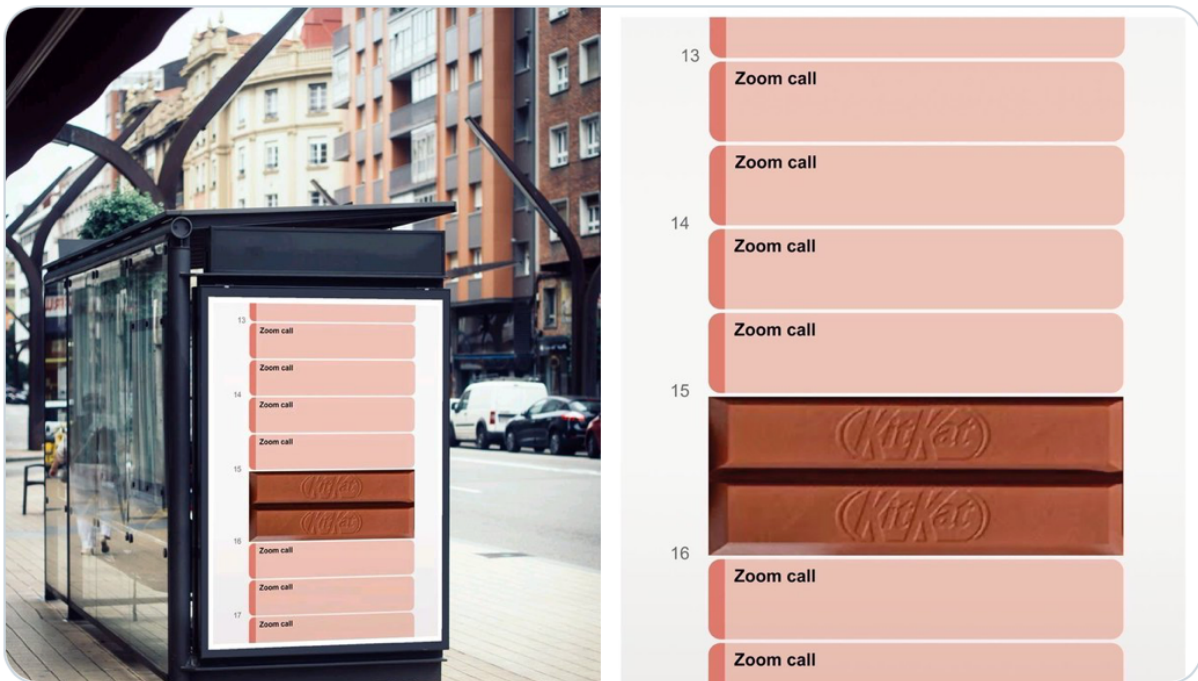


Taneisha Bailey
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Have a break. Have a Kit-Kat.

“Made for the One Minute Briefs Twitter account, the advert shows a daily schedule, totally consumed by Zoom meetings, with a Kit-Kat duo blocking out two slots in the middle, at 3 pm. It's simple, relevant, and completely on-brand. In fact, it's so clever, many are praising Kit-Kat itself for the genius, before realizing it actually has nothing to do with the brand, officially.” -

[Kerrie Hughes](#)



Our day-to-day life has become a set of responsibilities that are driven by repetitiveness and consist mostly of online zoom meetings. In response to this new normal of working remotely, a designer by the name of Sam Hennig has created an advertisement that tells us that having a

break is necessary and why not take that break while eating a Kit-Kat. In this advert, you will see a daily calendar schedule filled with Zoom meetings back to back. The background color of this ad can be described as a neutral grey with a slighted dimmed opacity level. Aligned in the center of this advertisement are rows of schedule blocks repeating downward that are colored in a two-toned combination of light to dark salmon pink. The scheduled blocks are shaped into circular rectangles. Placed inside of these shapes is a text that reads “Zoom call” aligned on the left. The typography of the text is san serif, bolded in the color black. This is listed on each shape. Two of the blocks are replaced by Kit-Kats, hence it's time for a break from meetings. The meaning of this image can be depicted in language that resonates with white-collar workers in any field, as well as students. This advertisement gives us humor and a minimalist design that seems to be well-liked by the public and the candy company Kit-Kat itself that they used Hennig design to broadcast and promote over their social platforms throughout Germany, the United Kingdom, and the Czech Republic. When we look at this advert and try to uncover its linguistic message, we can start by understanding what is symbolic about the kit-kat chocolate bar. Does it taste delicious? How would we know this by just this ad alone? We can ask ourselves why would someone want to spend their break on a long busy workday schedule to eat a Kit-Kat bar? There must be a reason. Enticing its viewers to find the answer out themselves by buying and eating this candy during their lunch break.

What makes this a successful design concept is its coded iconic message. With a Kit-Kat bar to begin eating one, you must first break it apart with both hands where the lines indent in between each bar, symbolically that break in the bar can be understood as congruent to physically taking a break from work. Get it? This representation of the candy bar filled in one of

the spots in the daily calendar schedule can be seen as a coded way of letting consumers know that this advertisement was pun intended. When understanding connotations and denotations in terms of this design advertisement, we have to identify the approach in which this design has Taken. The Zoom Meeting in this concept can be seen as a denotation meaning that it is exactly as described “zoom meeting.” Whereas, The candy bar can be seen as a connotation because it is being implied that the break that you are having is a Kit-Kat that you break in half. When we think in terms of how this advertisement could be considered an anchorage design method. We can see that it is very evident that the images behind displayed are a schedule and a list of meetings that are interrupted by the overall message of the design, a Kit-Kat. This advert is indeed effective in being easily understandable, having minimal wording and design, as well as having a comical aspect to complete the ideology behind what to eat while on break and working remotely. Sam, the designer created this ad for a creative project called One Minute Briefs. He then shared this ad on Twitter, where it received over ten thousand likes and over two hundred comments becoming a viral design. What ties this concept into an undeniably coded message is their long-standing advertising slogan 'Have a break. Have a Kit-Kat.'

Citations

Hughes, Kerrie. “The Very Best Print Adverts of All Time.” *Creative Bloq*, Creative Bloq, 17 Aug. 2021, <https://www.creativebloq.com/inspiration/print-ads-1233780>.

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