

METAPHORS

**ALLOW LOCATION TO BE PART OF
YOUR DESIGN INSPIRATION.**



JUXTAPOSE IMAGERY TO TRICK THE EYE.

Love Agency's striking
"Become Someone Else"
campaign for Lithuania's
Mint Vinetu Bookstore
blends the faces of the
readers with nearly sinister
book covers.



SHOW DON'T TELL.

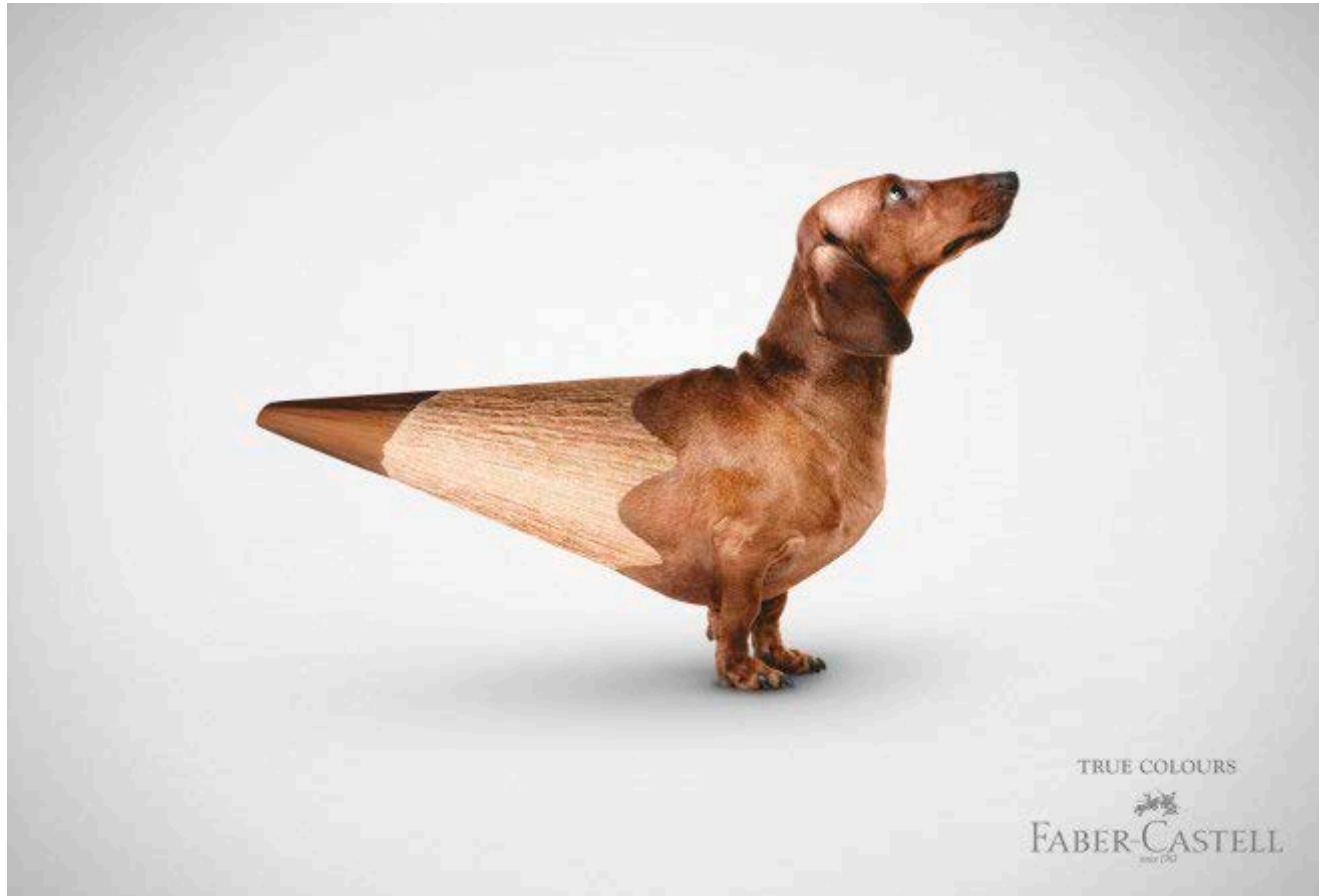


DDB Brazil created this simple but effective campaign for FedEx, using continental maps on buildings to get their message, and their package, across.

CONSIDER THE INDIVIDUAL PARTS THAT MAKE UP YOUR PRODUCT.



THINK OF CREATIVE WAYS TO SHOWCASE ONE ASPECT OF YOUR PRODUCT, LIKE COLOR.



**Serviceplan's
campaign for
Faber-Castell
color
matched their
product
(colored
pencils) with
real life
animals and
objects.**

PLAY WITH PROPORTION.

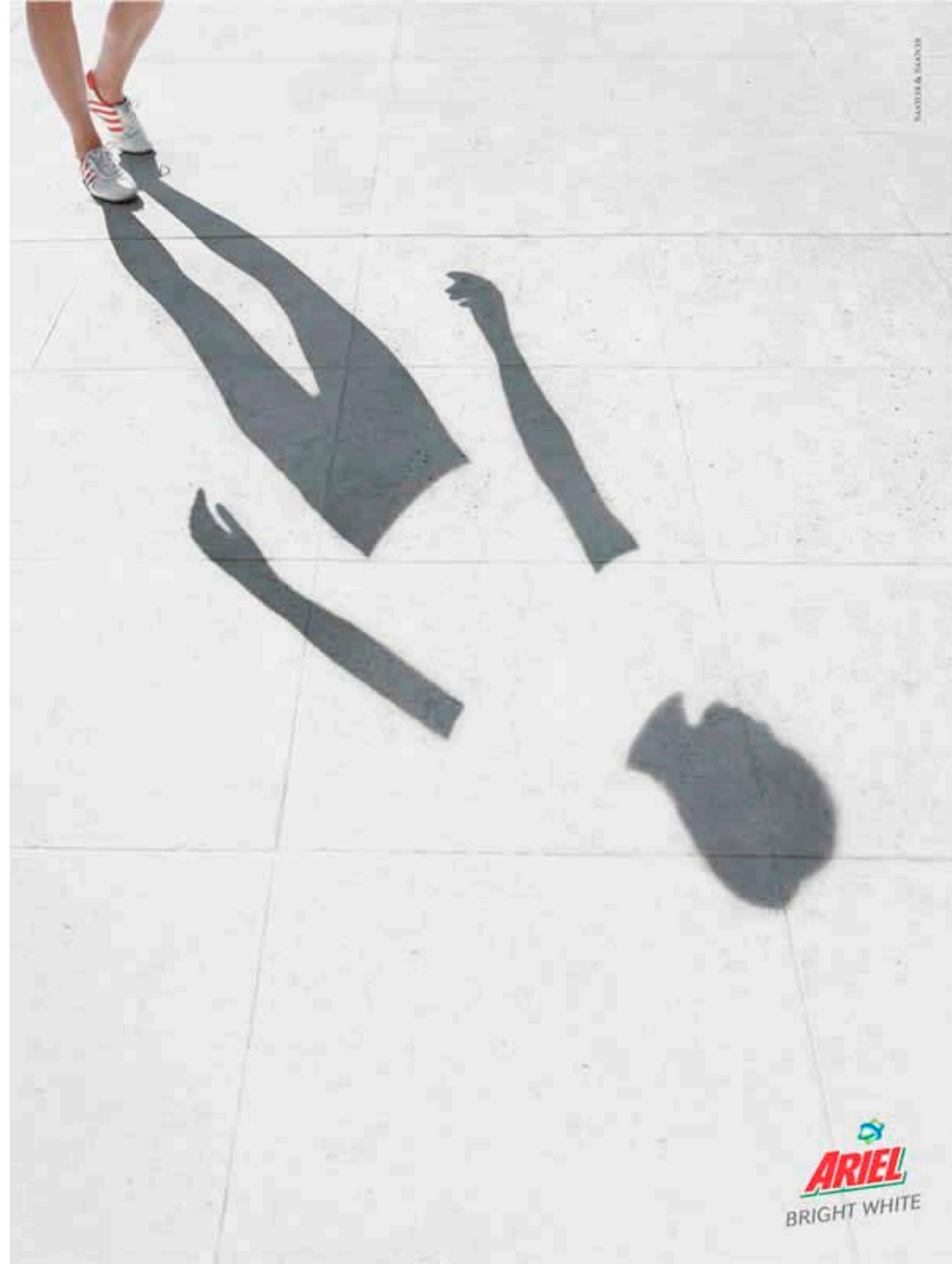


This ad definitely gets attention.

Playing with proportion won't always be beautiful, but it can be eye-catching.

EXAGGERATE TO COMMUNICATE YOUR MESSAGE.

Exaggeration can make for some interesting concepts. Ariel makes the person's shirt so white in this advertisement by Saatchi & Saatchi that the shadow is blocked.



SHOW HOW YOU MAKE YOUR CUSTOMER'S LIFE EASIER.

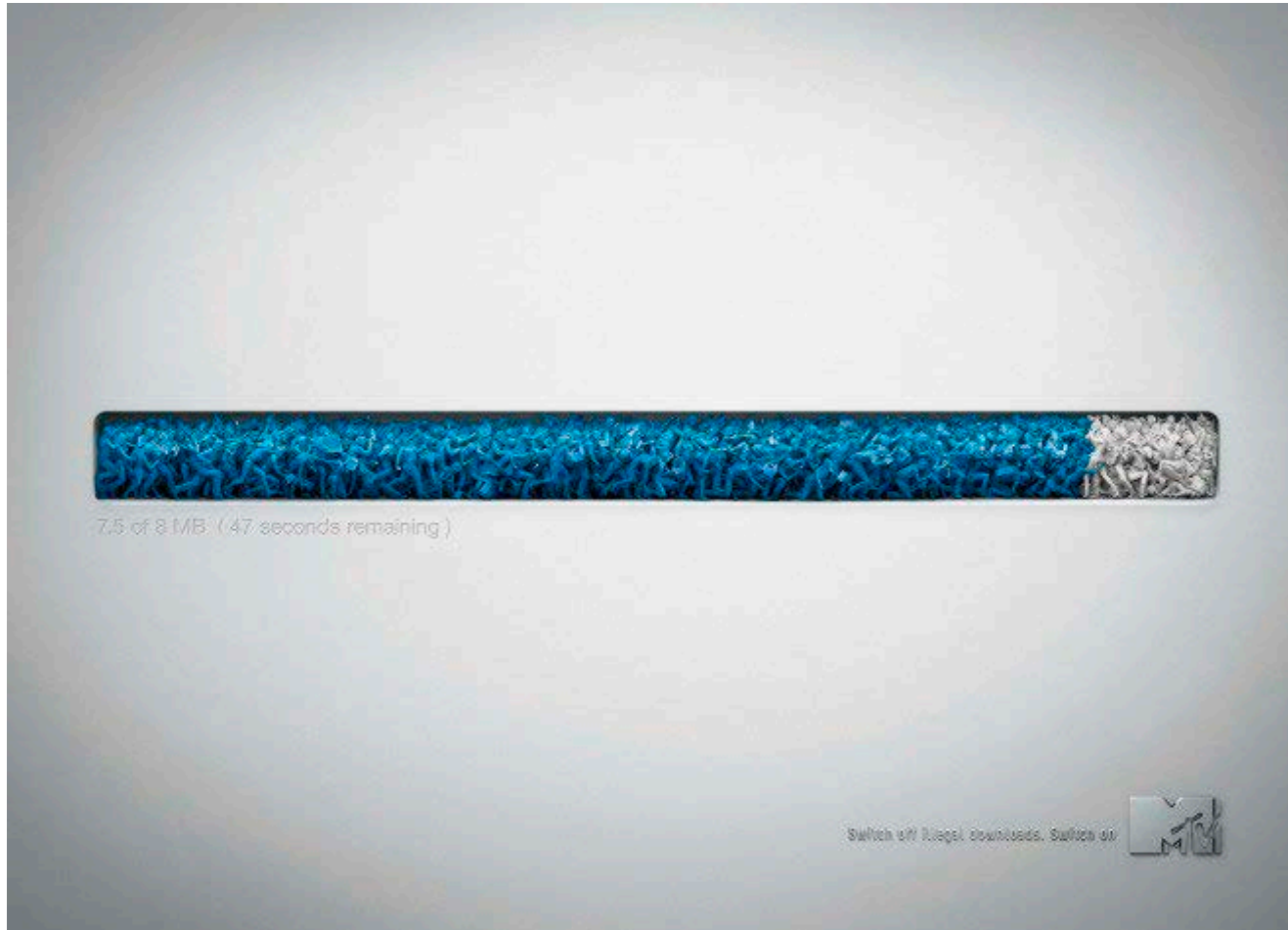


How does your product make your client's life easier?

Show it off in your ad, like Chief Creative Officer Eric Schoeffler did with his team at DDB Tribal Berlin when they created this advertisement to help Volkswagen increase their sales of optional features with their new cars, like the park assist.

If it's the type of product where you can inject some humor, even better.

GET CREATIVE WITH THE DETAILS.



The online download bar made from music fans and musicians is used in the “Switch off illegal downloads.”

Switch on MTV” campaign to show that fans actually harm their musical heroes when they steal their music.

Getting creative with the details can liven up an image that in itself isn't that interesting. Patrick Ackmann was the Creative Director on this cool project for MTV Europe..

PLAY WITH THE UNEXPECTED.



Creative Directors Sergio Valente and Rodolfo Sampaio of DDB Brazil created a cool campaign for Zoo Safari with a clever take on the tagline, “Blend In.”

Other human/animal image mashups in this series that might cause you to do a double take include a man morphing into a gorilla and a man blending seamlessly with a tiger.

