

DIDASCALIE DEL CORREDO ICONOGRAFICO

La numerazione corrisponde a quella riportata nel testo (versione 26 Luglio) e rinvia a capitolo e paragrafo in cui vengono menzionate le immagini. (ad esempio la figura 2.3.1 è la prima del secondo capitolo, terzo paragrafo; la figura 6.4.3 è la terza del sesto capitolo, quarto paragrafo)

Capitolo due, paragrafo tre

Figura 2.3.1 Esempio di ambient in una campagna per i voli Virgin Atlantic



Figura 2.3.2. Esempio di ambient per una campagna sul riscaldamento globale del Regional Environmental Awareness



Figura 2.3.3 Guerrilla per un'agenzia di viaggi di Monaco



Figura 2.3.4 Guerrilla per la raccolta fondi in favore della ricerca scientifica del MS Laboratory



Figura 2.3.5 Uso di un mezzo unconventional per la promozione della rivista The Economist



Figura 2.3.6 Mezzo e messaggio unconventional per la promozione del telefono Galaxy Note 3 di Samsung



Figura 2.3.7 Affissioni interattive per la Mini Rover



Figura 2.3.8 Affissione interattiva per The Economist

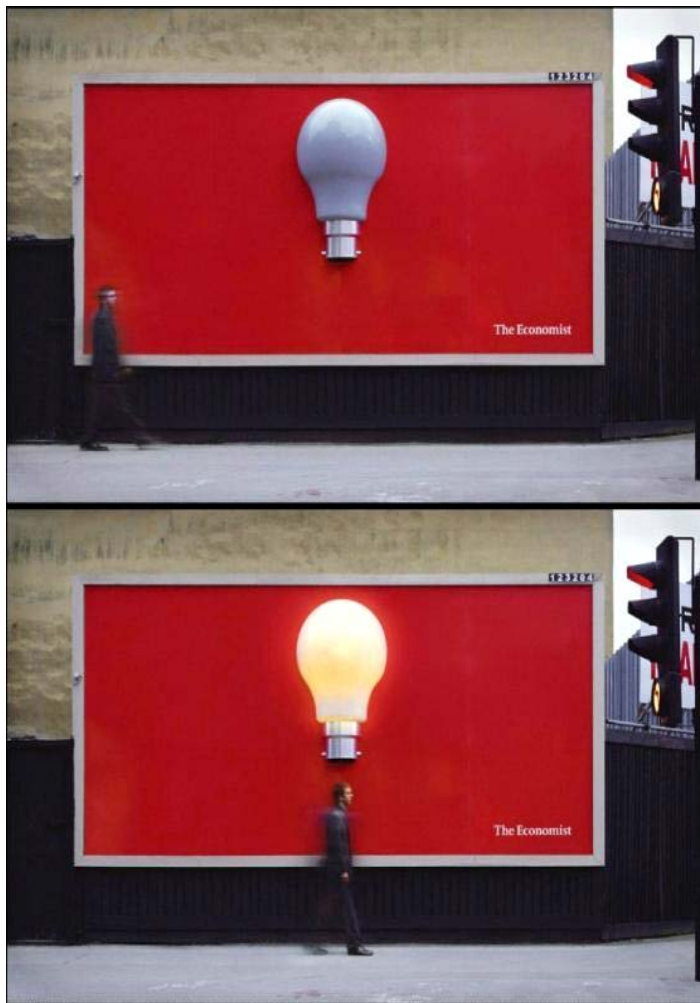


Figura 2.3.9 Poster interattivo per il fake brand Bahio Coffee



Figura 2.3.10 Poster interattivo per H&M



Figura 2.3.11 Affissione interattiva per Tesco Home Plus



