



Role of Images and Pictures in Advertising

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ROLE OF IMAGES AND PICTURES IN ADVERTISING Abstract Pictures involve neither written nor spoken language but include all forms of communication that occurs without the use of words. It is a process of communicating ideas or messages by not using oral or written language. Advertising is the best way to communicate to the customer. Advertising helps informs the customers about the brands available in the market and the variety of products useful to them.

Abstract

Pictures involve neither written nor spoken language but include all forms of communication that occurs without the use of words. It is a process of communicating ideas or messages by not using oral or written language. Advertising is the best way to communicate to the customer. Advertising helps informs the customers about the brands available in the market and the variety of products useful to them. The advertising industry is becoming increasingly creative and sometimes is intended to disrupt the emotions, sometimes make funny images, bold, striking and strong. But undoubtedly, all serve their purpose. The work presented here is an attempt to understand the effort put behind understanding and implementing the concepts into reality in the advertising world, the context of a symbol, the use of verbal messages, pictures, the combination of colors, display graphics, medium of communication, case of understanding, innovation, etc. Above that, the financial, political and social feasibility cannot be neglected either. Semiotics is frequently used in advertising to signify an advertiser's message through the use of signs and symbols.

Key Words

Pictures, Non Verbal Communication, Advertising, Marketing, Customer.

Introduction

Advertising has witnessed drastic changes, influencing the socio-cultural norms multifariously. Mass media, images and pictures playing a decisive role in shaping people's perceptions and in this substantial portion of our communication is nonverbal. Experts have found that every day we respond to thousands of nonverbal cues and behaviors including pictures,

facial expressions, eye gaze, gestures, and tone of voice. From our handshakes to our hairstyles, nonverbal details reveal who we are and impact how we relate to other people. Nonverbal communication types include facial expressions, gestures, paralinguistic's such as loudness or tone of voice, body language, polemics or personal space, eye gaze, hap tics (touch), appearance, and artifacts .Scientific research on nonverbal communication and behavior began with the 1872 publication of Charles Darwin's The Expression of the Emotions in Man and Animals. Since that time, abundant research has been conducted regarding types, effects, and expressions of unspoken communication and behavior. While these signals are often so subtle that we are not consciously aware of them, research has identified several different nine types of nonverbal communication.

Advertising helps informs the customers about the brands available in the market and the variety of products useful to them. The advertising industry is becoming increasingly creative and using various media types, with different techniques and method suited makes funny images, bold, striking and strong. Advertising is for everybody including Kids, Young and Old It is done.

Through the medium of advertising people get information regarding new products. As people use these new and latest goods, their standard of living gets a boost. Advertising is helpful in providing employment and increasing income of the people. Both have a positive effect on their standard of living.

Objective of the Study

The objectives of this paper is to look at the advertisement in relation to the impact of images and symbols are likely to have on the viewer's psyche and how ads maneuver the conduct of viewer's own selves. The main purpose is to make the customers keen on the product and at the same time, develop an urge in them to even try it. This way, the consumers get a blur idea about the product or service without being acquainted with its features. This, on the part of customers, plays a crucial role at the time of purchase. Even though it looks natural and straight forward, it is not. A lot of marketing strategies go in with it to please all kinds of audiences. It requires vigorous thought processing to come up with a great image idea that would appeal to the audience and intrigue them.

When we see an image, our mind passes the information to the brain, and that is how the brain tends to remember the image displayed in front of the eyes. This creation of an informational effect in the brain by looking at the image is known as the psychological effect.

Our psychology remembers everything that attracts our eyes and stores this information for the longer run. This stored information helps in creating awareness about the message or product that is visible to the eyes and hence intrigues the person to want more and more of that image.

As a result, the person tries to gather more information about the product present in the copy of the advertisement, which is the sole motive of every ad. Image advertising can also be beneficial to communicate with those people who cannot read or hear.

Hence, it can be seen that image advertising is the best way to create brand equity amongst the people and keep them hooked for a more extended period by giving them the urge to want more and more from the advertisement.

Benefits of Image Advertising

In today's world where the market is flourishing with creativity and searching for quality from the flooded creation, Image Advertising is proven to be a better and impactful way of advertising to reach the masses even to where the words cannot reach.



(Source : www.eztalks.com)

Hence there are a few benefits of Image Advertising as listed below:

1. **Creates Brand Awareness**

Image advertisements represent brand and products under that brand which gets identical in the eyes of the person coming across the ad. This, in return, creates the brand equity of the product, and people start buzzing about the product, which is the sole motive of image advertisement. This is how Image Advertising creates Brand Awareness.

2. **Creates a broader reach for the product**

Image Advertising reaches to the masses, even where words cannot flow. Image is the only way to communicate the idea and objective of the brand and product formation. Therefore the Campaigns are made with a combination of information and connect of creativity which is the only way to create awareness in a wide range every section of the market.

3. **Attracts customers**

There is massive competition among the markets where everyone is trying to build and attract customers with some or other creative steps. Image Advertising is, therefore, a hooking point where a customer can get invited to the creativity of the advertisement if it is placed uniquely.