HIGHLIGHT THE PROBLEM – BONUS POINTS FOR BRIGHT COLORS.

The team at
TBWA/ISTANBUL created
this bright print
advertisement for IKEA
to highlight lack of closet
space in order to sell
their space saving
solutions.



Need space?

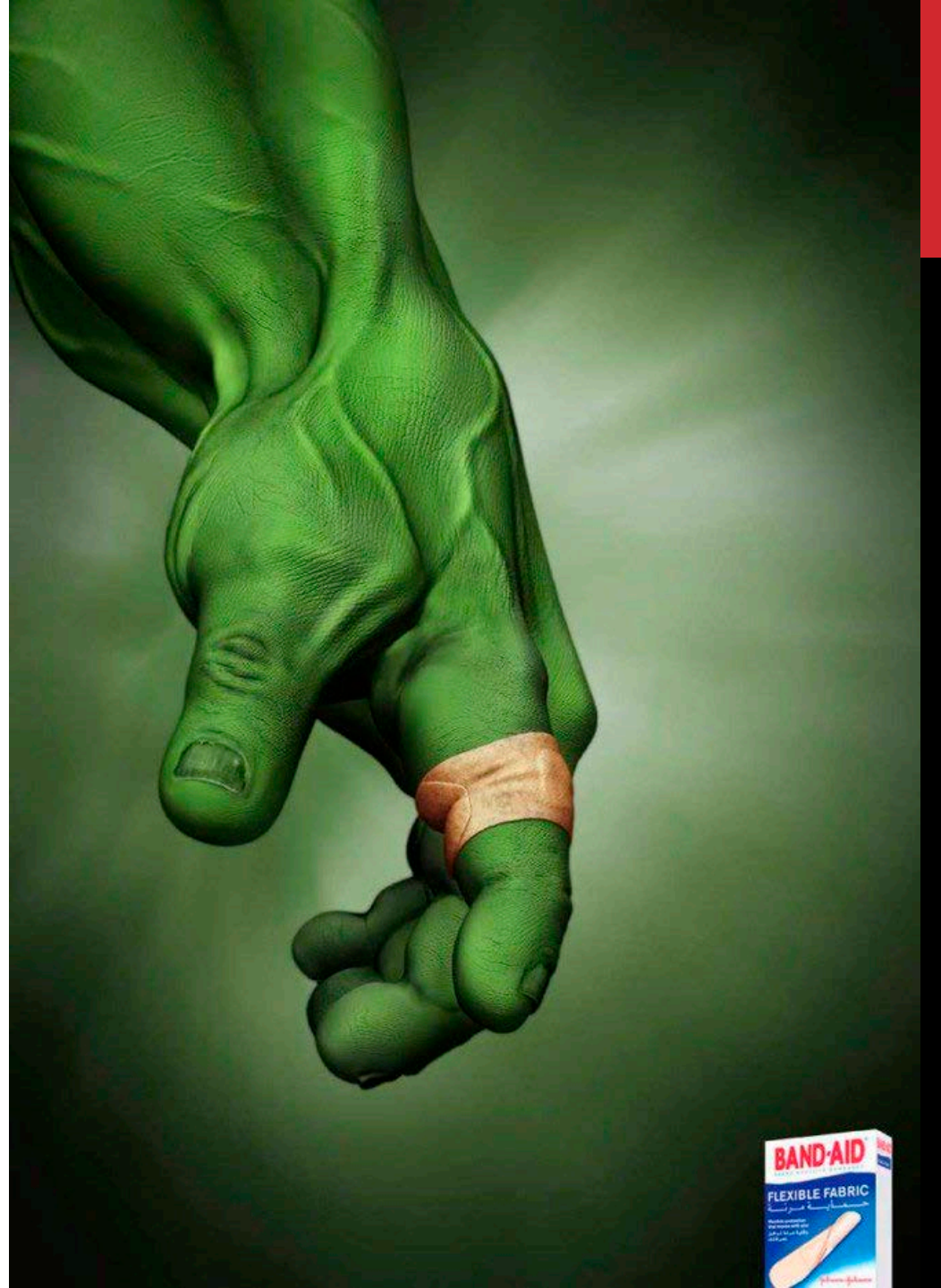
HEMNES
4 compartment shoe cabinet
(107x101 cm) white
248^{TL}



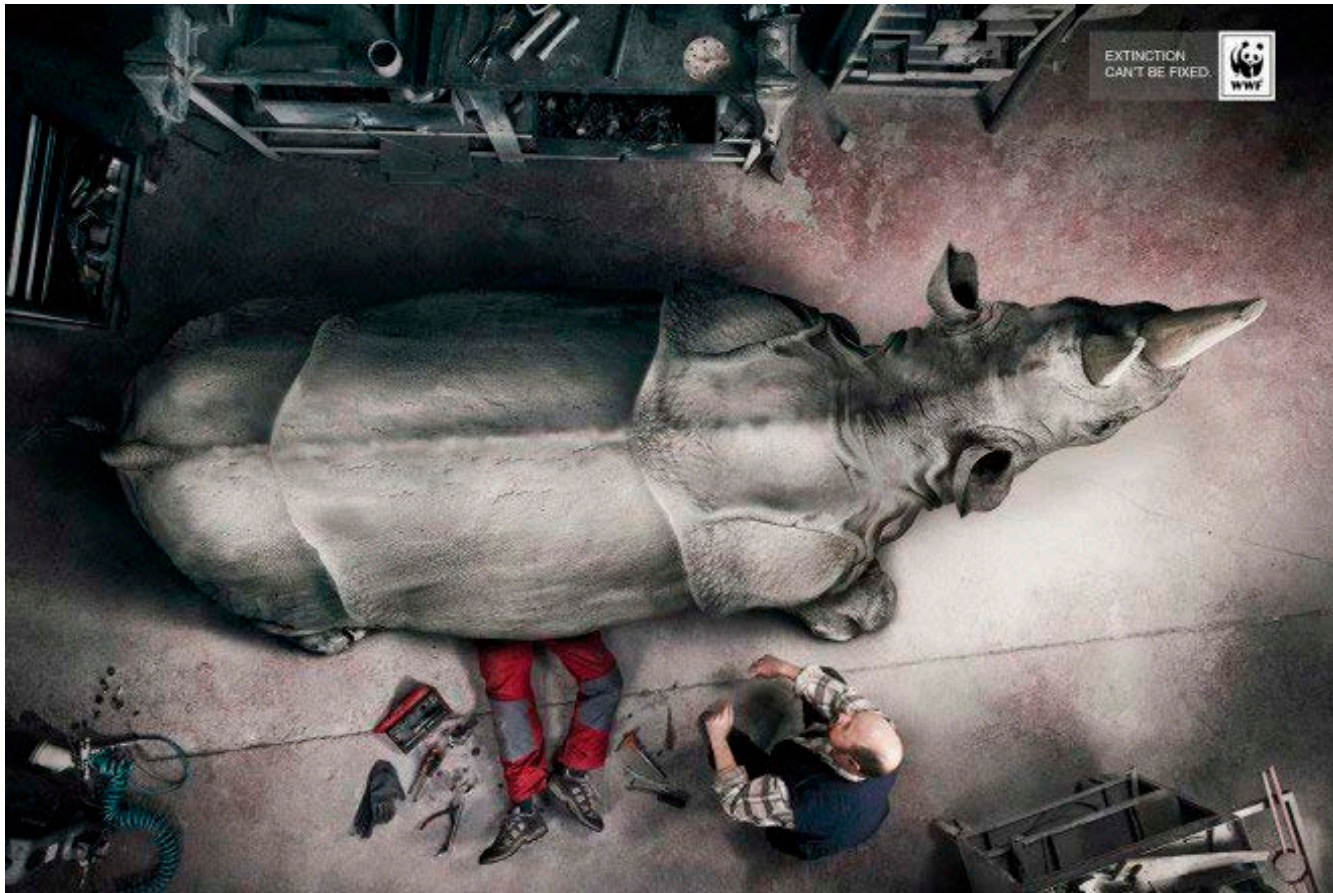
TURN TO POP CULTURE.

Who needs a flexible Band-Aid more than Bruce Banner?

J. Walter Thompson Dubai created this eye-catching advertisement featuring one of our favorite Marvel superheroes, The Hulk, and made the emphasis on a functional aspect of the product way less boring.

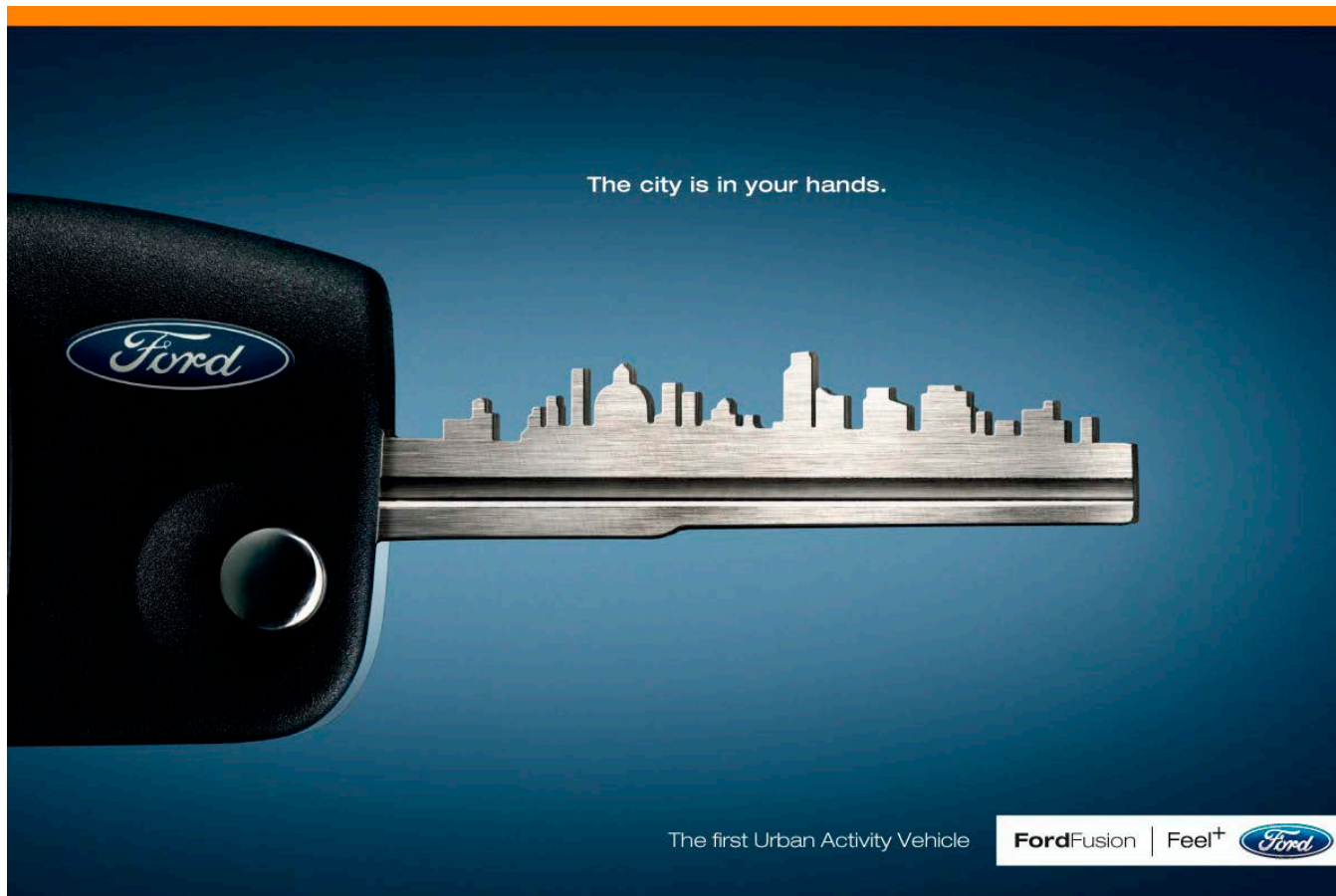


CHOOSE AN UNEXPECTED VISUAL PERSPECTIVE.



BBDO Spain placed extinct animals in an auto mechanic garage setting to get the World Wildlife Fund's message across – "Extinction can't be fixed." The aerial view adds a unique perspective.

SHOW YOUR CUSTOMERS THAT YOU GET THEM.



Think about your target audience – where do they live?

What do they do? The key skyline in Ogilvy's ad for the Ford Fusion positioned the automobile as one for city-dwelling explorers.

SHOOT OR EDIT PHOTOGRAPHS TO PRODUCE CLEVER EFFECTS.

Chief Creative
Officer Josh Moore of
Y&R in Auckland, New
Zealand and his team
orchestrated this
campaign for Schick
that used cute,
furry living creatures
in place of beards.



Schick

FREE YOUR SKIN™

schicknz

ATTACK THE ENEMY.



Rather than showing how white Colgate can make their teeth, Young & Rubicam featured the problem itself rather than the solution.

Replacing teeth with their enemies, including teeth-staining substances like cigarettes, coffee beans, and tea bags, grabs your attention in an entirely different way.