Figura 2.3.12 Annuncio stampa non convenzionale per la birra Guinness



Fig. 2.3.13 Annuncio stampa interattivo per un prodotto struccante di Neutrogena



Fig. 2.3.14 Imagem del video Dumb ways to die

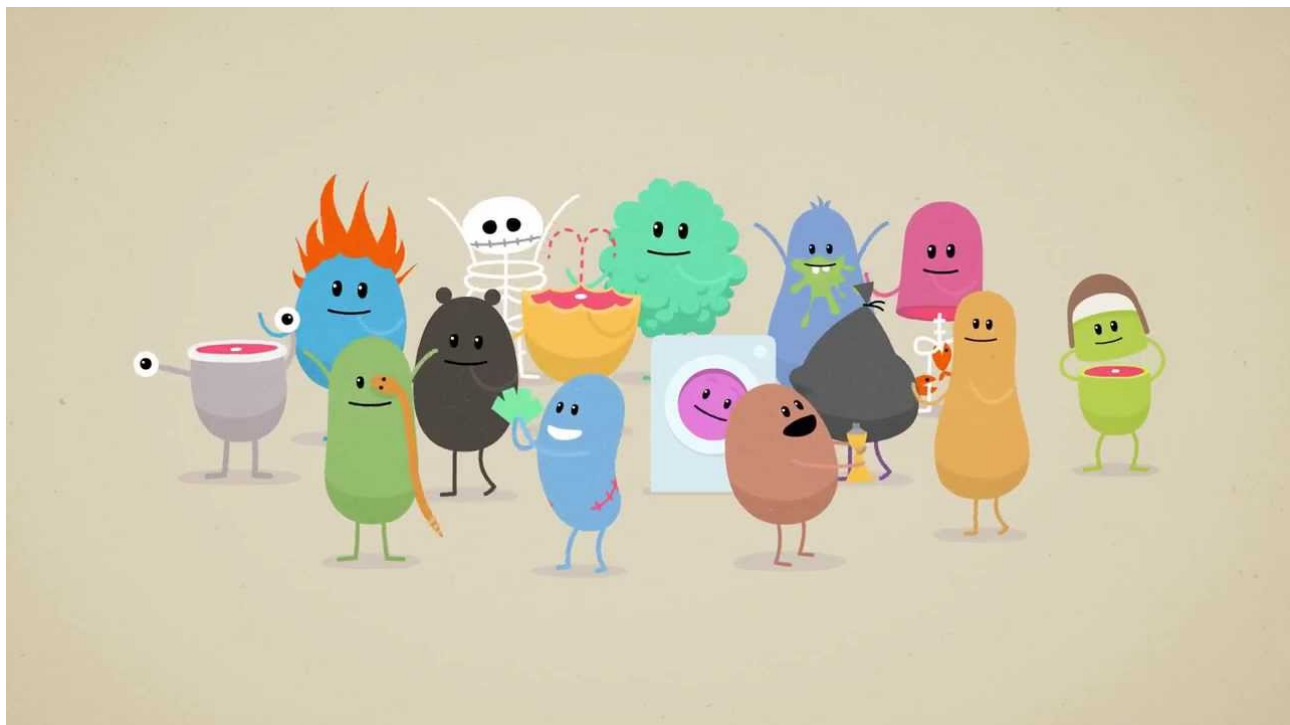


Fig. 2.3.15a e 2.3.15b Poster della campagna Dumb ways to die

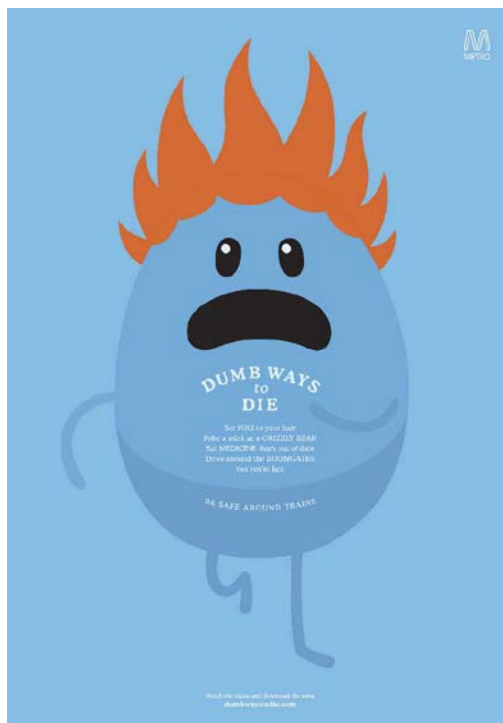


Fig. 2.3.16 Libro per bambini della campagna Dumb ways to die



Fig. 2.3.17 Videogioco della campagna Dumb ways to die



Fig. 2.3.18 Pupazzi della campagna Dumb ways to die



Capitolo cinque, paragrafo due

Fig. 5.2.1 Levy's (Bill Bernbach, 1960)



Fig. 5.2.2 Camel – *I'd Like to walk a mile*



Capitolo sei, paragrafo quattro

Fig. 6.3.1 e 6.3.2 - Gatorade *Is It in You?*



Capitolo sei, paragrafo quattro

Fig. 6.4.1 *The Kid in Upper Four* (Nelson Metcalf jr, 1942)



Fig.6.4.2 U.S. School of Music (John Caples, 1925)



Fig.6.4.3 Shockvertising - *Get Unhooked* (2007)



Capitolo sei, paragrafo sei

figura 6.6.1 Comparativa Non Convenzionale Zyrtec



Capitolo sei, paragrafo sette

Figura 6.7.1 *Buckle Up, Stay Alive* (Societe de l'Assurance Automobile du Québec, 2012)



Figura 6.7.2 *Spidey* (Hellenic Association of Blood Donors, 2013)