For example, if we see the advertisements of digital mediums like Netflix, it creates a great relationship with its viewers by connecting with them in a manner of relatable, candid conversation yet passing all the information needed to promote the show.

4. **Visual Pleasure**

Today, everything is online, and therefore, it becomes difficult to satisfy people or hook their attention to written advertisements. Hence, Image advertisements serve the need of the hour by passing information through an image, which takes lesser time and gives visual pleasure to the viewer. The of image advertising is to publicize the product as well as the company and allure people into buying products. To have a good influence, three key characteristics that must be followed religiously are consumer awareness, conscious awareness and finally, the use of information about the customer purchases.

There are a lot of examples of image advertising that we experience in our day to day lives. Many can be seen on the big hoardings put alongside highways. Some of the examples are like that of Honda, Mac, Bacardi, and Adidas, Quit smoking, etc. For instance, in the image advertisement for Apple's Mac, the company has used words like "cool" and "uncool" to differentiate between their product and other products. This is their marketing strategy and baits for people.

Thus, the image needs to speak for the product to be self-sufficient to sell itself. Using images in marketing to connect and engage with an audience is nothing new. Via the medium of storytelling,

propaganda or advertising, humans have used images good use of photography can tie a whole advertising concept together. Now stock photography has a place in advertising and marketing, but it can also portray a lack of originality of the product or service. Poor use of photographs and pictures can weaken or destroy a campaign because it does not have real impact. Photography can bring that impact. Just remember, we are bombarded by marketing messages. In the 1970s we were exposed to about 500 ads a day back, whilst today it can be as many as 5,000 a day today.” Because of this incessant bombardment, consumers are only able to give their attention to brochures and advertising materials for a few seconds before discarding it and moving on to the next piece. After that, be it in print or online – it goes in the rubbish bin. It is here that great photographs can make a real difference and extend those precious seconds to “a good read”.

A good professional photographer will produce high quality images that will be unique to your business. They will be unique because only you will have them. But more importantly, they will be photographs of you and your business. Done well, they will help your products and services stand out from your competitors. To illustrate a point for thousands of years Pictures help potential buyers visualise the product or service being offered. Pictures capture attention better than a slogan or headline. Pictures tell a thousand words, and advertising space is limited and expensive! images can take it one step further.

Consider the influential effect that tone of voice can have on the meaning of a sentence. When said in a strong tone of voice, listeners might understand approval Advertising and marketing is an important part of selling products and services. This is not just true in business, but also for local authorities, charities and educational establishments. Imagery can perform many functions from catching a prospective customer’s eye, simplifying concepts, enhancing the appeal of a product or service, or just pulling together an idea. But it is often the part of an advertising campaign that is left to last, but strong photographs in advertising can make the difference between being just “okay” to being very effective. Photographs play an important role in advertising and marketing because they can tell a story. As the ancient Chinese proverb so rightly stated: “one picture is worth ten thousand words”.

Rather than seeing it as a drain on your business expenses, you should see them as a return on that investment. Using high quality marketing images should be used to ensure the growth of sales. I worry because quite a few businesses focus on the cost of photography for a marketing campaign and forget the benefits it can bring. I agree that high quality photography is likely to cost more than stock images or self-help photographs, but and it is a big, the overall benefit against cost is comparatively greater. It is frustrating that companies will happily spend large amounts on printing and distributing, but scrimp on photography costs. This will mean that the funds invested in the overall campaign have been wasted by a poor final result.

How do I use photography in advertising and marketing then?



(Source : www.martinneaeves.com) Make sparks fly with your marketing

Good use of photography can tie a whole advertising concept together. They can be tailored to fit with your brand, which will help target the right customers. Different types of advertising photography need different skills. Food photography is not just a simple case of putting a bit of food on a plate and taking a photograph. To make it appetising it needs to be shown at its most desirable, which may require using materials that hold a products look. This can range from cocktail sticks, food varnish and other tricks of the trade. Fashion photographers need other skills to make a shot feel active, attractive and desirable. Women tend to use touch to convey care, concern, and nurturance. Men, on the other hand, are more likely to use touch to assert power or control over others.

Objects and images are also tools that can be used to communicate nonverbally. On an online forum, for example, you might select an avatar to represent your identity online and to communicate information about who you are and the things you like. People often spend a great deal of time developing a particular image and surrounding themselves with objects designed to convey information about the things that are important to them. A good professional photographer will produce high quality images that will be unique to your business. They will be unique because only you will have them. But more importantly, they will be photographs of you and your business. Done well, they will help your products and services stand out from your competitors.

Conclusion

Pictures images symbols and non verbal communications are the powerful interest way to get attention. There is an old Chinese proverb, "A picture is worth ten thousand words." Pictures play such an important part in our lives because pictures speak a universal language; they are understood easily by people in every walk of life. Unlike the understanding of words, the understanding of pictures requires no special training. Pictures were the first means of transmitting stories and knowledge from one caveman generation to another. Crude pictures cut in stone told the story of the earliest life. Pictures still continue to tell the story of life, death, love, and laughter to millions more effectively than does the printed or spoken words and because of the tremendous ability of pictures to express thoughts in their simplest form, and to get attention quickly.

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