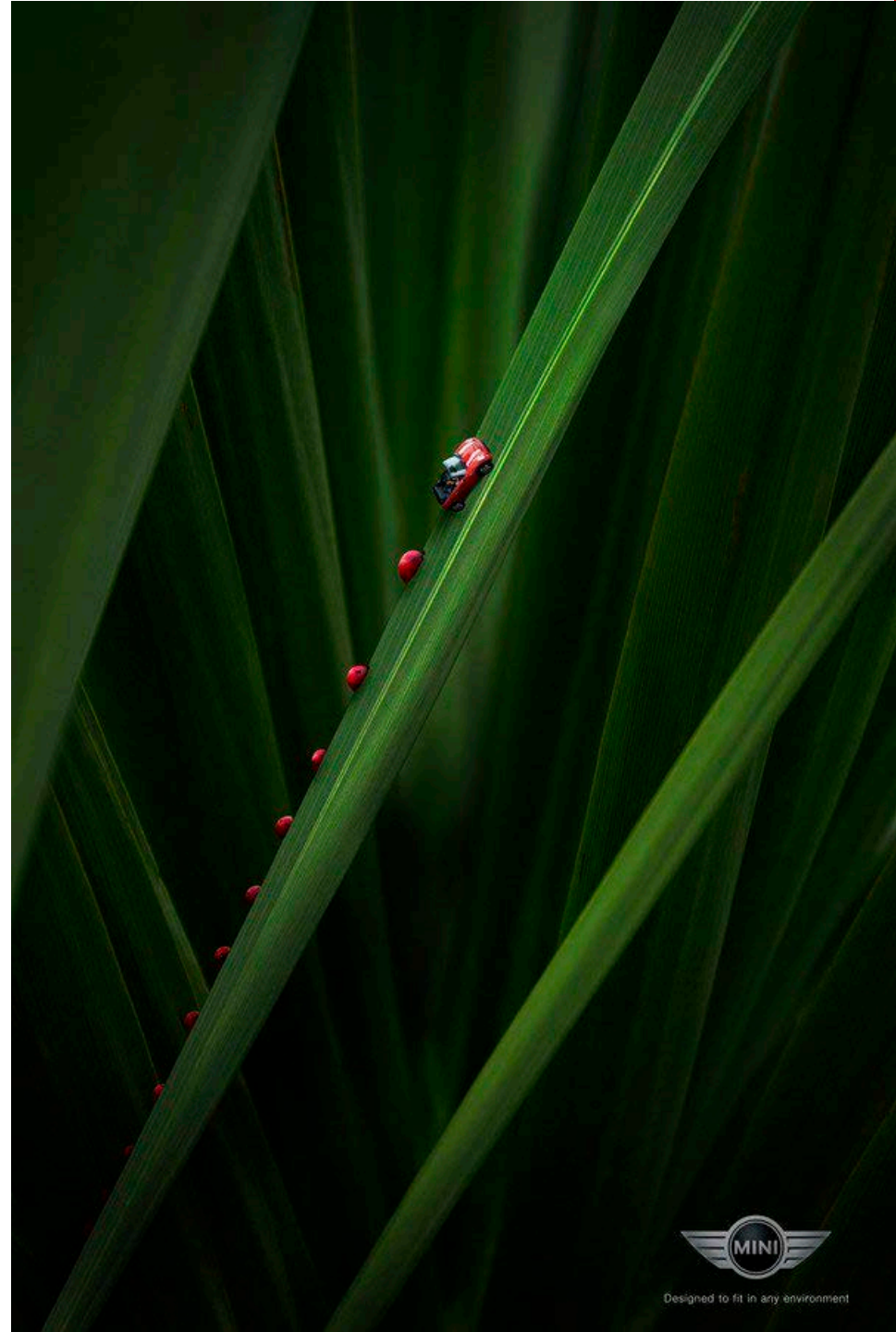
USE WHITE SPACE – OR IN THIS CASE, PINK SPACE.

This advertising school project from Zink Project in Madrid, Spain used eye-catching color to fill in lots of “white” space. Relying on a blanket of color for more than 75% of the ad’s size gets these Volkswagen Sharan advertisements noticed.



PLAY WITH SCALE.

The goal of this project by California State University – Long Beach was to convey the utility and convenience of owning a Mini Cooper. They overdramatized the story of being small and fitting into any environment to create a magical world where the cars co-existed with ladybugs.



Designed to fit in any environment

MIX UP THE CONTEXT.



Cats shaped like cupcakes? Dogs in the form of a loaf of bread? Lowe agency in Jakarta used humor and eek factor for the Lifebuoy Hand Wash campaign, "You eat what you touch."

INCORPORATE INTERESTING ILLUSTRATION.

Black Swan Life's
2014 campaign for
Crusoe Men's Innerwear
layered lifestyle element
illustrations over
photographs of
sleeping men.

WAKE UP TO THE
ADVENTURE INSIDE YOU!



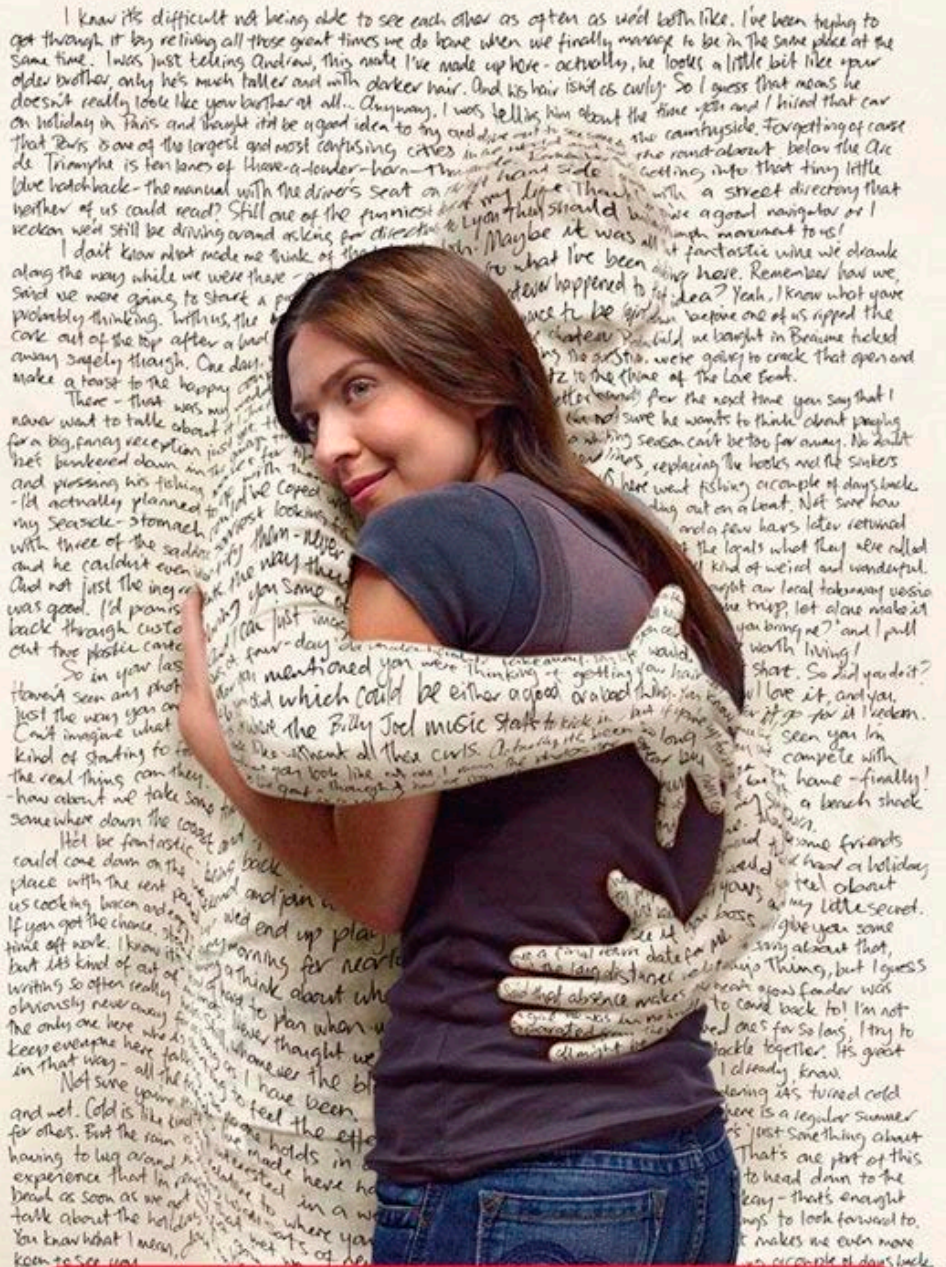
MEN'S
INNERWEAR



www.crusoeworld.com

HUMANIZE AN OBJECT.

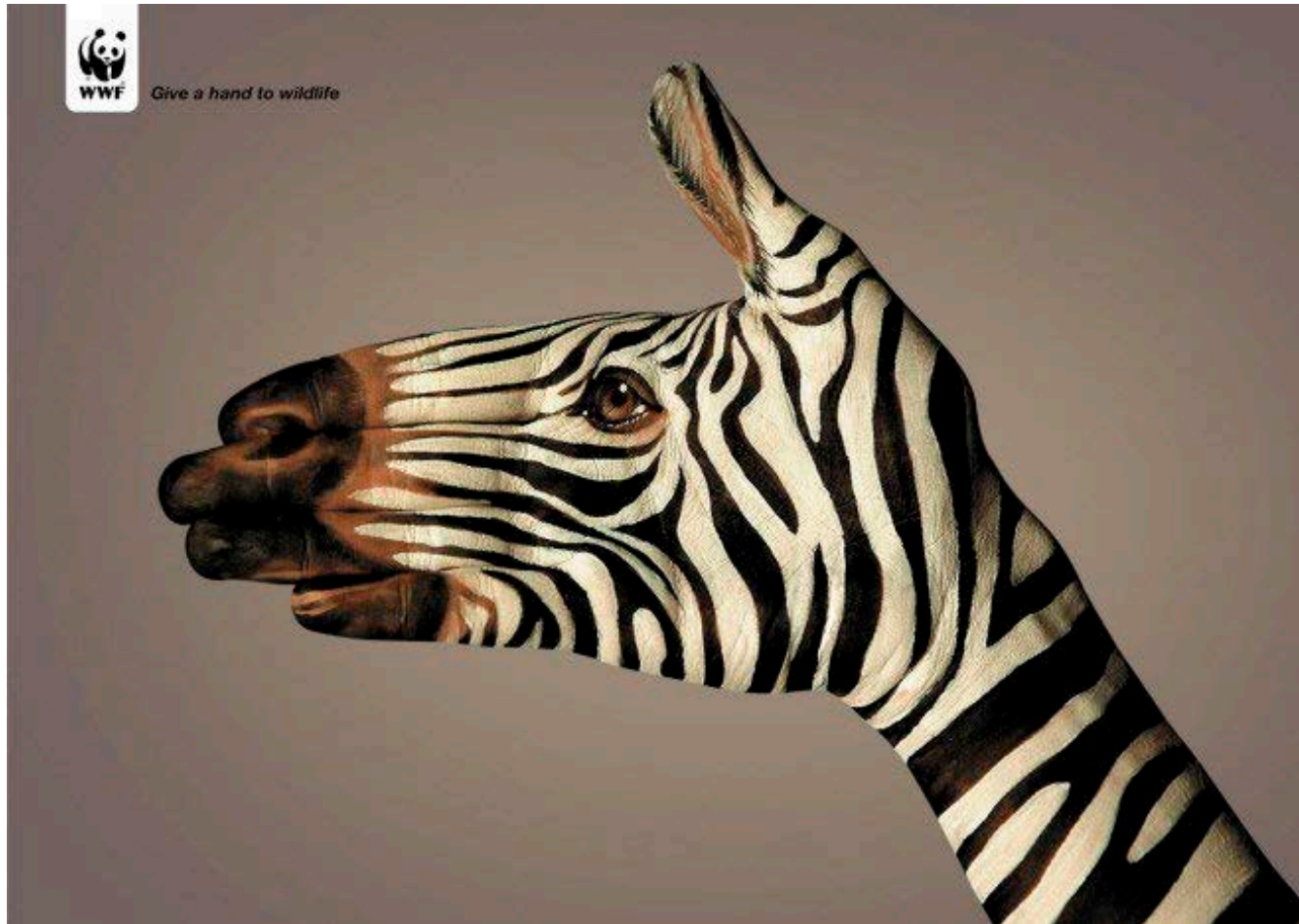
This eye-catching
print advertisement
from M&C Saatchi,
Melbourne for Australia
Post reminded people
how it feels to receive a
letter from a loved one.



If you really want to touch someone, send them a letter.



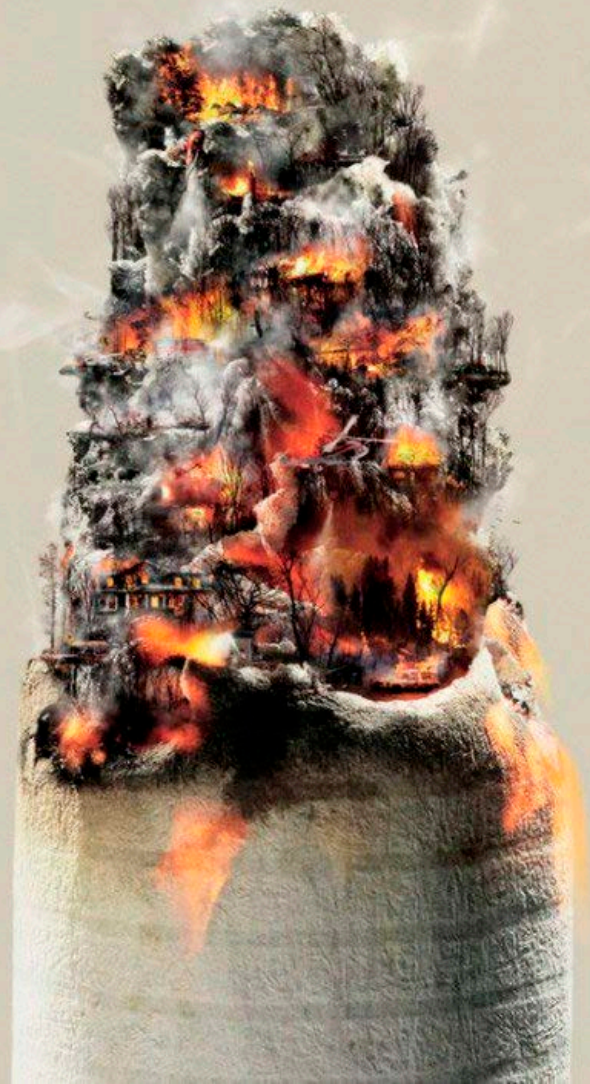
BE CREATIVELY LITERAL.