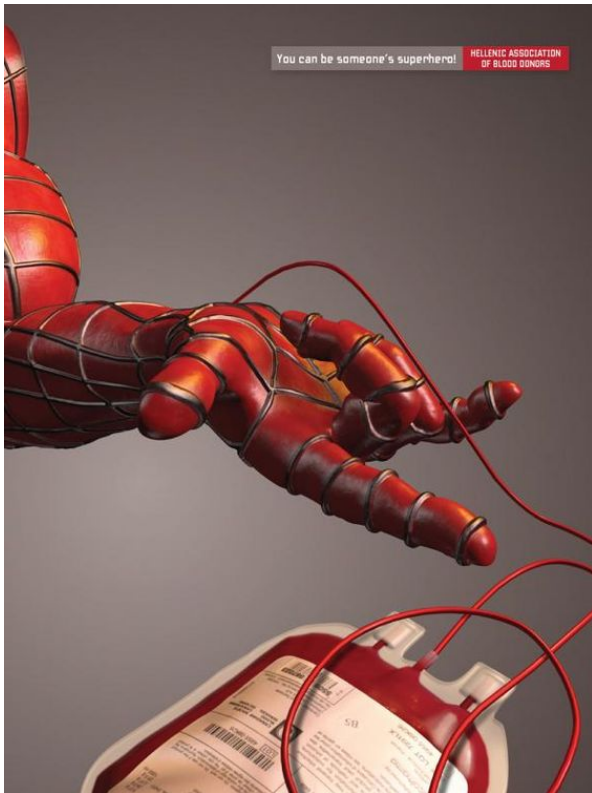


Figura 6.7.3 *Spiderman* (Baygon)

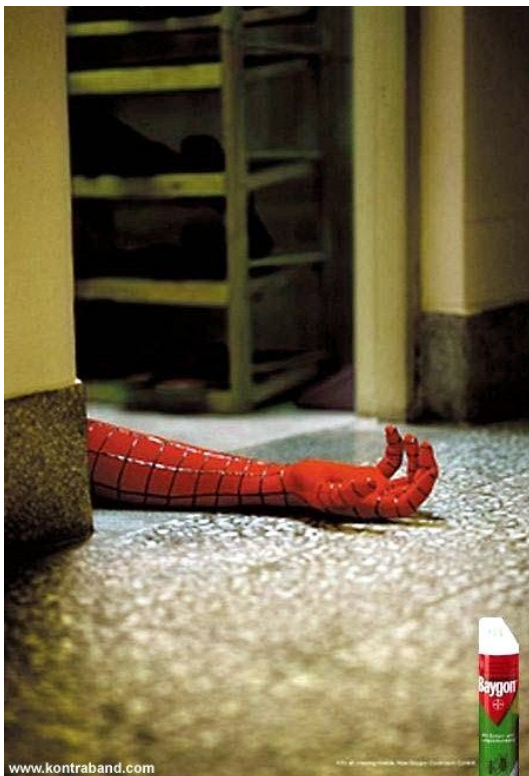


Figura 6.7.4 *We need your blood* (Croce Rossa, 1998)

