

Perception

Perception based on form, shape, color, hierarchy and to grab attention.



Client: WWF

Advertising Agency: TBWA\PARIS, France

Message: Before it's too late.

CTA: Learn more at wwf.org

Description: This campaign focus on the awareness human destruction of their natural environments (the lungs of Earth). To get viewers' concern for the environment.

Sensation

Sensation usually to evoke repulsive or arousing emotions in viewer.



Client: Charvenca

Advertising Agency: Eliashev Saatchi&Saatchi, Caracas, Venezuela

Description: This advertising is promoting the Venezuelan sausages company by advertising a sandwich that made of its sausages and bread. This campaign is very successful sensation. It makes viewers think about the taste and smell of the food.

Emotion

Power of persuasion, love, confidence, fear, emotions



Client: Crisis Relief

Advertising Agency: TBWA\PARIS, France

Headline: Liking isn't helping

Message: Be a volunteer. Change a life.

CTA: Learn more at crisisrelief.org

Description: This campaign bring the viewer a feeling of sympathy and irony. The image is showing a little boy loses his left leg and lay on the bed. And there are many people's hands with a thumbs-up.

Intellect

With humor. Interactions in ads and deeper meanings.



Client: Keloptic

Advertising Agency: Y&R Paris

Headline: Voyez plus clair pour moins cher sur (In English, this means "see more for less".)

CTA: Learn more at keloptic.com

Description: This campaign is promoting the optical company to show a clear focus from audiences' point of view by wearing Keloptic's glass.

Identification

Personal connections to branding. Ads target specific groups that would be able to relate with content shown



Client: Fitbit

Headline: make every beat count

Description: This ad is promoting Fitbit. It illustrates one of the product's features which is a souped-up heart rate activity tracking.

Reverberation

Nostalgic imagery elicits comfort and dependability in visual messages.



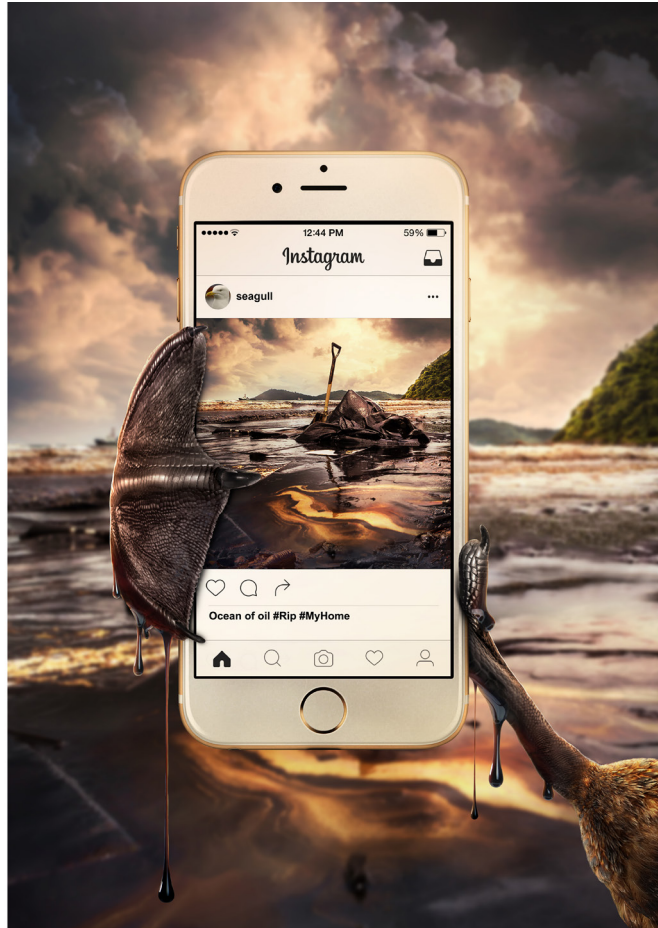
Client: Comfort

Advertising Agency: Ogilvy & Mather Mumbai

Description: This ad campaign is promoting Comfort fabric conditioner by showing bad guys reincarnated into their opposing counterparts.

Spirituality

Moral, artistic qualities, coverage to deliver message.



www.sanctuaryasia.com

SHARE THIS. BECAUSE THEY CAN'T. #ShareItToSaveIt

Sanctuary
NATURE FOUNDATION

Client: Sanctuary Nature Foundation

Advertising Agency: JWT, Gurgaon, India

Headline: Share this. Because they can't.

Subhead: Seagull: Ocean of oil #Rip #My Home

Message: Share it to save it.

CTA: Learn more at www.sanctuaryasia.com

Description: This campaign explores the human destruction of their natural environments, and wild animals lose home. So it asks the viewer to share their pain, because they can't.