The “Give A Hand to Wildlife” campaign for the World Wildlife Federation has striking, pointed imagery, painted on an actual hand.

ALTER PHOTOGRAPHS TO CREATE MEANING WITH THE DETAILS.

**Executive Creative
Director Julian Watt
and his team developed
a nicely detailed public
awareness campaign
for the Fire Protection
Association of Australia.**



GRAB THEIR EYE WITH RECOGNIZABLE ICONS.

The Government of Bahia worked with Brazilian ad agency Leiaute Propaganda to curb the number of accidents and deaths related to smartphone use. Each ad uses a social media network symbol in place of important driving signs. Each ad uses a social media network symbol in place of important driving signs.



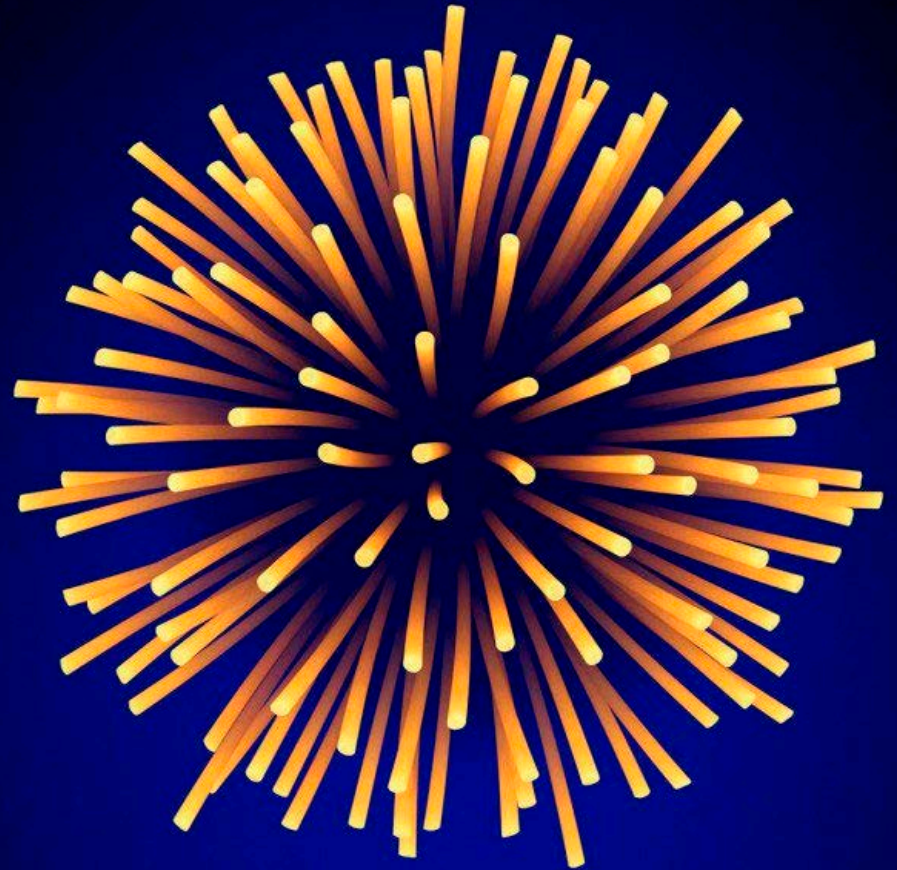
**RELY ON A SINGLE
STRONG VISUAL TO
COMMUNICATE THE
KEY CONCEPT.**

**Nicolas Baillargeon
was tasked to create
images that
communicate the key
essence of hot and
spicy Tabasco sauce –
the spicy heat itself.
This bold image of a
volcano crafted from
a human face does
the trick.**



USE THE PRODUCT TO CREATE THE IMAGE.

Another nice use of minimalism, this time with pasta. Spaghetti in the shape of a fireworks display is a perfect way for pasta maker Barilla to ring in the new year.



HAPPY NEW YEAR.



The choice of Italy

INCORPORATE AN ELEMENT OF FANTASY.



**Farenheit
DDB Peru
took home 2
Bronze Lions
for the “Let
Them Run
Free”
campaign for
Dukto Drain
Opener.**

**The concept
combined
what the
product does
with the
images of
hair-trapped
animals.**

LET THE COPY TAKE THE LEAD.

“She’s (cough) just a friend”

Make sure good news sounds like good news.



Miami Ad School Europe used humorous copy written by Daniel Blomberg for these brightly colored Ricola print ads that reminds us to, “Make sure good news sounds like good news.”

LET FAMOUS ARTWORK INSPIRE YOUR CONCEPT.



**Jung von Matt
Hamburg
developed the
“Create”
campaign for
Lego that was
inspired by
Michelangelo’s
The Creation
of Adam.**

GO MINIMAL.

**Adolfo Murillos's
minimalistic
campaign for Bayer
Asprin gets the
message across
simply and
beautifully.**



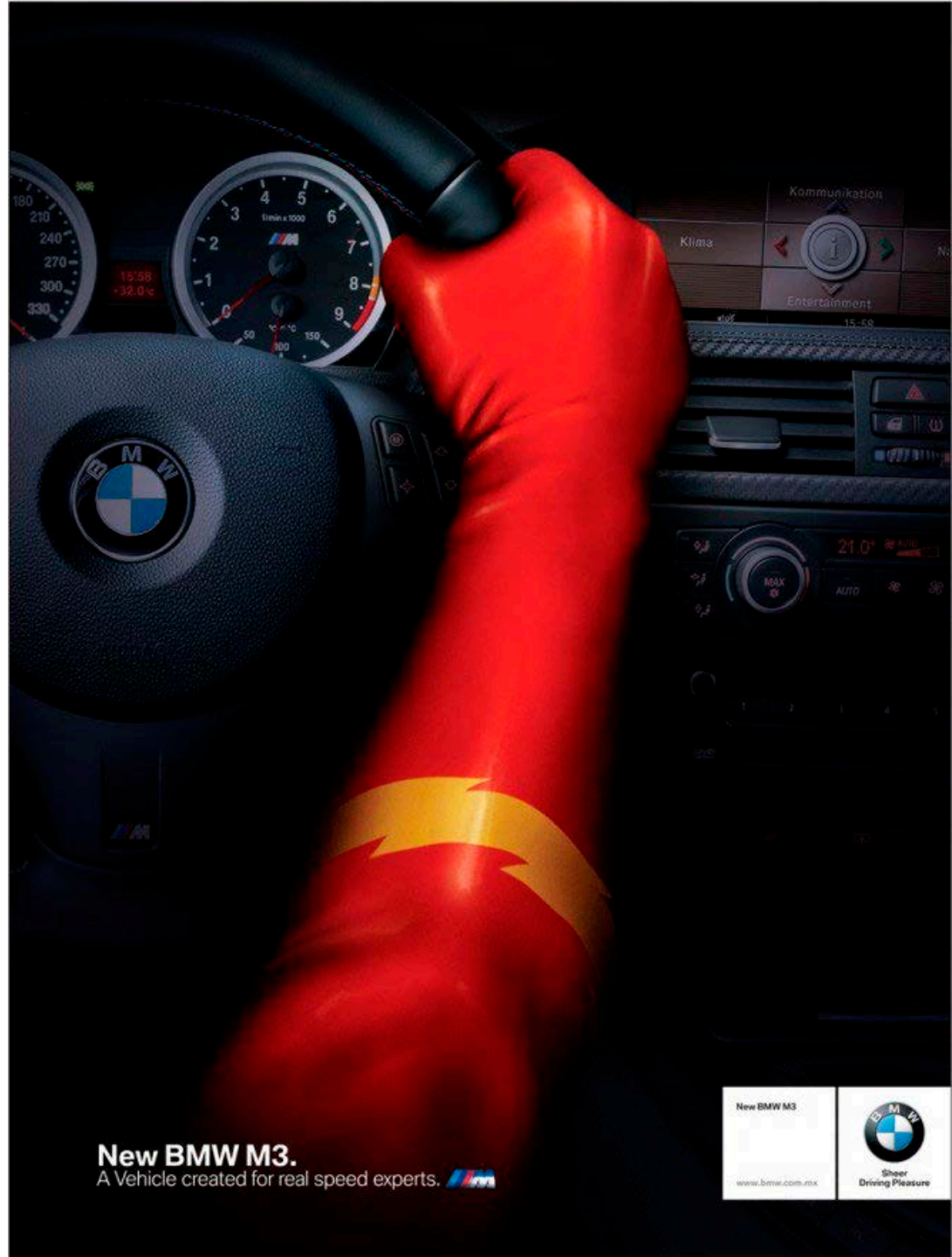
CONSIDER WHERE YOUR AD WILL BE SHOWN.

Ogilvy Malaysia's outdoor advertising for Lego doesn't just work with the environment it is placed in, it uses it as part of the campaign itself.



RECRUIT A SUPERHERO.

Creative Director
Marco Gpe
developed this
tongue-in-cheek
concept for BMW
hinting that DC
Comics superhero
The Flash knows
a thing or two
about speed.



New BMW M3.
A Vehicle created for real speed experts. 

<p>New BMW M3 www.bmw.com.mx</p>	 <p>Sheer Driving Pleasure</p>
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MASH UP WELL-KNOWN ICONS.

Spider Bond, Homerine, and Iron Bat are part of the fun, clever Fiction Meets Fiction concept series of Lego character mashups by Alexandre Tissier. Although Lego didn't commission this fresh work, I think they should use it!

SPIDER BOND

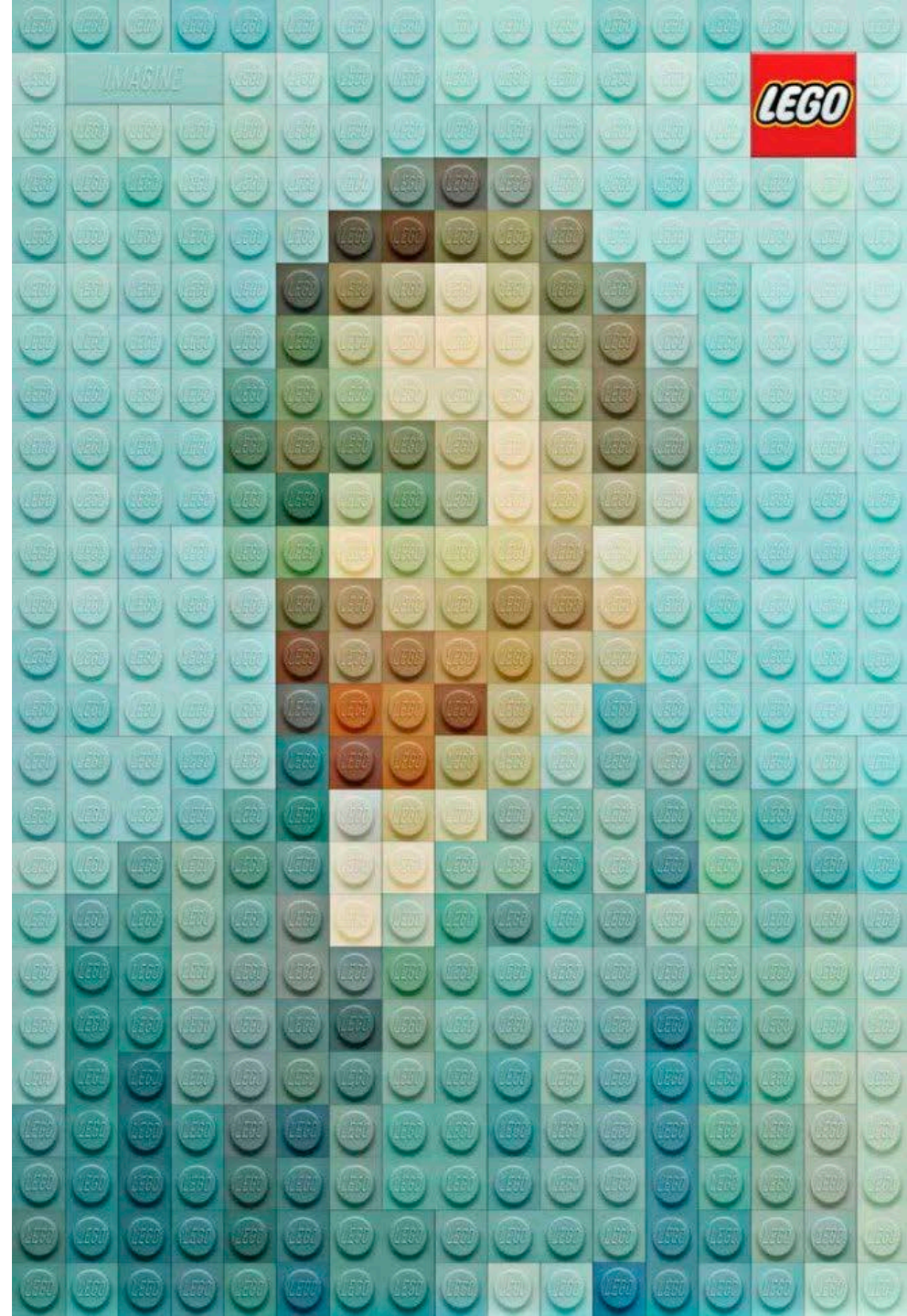


FICTION MEETS FICTION.