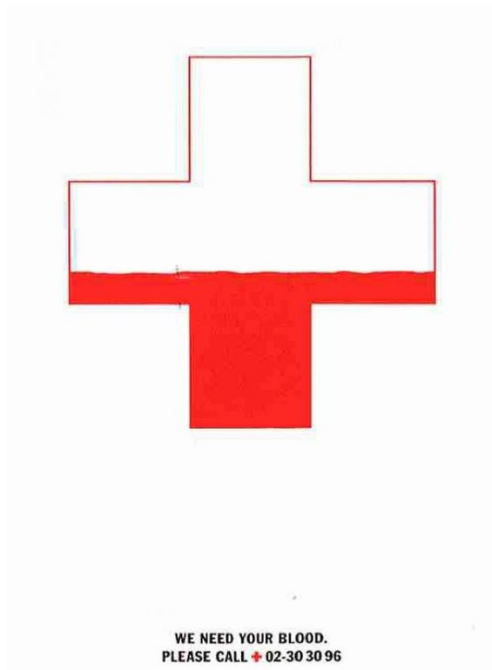


Figura 6.7.5 – Kit Kat, *Have a break*

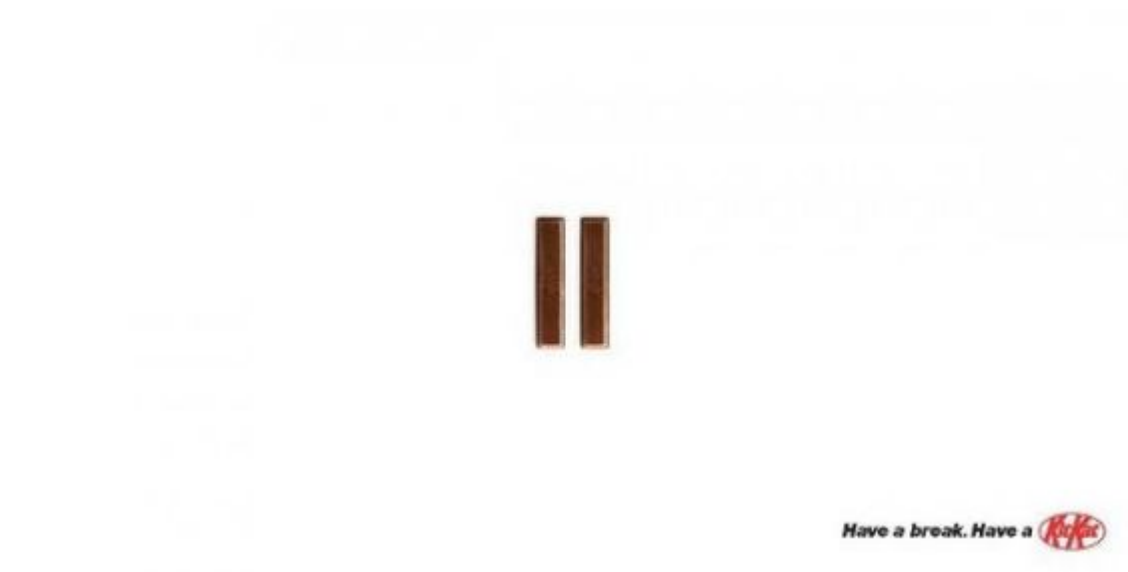


Figura 6.7.6 Parodia pubblicità Pepsi (2013)



Figura 6.7.7 Similitudine - Tau-marin



Figura 6.7.8 Metafora - Pronto Legno Vivo



Figura 6.7.9 Metafora - Crema Seta Preziosa di Dove



Figura 6.7.10 Metafora - Sottilette Kraft



Figura 6.7.11 Metafora - Jeans Betwain



Figura 6.7.12 Metafora - Burger King



Figura 6.7.13 Metafora - Aspirina Bayern



Figura 6.7.14 Metafora - Nescafé



Figura 6.7.15 Metafora e Onomatopeia - Nescafé

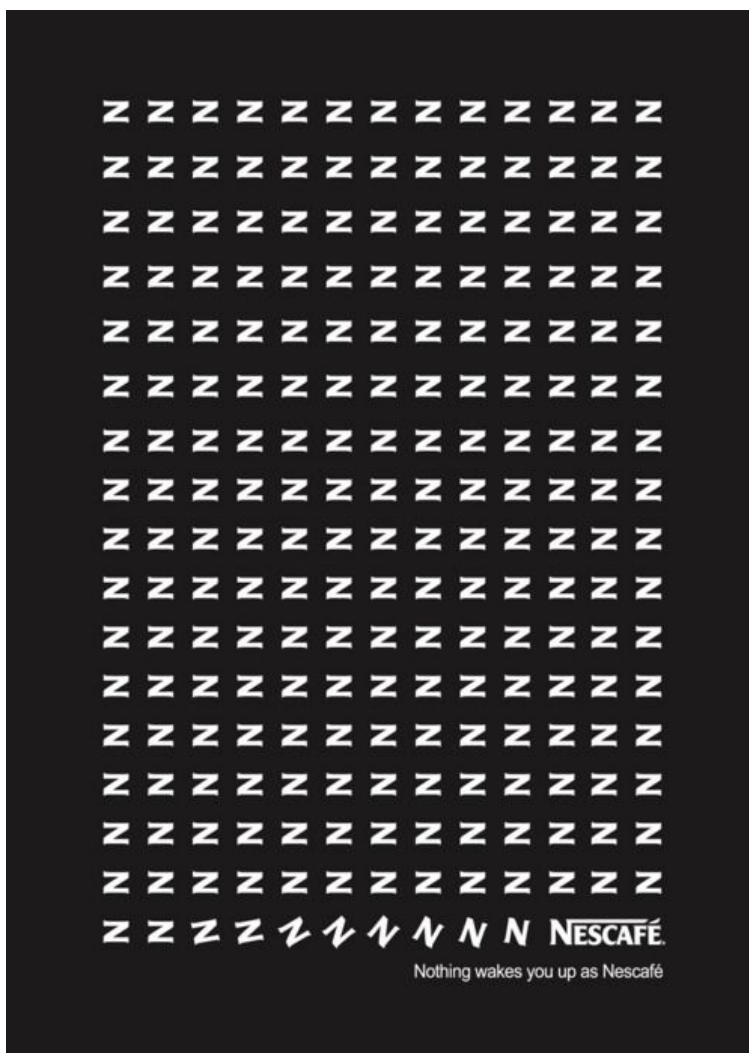


Figura 6.7.16 Metafora - Citizens Against Spouse Abuse



Figura 6.7.17 Metonimia - *Got Milk?*



figura 6.7.18 Metonimia - *World Food Day* (Unicef 2012)



