



Mixed-Style Print Advertising Combining Fashion Photography and Digital Illustrations: Examining the Print Advertising of Consumer Products in Taiwan

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著者情報

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With consumers scanning the codes or entering the URLs on their smartphones at the same time they are consuming the printed material, not only can you drive traffic to your online campaigns but you can track cross pollination and harvest some interesting data on your users, such as when and where they are interacting with your printed material. QR codes in particular allow you to get really creative as well and can be printed onto practically anything. The payoff from print and digital approaches might at first seem mutually exclusive due to their fundamental difference as mediums of communication. And compared to running two digital strategies alongside each other, the potential for analytical convergence and cross pollination will inherently be more limited. The print ad campaign is plain but effective: it shows an ice cream with a fat belly on top of it. Their advertising agency passed the exam and let the whole world know about the new product in one of the best print ads of the year. Ants taking the long path to avoid the lollipop are not something you'd expect to see from Chupa Chups, but they knew it would make an impression on viewers in this case. Print advertising is ads printed on paper, like newspapers or fliers. For print advertising to be effective, it has to be... A print advertisement can only be effective if people see it. When people are looking through publications, they have a tendency to be receptive to new information and observant of things of interest. One method of advertising aims to attract people to products and services as they are reading or scanning publications. Such advertisements are found in newspapers, newsletters, and magazines. A great deal of planning generally goes into this type of advertising, which often requires a team of individuals. Its magazine ad for Lee jeans situated among the many four-color ads in consumer magazines—is a snapshot picture of a second in the life of a Lee jeans wearer and is shown in striking black and white, except for the tiny Lee logo in the corner.” Translating the copywriter’s ideas into an actual advertisement is also a complex process. 1. What advertising medium reaches extremely large audience and uses picture, print, sound and motion for effect 2. What advertising medium has high possibility of low cost but is criticized as a traffic hazard 3. What advertising medium can use sound, humor, intimacy effectively but has short exposure time and perishable message 4. What advertising medium can convey complex information but competes for.