USE YOUR PRODUCT TO BUILD SOMETHING INSTANTLY RECOGNIZABLE.

Creative Director
Kenny Blumenschein
and Art Director
Marco Sodano of
Geometry Global in
Hong Kong recreated
artistic masterpiece
paintings using
their client's product
– Legos.



USE A VISUAL METAPHOR.

When Red Cell Milan created the advertisement to attract new screenwriting students to the New York Film Academy they built “popcorn” from a garbage can full of trashed drafts, something all would-be-screenwriters can relate to.



USE SIMPLE DESIGN CONCEPTS TO ILLUSTRATE BIG DIFFERENCES.

This series of posters from Manifest Utilità creates symbolic simple images with clean line design to represent gender equality.

SOMEONE HAS TO WORK HARDER.

SAME RIGHTS, SAME OPPORTUNITIES.



USE OPPOSING IMAGES (AND IDEAS) TO DELIVER A BIG MESSAGE.

This poster design for the Anti-Racism Festival 2010 was commissioned by the Greek Graphic Designers Association (GGDA) and designed by Unusual. They amped up their social commentary by producing an image that depicts handshakes and handguns.



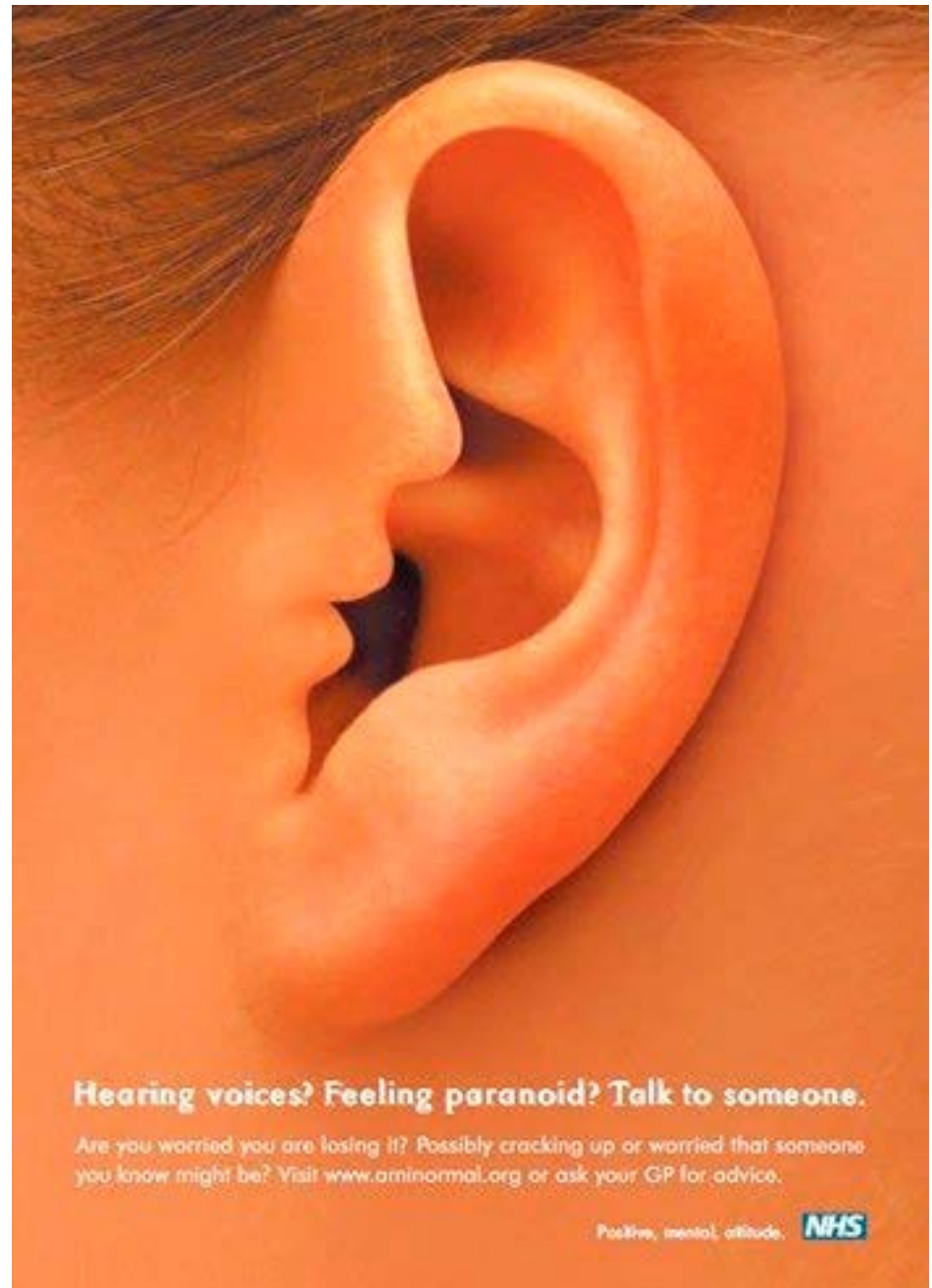
MEET YOUR CLIENTS WHERE THEY WORK.



When Vodafone hired Y&R, Istanbul/Team Red, Turkey to publicize the specialized services that they're providing for farmers, they used their imagery to speak to place.

PUT YOUR CONCEPT IN MOTION.

**The interactive
version of this NHS
poster campaign
uses audio and
visuals to show the
voice “whispering”
into the woman’s ear.**



Hearing voices? Feeling paranoid? Talk to someone.

Are you worried you are losing it? Possibly cracking up or worried that someone you know might be? Visit www.aminormal.org or ask your GP for advice.

Positive, mental, attitude. **NHS**

USE OPTICAL ILLUSIONS.



This billboard advertisement by JWT Mumbai for Berger seemingly blends the company's paint into the sky...provided it's a clear sunny day.

THINK ABOUT THE EMOTIONAL IMPACT OF YOUR VISUALS.



More incredible
World Wildlife
Fund imagery
“Desertification”
depicts amazing
animals turning
to dust, putting
the emotional
“what happens
when they’re all
gone” message
right in your
face.

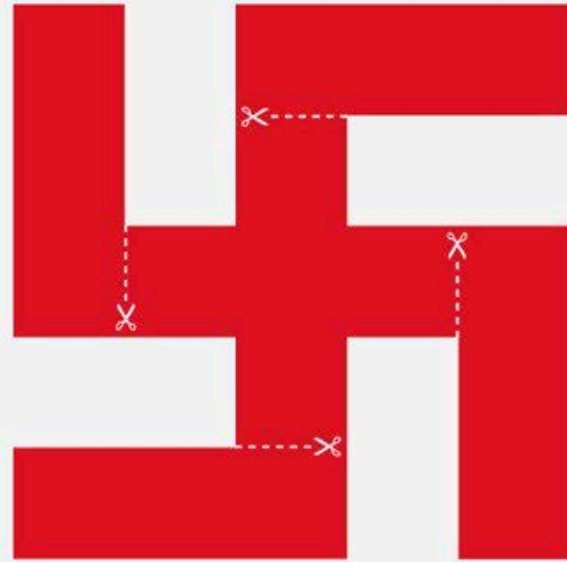
CONSIDER YOUR MEDIUM.

No one says your outdoor advertising can't be three-dimensional. This fantastic ad for Science World hooks the audience by visualizing the ad copy in 3-D format.



USE BOLD EMOTIONAL SYMBOLISM.

This anti-racism poster for the Swiss Chapter of S.O.S. Racisme employs strong emotional symbolism to communicate the message.



S.O.S. RACISME

THINK ABOUT THE “WHERE.”

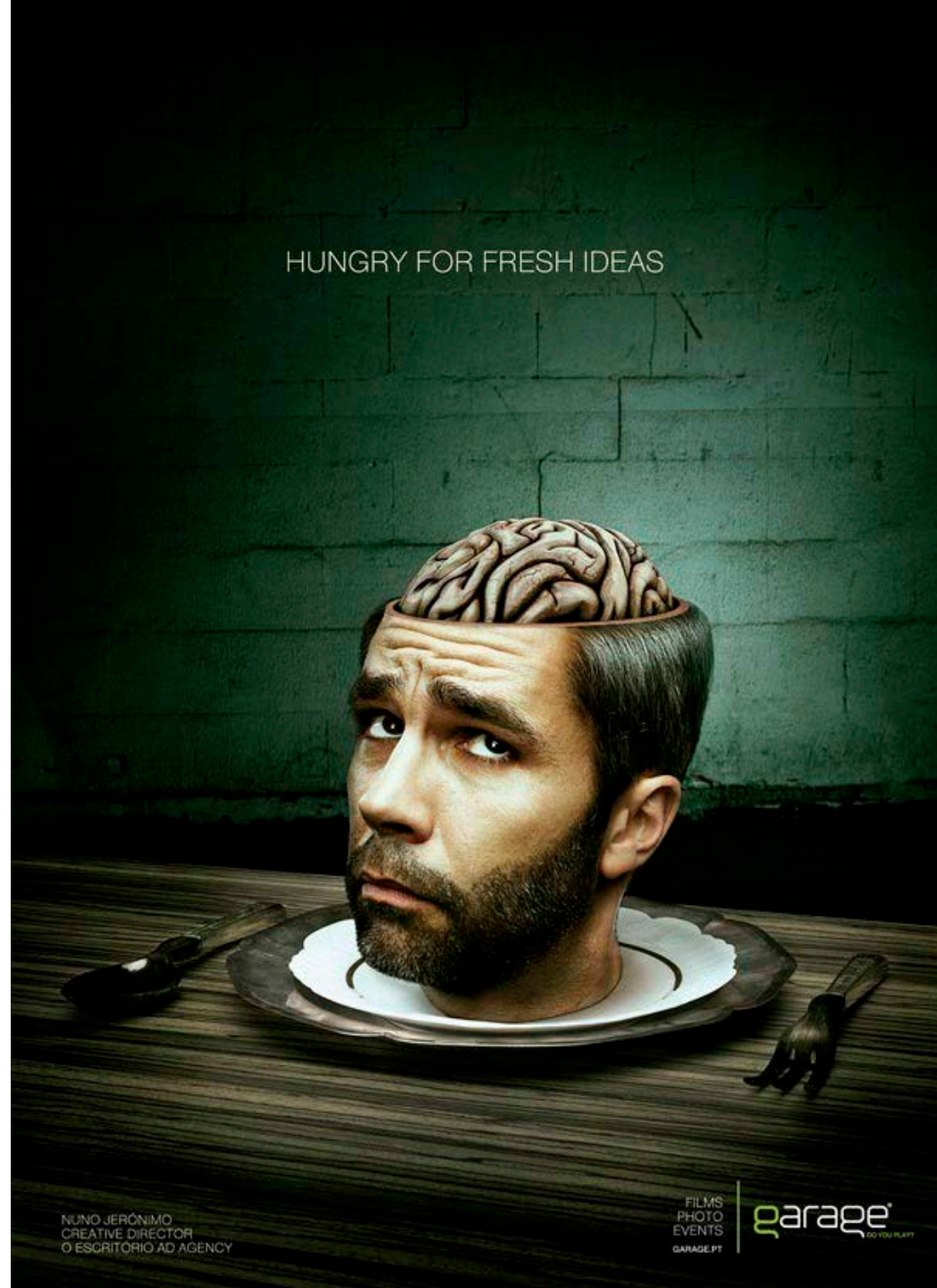
**JWT Hong Kong
created this air
pollution awareness
campaign on the top
of drink lids used by
roadside food carts
to get customers
thinking while
they're immersed
in the problem.**



TOY WITH THE MACABRE FOR A DRAMATIC EFFECT.

Creepy can work with
the right audience.

HUNGRY FOR FRESH IDEAS



NUNO JERÓNIMO
CREATIVE DIRECTOR
O ESCRITÓRIO AD AGENCY

FILMS
PHOTO
EVENTS
GARAGE.PT

garage
DO YOU PLAY?

CREATE A HUMOROUS RIFF ON A CLASSIC AD.



I'm old enough to remember the "fried egg" 80s PSAs depicting what happens to our brains when we take drugs. This ad campaign for the College for Creative Studies mocks the originals in a clever, humorous way using a great combination of copy and visuals. The Edvard Munch egg yolk adds a funny, thematically relatable visual element.

SHOW THE AVERAGE PERSON HOW IT REALLY IMPACTS THEIR LIFE.



Designing a generic “save the environment” message might work for die-hard environmentalists, but to really get attention show your average joe what their garbage does to their sushi. Great campaign for Surfrider by Portland, Oregon agency Pollinate.

SHOW A TYPICAL USE FOR THE PRODUCT IN A CREATIVE WAY.



iRun by Steve Quint showed the Apple iPod Shuffle in a unique way by using the earbuds to depict a running path through Central Park.