figura 6.7.19 Metonimia - Heinze Hot Ketchup



fig 6.7.20 Metonimia - Vino Mezzacorona

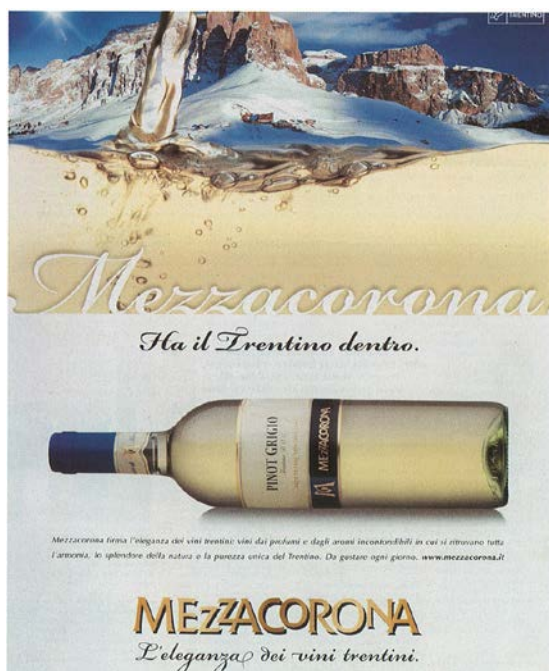


fig 6.7.21 Metonimia - Audi S4



fig 6.7.22 Metonimia - Volkswagen Passat

Volkswagen Bank finanzia la tua Passat. Chiedi la tua Carta di Credito Volkswagen. Volkswagen raccomanda 

Passat TSI EcoFuel a metano e TDI BlueMotion.
Fate più strada, risparmiando l'ambiente.



www.volkswagen.it

BLUEMOTION
TECHNOLOGIES

Bassi consumi, minime emissioni.

È facile sorprendersi con le nuove Passat TSI EcoFuel e TDI BlueMotion. La motorizzazione 1.4 TSI turbo da 150 CV a metano della EcoFuel e la 2.0 TDI da 110 CV diesel della BlueMotion rappresentano infatti una perfetta sintesi di piacere di guida, consumi ridotti e basse emissioni. Così oltre a voi, risparmierà anche l'ambiente.



Fino a €6.000 di ecoincentivi*.



Das Auto.

Fig. 6.7.23 Sineddoche - D'Avenza

d'Avenza



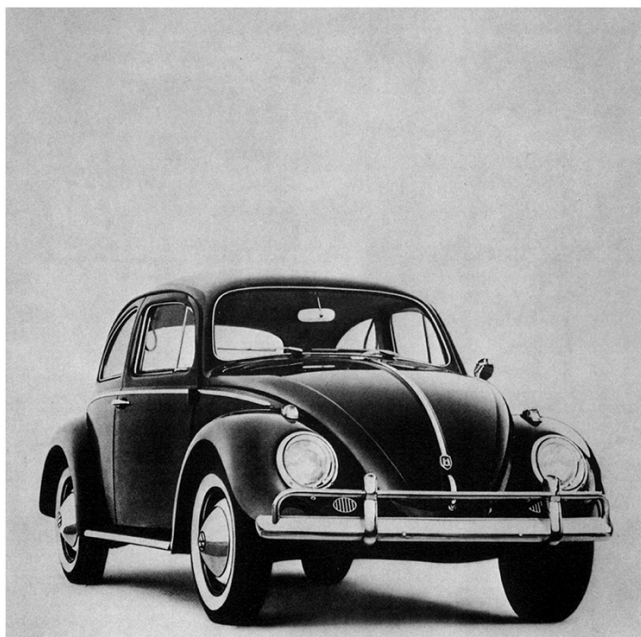
Shoe Room Milano
Via della Spiga 52 tel. 02-76025715

Capitolo sei, paragrafo otto

Fig. 6.8.1 – Iperbole – Coltelli Sia Huat



Fig. 6.8.2 – Litote – Volkswagen *Lemon* (Bill Bernbach)



Lemon.

This Volkswagen missed the boat. The chrome strip on the glove compartment is blinged and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Krone did.

There are 3,389 men at our Wolfsburg factory with only one job to inspect Volkswagens at each stage of production. 3,389 Volkswagens are produced daily; there are more inspectors

than cars.) Every shock absorber is tested (spot checking won't do), every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), take up 189 check points, gun ahead to the automatic

broke stand, and say "no" to one VW out of fifty.

