ABSTRACT

Sight has a major role in our understanding of reality, as well as in the way we share it with others.
In fact, the ability of visual elements to effectively convey even the most complex messages, makes visual communication the favorite method people use to connect with others.
Even though, all throughout history, visual communication has evolved in parallel with technological developments, it is mainly because of the advent of the Internet and mobiles phones, that the production and circulation of images have considerably increased. At this regard, it is not an unfair assessment to say that the most recent technological improvements have radically changed our way of consuming images.

A downside of the spread of images, is the fact that we nowadays live in a society filled with countless visual inputs to which people pay less and less attention. The loss of incisiveness of images is even a more serious matter when it comes to advertisements, as promotional images have a greater need to get their message delivered than other kinds of images. Even though, brands spend every year more and more money in advertising, only a small part of it reaches the receiver and has an actual impact on him.

In response to the lack of ad effectiveness, the overall aim of the project is to emphasize the need of a change in the way brands think at consumers. In a time when virtually everyone is able to produce visual content and use different media based on personal preferences and needs, brands have to stop imposing their promotional messages over consumers and adapt to their will.
In relation to this, the first purpose of the project is to propose and test an hypothetical attention-grabbing and engaging alternative to the ineffective visual strategies currently in use.
An additional goal of the project is to prototype an innovative online space where consumers can actively interact with brands by running online ad tests and sharing their thoughts.
Ultimately, the main intention behind the project is to collect interesting data on ad effectiveness while experimenting with new technologies, in the attempt of braking new ground in the field of advertising.