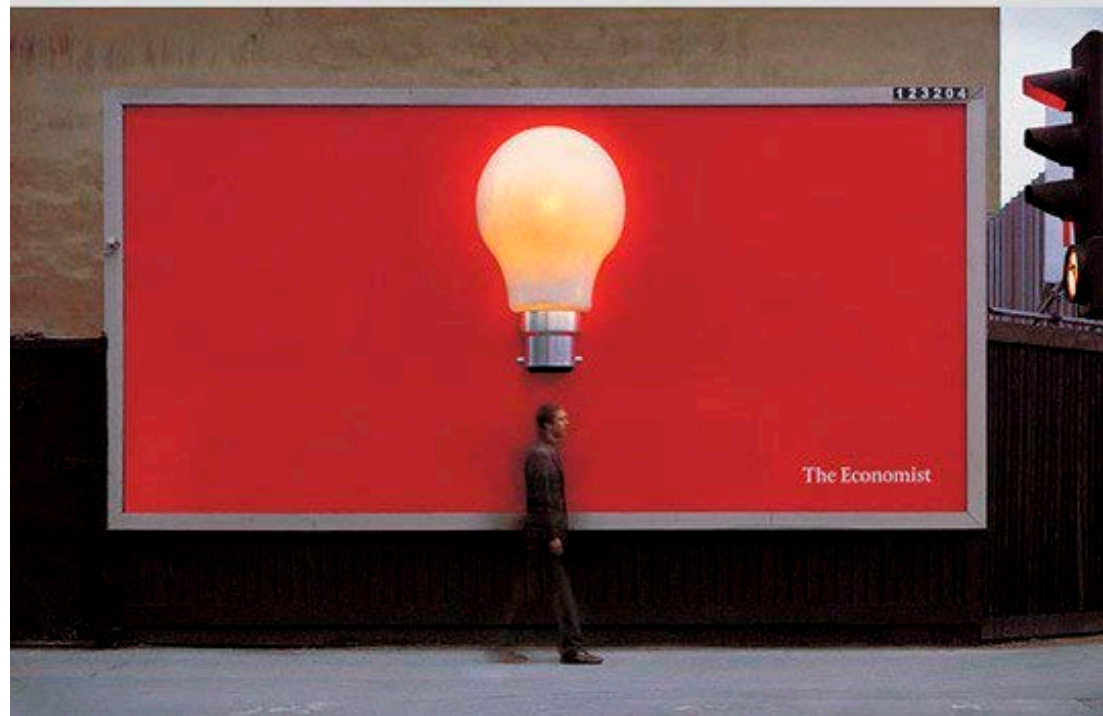
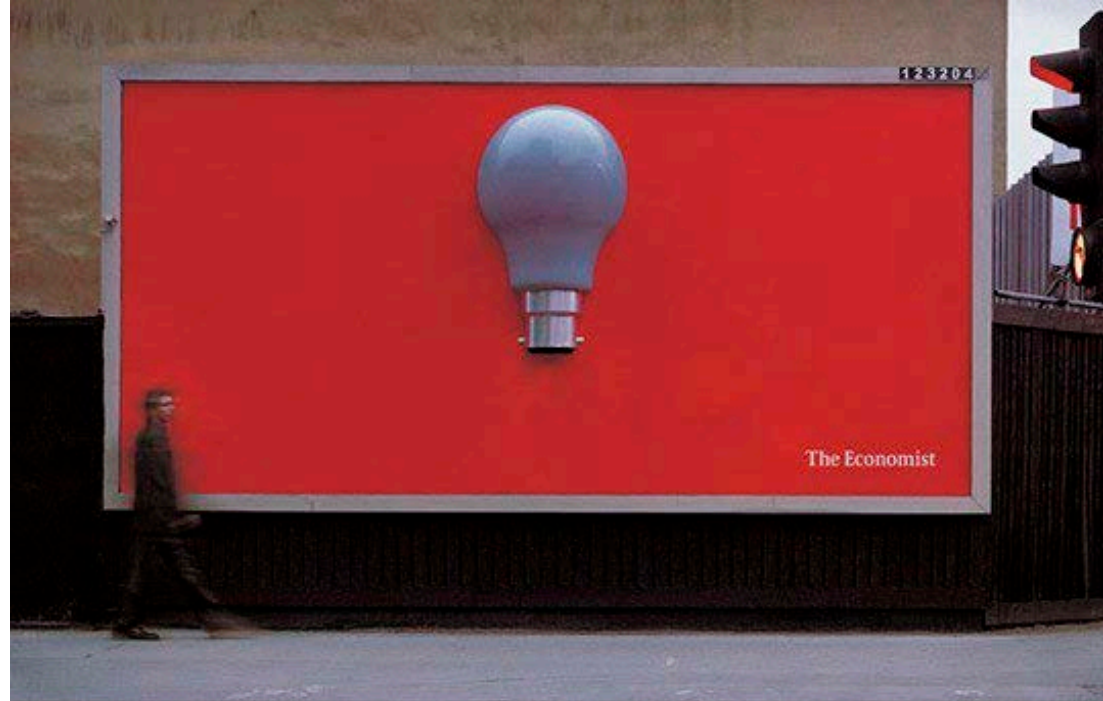
CONSIDER TYPOGRAPHY THAT MOVES.



If your medium allows it, try adding movement to your design. See the SoHo NYC billboard in motion by Sagmeister & Walsh.

MAKE IT TRULY INTERACTIVE.

This outdoor advertisement for The Economist was created to sense when a person was close to the sign and allowing their motion to turn on a giant lightbulb.

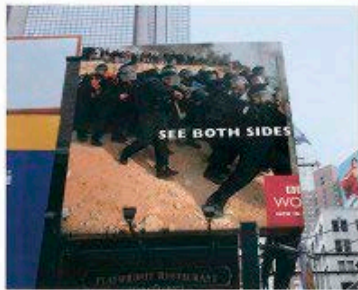


PLAY WITH WHITE SPACE.



This engaging campaign for Tide takes being a solution to stain removal to a whole new level.

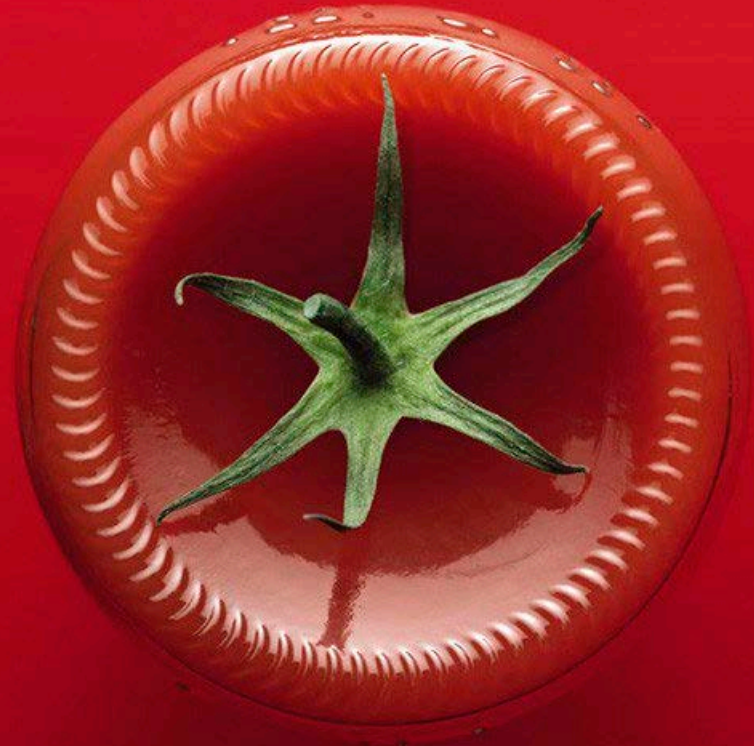
TAKE UP SPACE.



BBDO New York created this clever take on the “See Both Sides of the Story” campaign for BBC by designing an advertisement that wraps around a street corner.

GO MINIMAL.

Sometimes it makes the most impact to let the product speak for itself in very simple, yet visually striking, ways.



**No one
grows
Ketchup
like**



NEGATIVE SPACE CAN BE EXTREMELY POWERFUL.

You don't need a multicolored palette to create a great ad. Leo Burnett Tailor Made Brazil created an impactful "Don't text and drive" campaign with negative space.



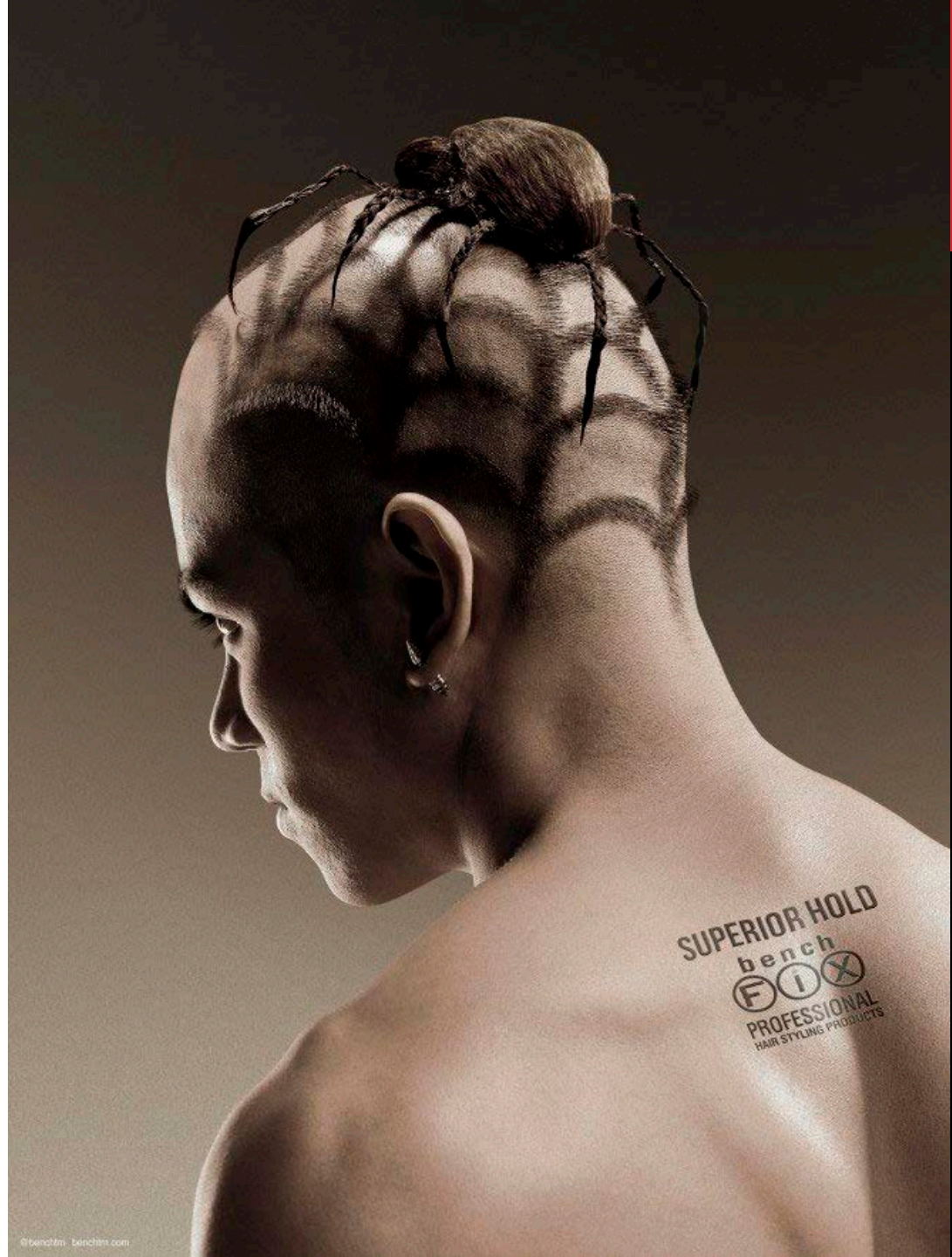
YOU
EITHER
SEE THE
LETTER
OR THE
DOG.

DON'T TEXT
AND DRIVE.

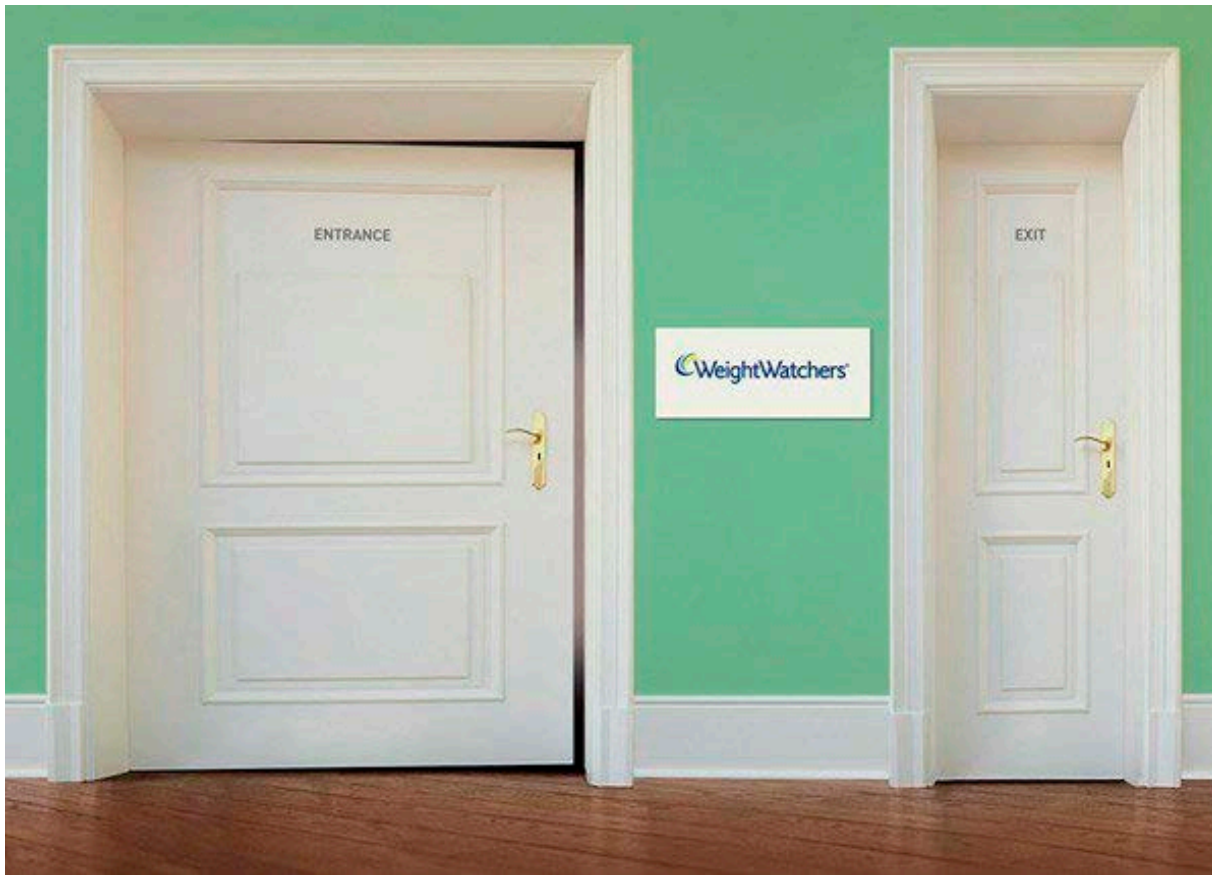


BE EXTREME.