This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. (It also means a used VW depreciates less than any other car.)

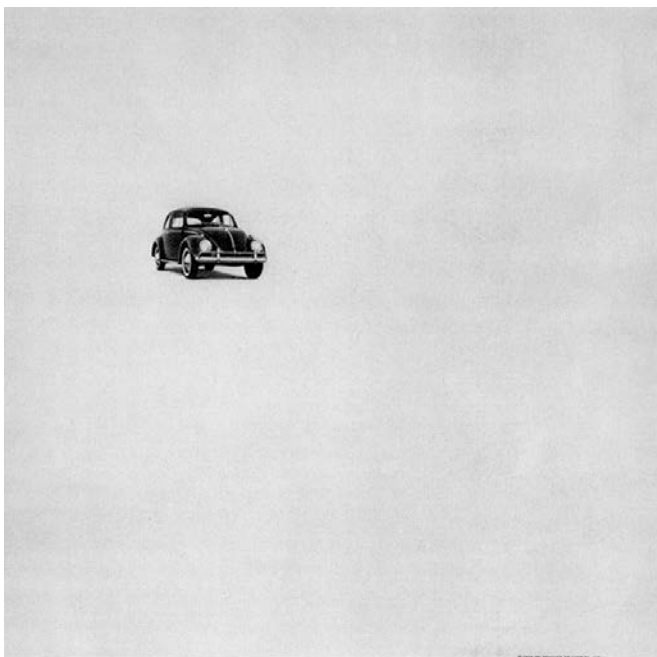
Via pluck the lemons; you get the plums.



Fig. 6.8.3 – Sarcasmo - Panadol



Fig. 6.8.4 Paradosso - Volkswagen *Think Small* (Bill Bernbach, 1962)



Think small.

Our little car isn't so much of a novelty any more.
A couple of dozen college kids don't try to squeeze inside it.
The guy at the gas station doesn't ask where the gas goes.
Nobody even stares at our shape.
In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.
Or using five pints of oil instead of five quarts.
Or never needing anti-freeze.
Or racking up 40,000 miles on a set of tires.
That's because once you get used to

some of our economies, you don't even think about them any more.
Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one.
Think it over.



fig. 6.8.5 Ossimoro – Vodka Artic

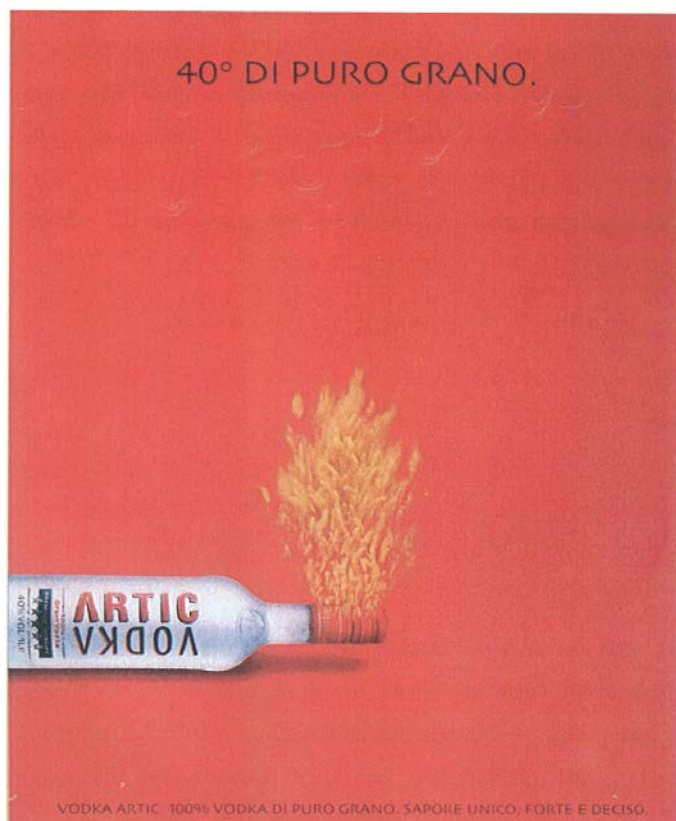


Fig. 6.8.6 Aprosdoketon – Honda SW-T400



Capitolo sei, paragrafo dieci

Fig. 6.10.1 M&M's



Fig. 6.10.2 Tè Lipton



Fig. 6.10.3 Motorola



Fig. 6.10.4 Film “Superman L’uomo d’acciaio”



Fig. 6.10.5 *Artisanos Camiseros*, abbigliamento per taglie forti



Fig. 6.10.6 Ford Fusion



Fig. 6.10.7 Casinò di Venezia



Fig. 6.10.8 – Parcheggio Oldtimer



Special poster for "Oldtimer", a big Austrian chain of motorway rest stops.

