illustrate current events in the world and build a connection between the viewers living the experience and their desire to feel joy again. This is the context that was created for the ad and the motivation behind its creation. In sum, all the linguistic and visual aspects of this ad were driven by the cultural and social elements, pertaining several messages to be interpreted by the viewers , utilizing psychology and current events to reach their audience.