**This campaign
for Bench Fix
Hairstyling Products
reaches a younger
demographic with
atypical imagery.**



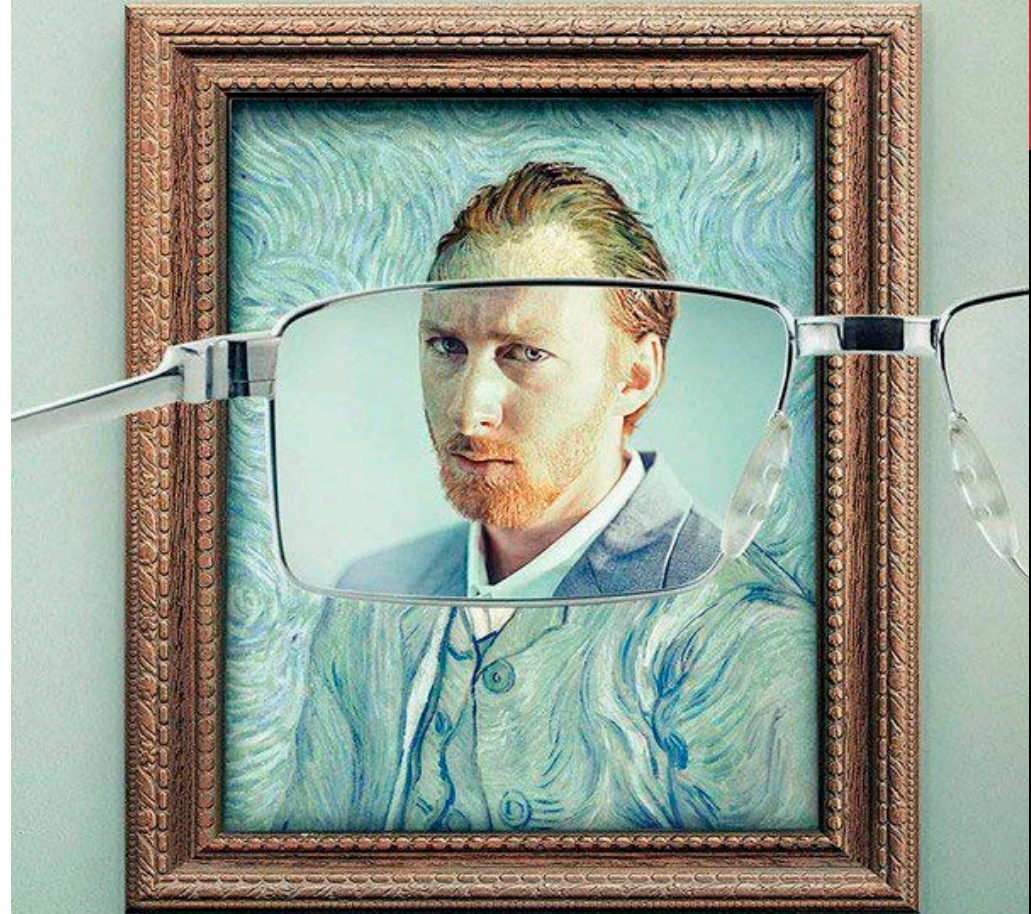
USE SCALE TO MAKE A STRONG IMPACT.



The unexpected difference of scale on the doors for this Weight Watchers ad captures attention.

TELL TALL TALES.

This series of advertisements for Keloptic illustrates a great use of exaggeration to get the purpose of the product across.



Voyez plus clair pour moins cher sur www.keloptic.com

Keloptic
.com

LET THE COPY BE PART OF THE DESIGN.

This print advertisement for StrongerMarriage.org uses the cutaway type design element as part of its message.



HOW TO BUILD A LASTING RELATIONSHIP:

1. Cut on dotted line.
2. Rotate 180 degrees.

IF YOU WANT A STRONGER MARRIAGE, WORK ON IT TOGETHER.

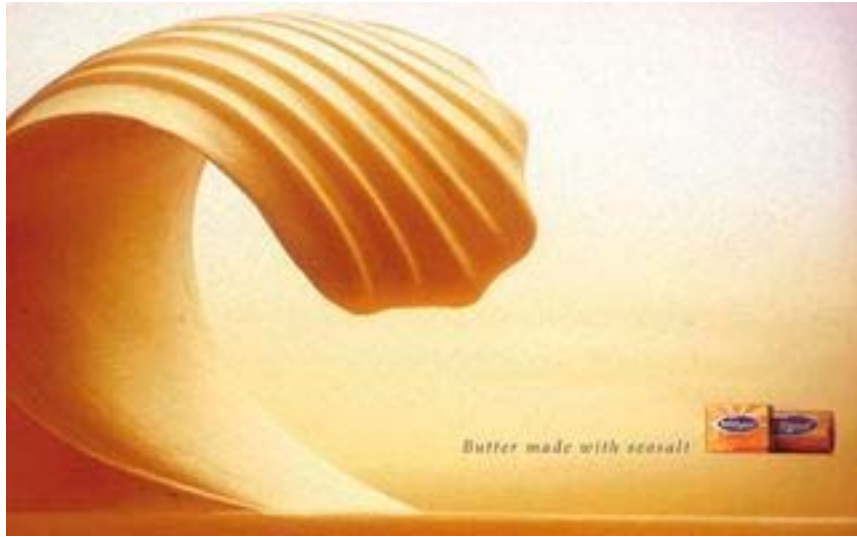
For tips, marriage class incentives and resources in your area that can improve the health of any relationship, visit our website.

OTHER METAPHOR ADS FOR INSPIRATION



BEWARE THE HEAT

LITTLE BOTTLE . BIG FLAVOR





LISTEN TO YOUR HEART



AMICOMED

THE NEW RAJERO FULL
WITH AWC-R™.
IT'S MORE
THAN TECHNOLOGY.
IT'S INSTINCT.

AWC-R Stability
in terms of braking,
steering
and cornering
the car's course,
without help
from the driver.





 The Roy Castle
Lung Cancer
Foundation
passivemokingkills.org

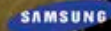


and Ginger





SAMSUNG MP3 PLAYER





DON'T LET YOUR CLOTHES
TURN INTO FOOD FOR MOTHS.
DONATE.



LEAVE YOUR DONATIONS AT THE MALL UNTIL JULY 7th AND LET THEM WARM THE MOST NEEDY.



DON'T LET YOUR CLOTHES
TURN INTO FOOD FOR MOTHS.
DONATE.

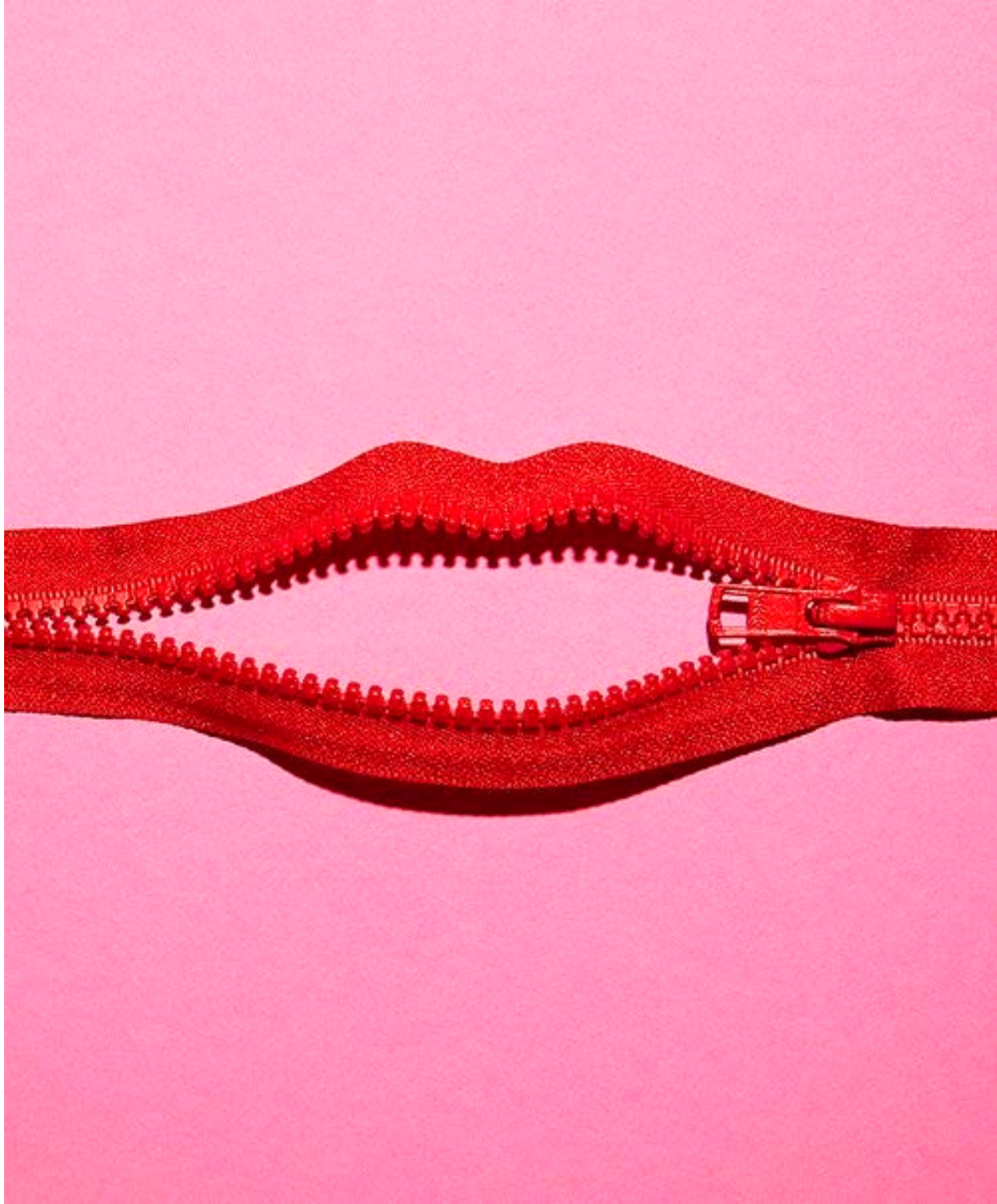


LEAVE YOUR DONATIONS AT THE MALL UNTIL JULY 1ST AND LET THEM WARM THE MOST NEEDY.



WE'RE REBUILDING. 14 NEW STORES IN PHOENIX OPENING SOON.







**HELP CURE
HUNGER IN
NEW YORK.**
THEGROWERSMARKET.COM

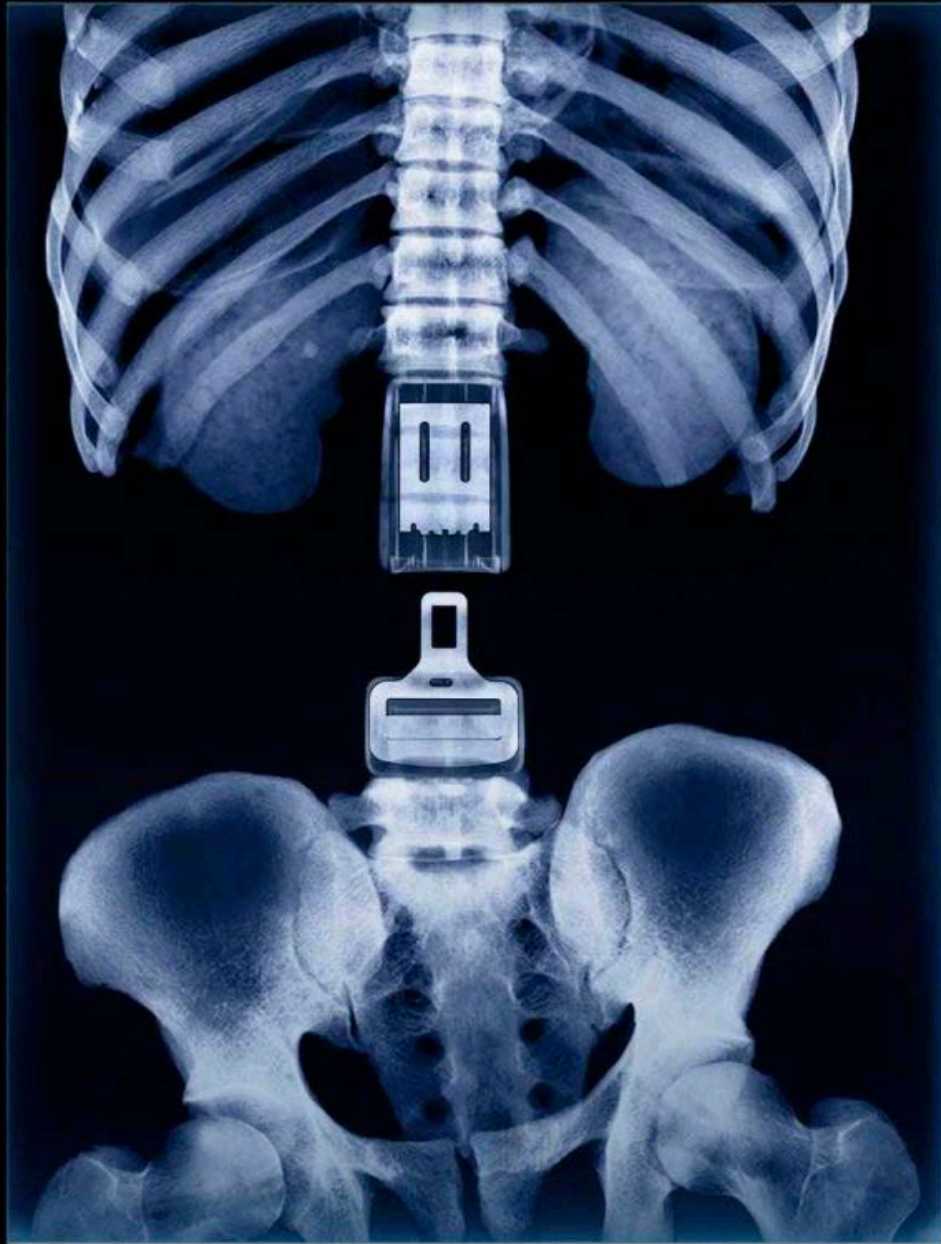


while, wheelchair x
I'll be there in a wh

Please don't text and drive.