Fig. 6.10.9 Kit Kat



Fig. 6.10.10 Nike



Fig. 6.10.11 Nike



Fig. 6.10.12 Campagna Sociale per i senza tetto



To make awareness to Naples City's Municipality and their service of providing food for the homeless, we created these posters, a video, a food waste art to action.

Fig. 6.10.13 Campagna Sociale per i senza tetto



Fig. 6.10.14 Campagna Sociale per i senza tetto

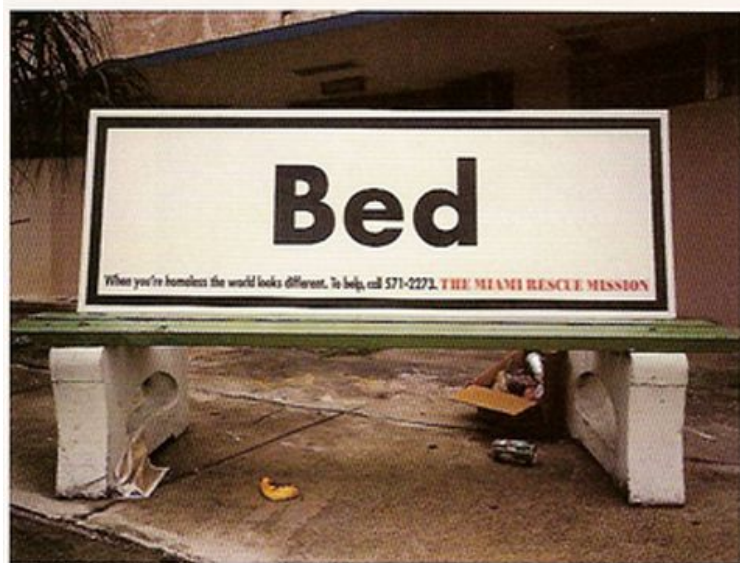


Fig. 6.10.15 Tabasco Capsico



Fig. 6.10.16 Palestra Silberman's



Fig. 6.10.17 Detergente Ponds



Fig. 6.10.18 Centro riabilitativo Mary Free Bed – Commozione Cerebrale



Fig. 6.10.19 Centro riabilitativo Mary Free Bed – Colonna Vertebrale



Fig.

6.10.20 Eskom



Fig. 6.10.21 Windex



Fig. 6.10.22 Norwegian National Center of Expertise on Prostitution



Fig. 6.10.23 Soffiatori e Aspiratori da giardino Stihl

LIFESTYLE

Customers shun things they don't need as they abandon once popular big-box stores

Bigger isn't better when it comes to consumers' shopping habits

By Jim Ivers

After an exhaustive two-week search—the first of its kind—researchers have discovered that customers have an aversion to big-box stores, and that shopping in so-called big-box stores is a bad idea.

There are good reasons for this, says the study. One is that big-box stores are often cluttered with products that customers don't need. Another is that big-box stores are often crowded, and that makes shopping in them a less pleasant experience. Finally, big-box stores are often located in less desirable areas, and that makes them less convenient to visit.

The study also found that customers are more likely to shop at smaller, more specialized stores. These stores offer a more curated selection of products, and they are often located in more convenient areas. Customers also tend to spend more money at these stores, and they are more likely to return to them.

So, if you're looking for a new pair of shoes, a new pair of pants, or a new pair of socks, it might be a good idea to skip the big-box store and head to a smaller, more specialized store instead.





Had enough bad news? STIHL can change that.

From home to professional use, STIHL blowers and shredders give you increased performance and value with decreased noise, emissions and fuel costs. Want more good news? STIHL's national network of 6,000 independent dealers provide the know-how and service you need. For the power to do more, with a tool that's made to last, look to STIHL and our way of clearing things up.

To find a dealer:
STIHLUSA.com
STIHLUSA.mobi
1-800-GO-STIHL

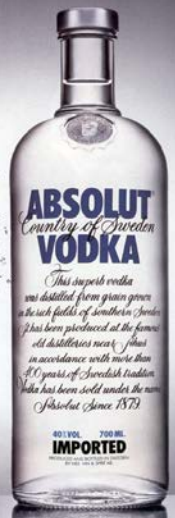
STIHL

Fig. 6.10.24 Absolut Vodka

Ellen Cabron's dinner party was the opening of the season. Her first dinner this particular year was to officiate by introducing Maggie, though she was already known to many of the partygoers who were wearing her Miss Marple's. Among the guests was Mortimer Sheldon, a lawyer from Manhattan, a tall, thin, balding man with a serious expression. He was known to many of the partygoers who were wearing her Miss Marple's. Among the guests was Mortimer Sheldon, a lawyer from Manhattan, a tall, thin, balding man with a serious expression. He was known to many of the partygoers who were wearing her Miss Marple's.