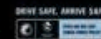


Das Auto.



0 8040 6+0 30 7T1 0 2G0 4
2 4 817 1.011 D AP
CC.00

One click could change your future. Belt up.



16TH OCTOBER 2012
WORLD FOOD DAY

Hunger kills 2.5 million children every year.
Your donation nourishes: www.unicef.ch

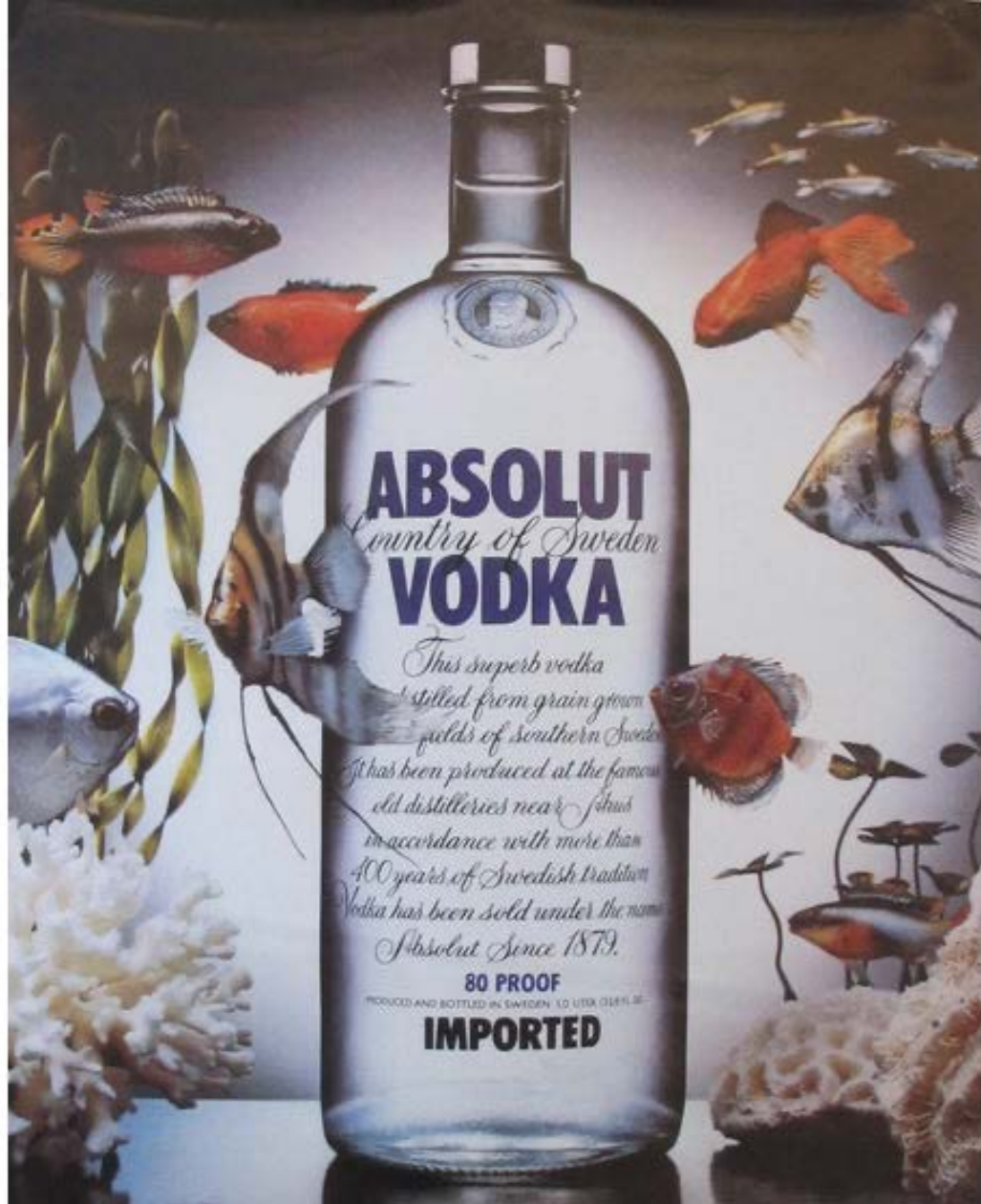


unicef 



A single
can of disinfectant
pollutes millions
of litres of water.





ABSOLUT
Country of Sweden
VODKA

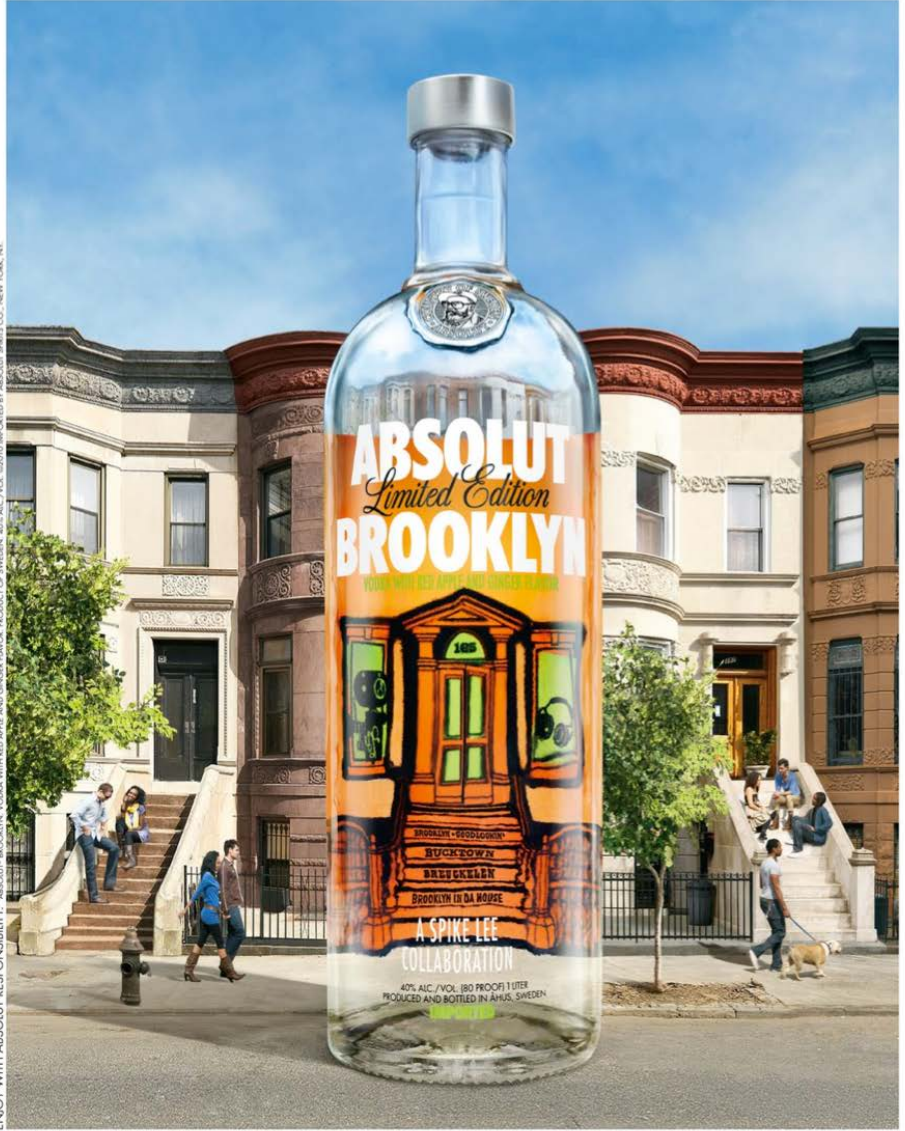
*This superb vodka
is distilled from grain grown
in the fields of Southern Sweden.
It has been produced at the famous
old distilleries near Åhus
in accordance with more than
400 years of Swedish tradition.
Vodka has been sold under the name
Absolut since 1879.*

80 PROOF
PRODUCED AND BOTTLED IN SWEDEN. 1.0 LITER (33.8 FL. OZ.)

IMPORTED

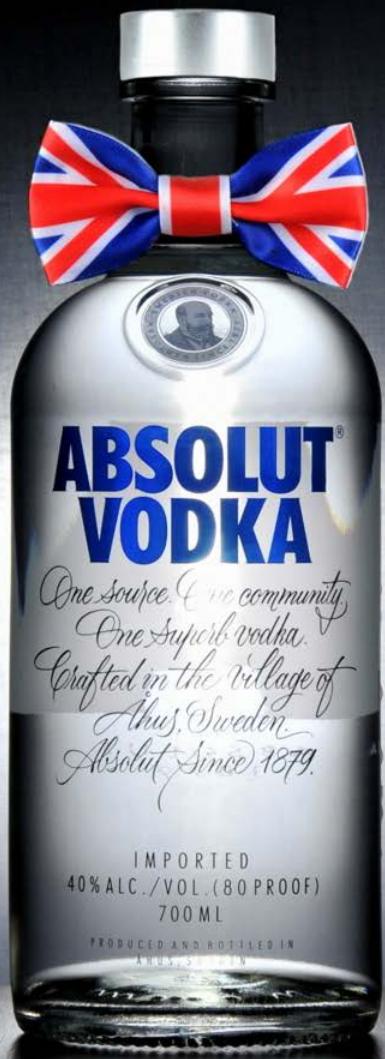
ABSOLUT TREASURE.

ENJOY WITH ABSOLUT RESPONSIBILITY®. ABSOLUT® BROOKLYN, VODKA WITH RED APPLE AND GINGER FLAVORS. PRODUCT OF SWEDEN. 40% ALC./VOL. ©2010 IMPORTED BY ABSOLUT SPIRITS CO., NEW YORK, NY.

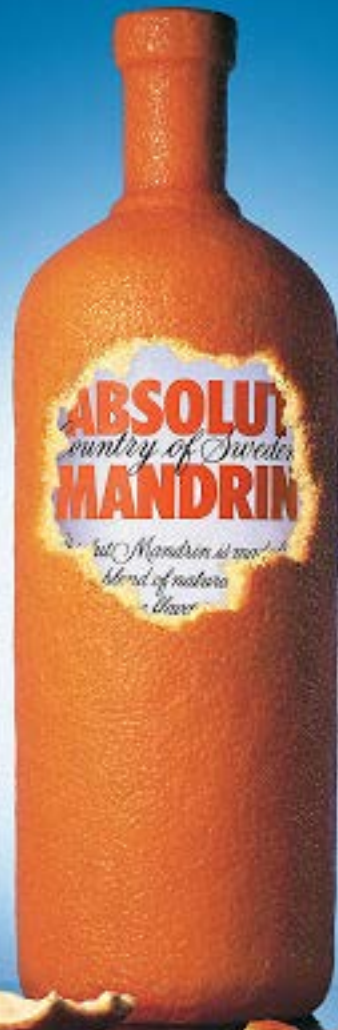


Limited Edition
ABSOLUT BROOKLYN
A SPIKE LEE COLLABORATION

SEE SPIKE'S FILM AT [FACEBOOK.COM/ABSOLUTBROOKLYN](https://www.facebook.com/absolutbrooklyn)



ABSOLUT BREXIT.



ABSOLUT REVEALED.

ABSOLUT MANDRIN™, MANDARIN LIQUEUR, 40% ALC/VOL (80 PROOF), ABSOLUT COUNTRY OF SWEDEN VODKA & LIQUOR, ABSOLUT VODKA & LIQUOR, ABSOLUT MANDRIN, ABSOLUT CALLIGRAPHY AND ABSOLUT DESIGN. ©2004 V&S VIN & SPRIT AB. ABSOLUT MANDRIN IS A TRADEMARK REGISTERED BY V&S VIN & SPRIT AB. ABSOLUT MANDRIN IS A TRADEMARK REGISTERED BY V&S VIN & SPRIT AB. PHOTOGRAPH BY TREV BARTON.

ENJOY OUR QUALITY RESPONSIBLY.