Maggie received a huge bouquet of flowers with a green satin ribbon. A card was pinned to the ribbon with a diamond-shaped magnet. "Please accept this as a token of my admiration," she read, smiling. "I am so glad to see you here."

Four o'clock was the accepted time for the party to end. Maggie was the last to leave. She was standing in the doorway, looking out at the night. She was thinking about the party, about the people she had met, about the things she had seen. She was thinking about the party, about the people she had met, about the things she had seen.



ABSOLUT
Country of Sweden
VODKA

This superb vodka was distilled from grain grown in the best fields of southern Sweden. It has been produced at the famous old distilleries near Åhus in accordance with more than 100 years of Swedish tradition. It has been sold under the name Absolut Since 1879.

40% VOL 750 ML
IMPORTED
ABSOLUT MAGNETISM.

Fig. 6.10.25 Adidas – *Forever Sport*



Fig. 6.10.26 Koleston Naturals



Fig. 6.10.27 *Children see things differently* (The Consumer Safety Institute, 2011)



The ad shows two different images when viewed from different angles (lenticular effect).

Fig. 6.10.28 Red Cross Bay Area



Red Cross | Mobile Billboard
A two-sided mobile billboard was parked between two iconic locations.
One side featured the Ferry Building, and the other Market Street.
The copy reads: What do we have to do to get your attention? Be prepared. Visit redcrossbayarea.org

Fig. 6.10.29 Frontline



Fig. 6.10.30 - Joe's Jeans Stores

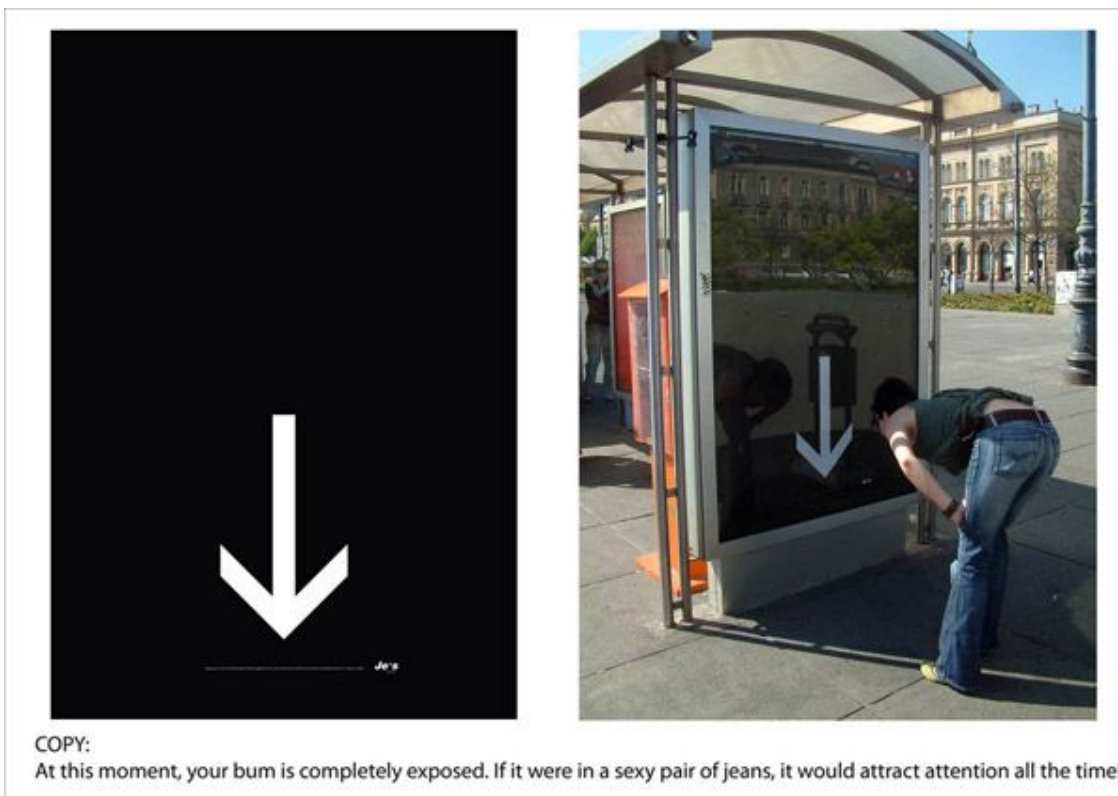


Fig. 6.10.31 – Taiwan Environmental Info Association – *Drive Less, Kill Less*



Fig. 6.10.32 Scuola Mackenzie



Mackenzie School's Pencil

Brief

Mackenzie School wanted to do something on Education Day, April 28, in order to raise the awareness of students and parents to the illiteracy problem in Brazil.

Solution

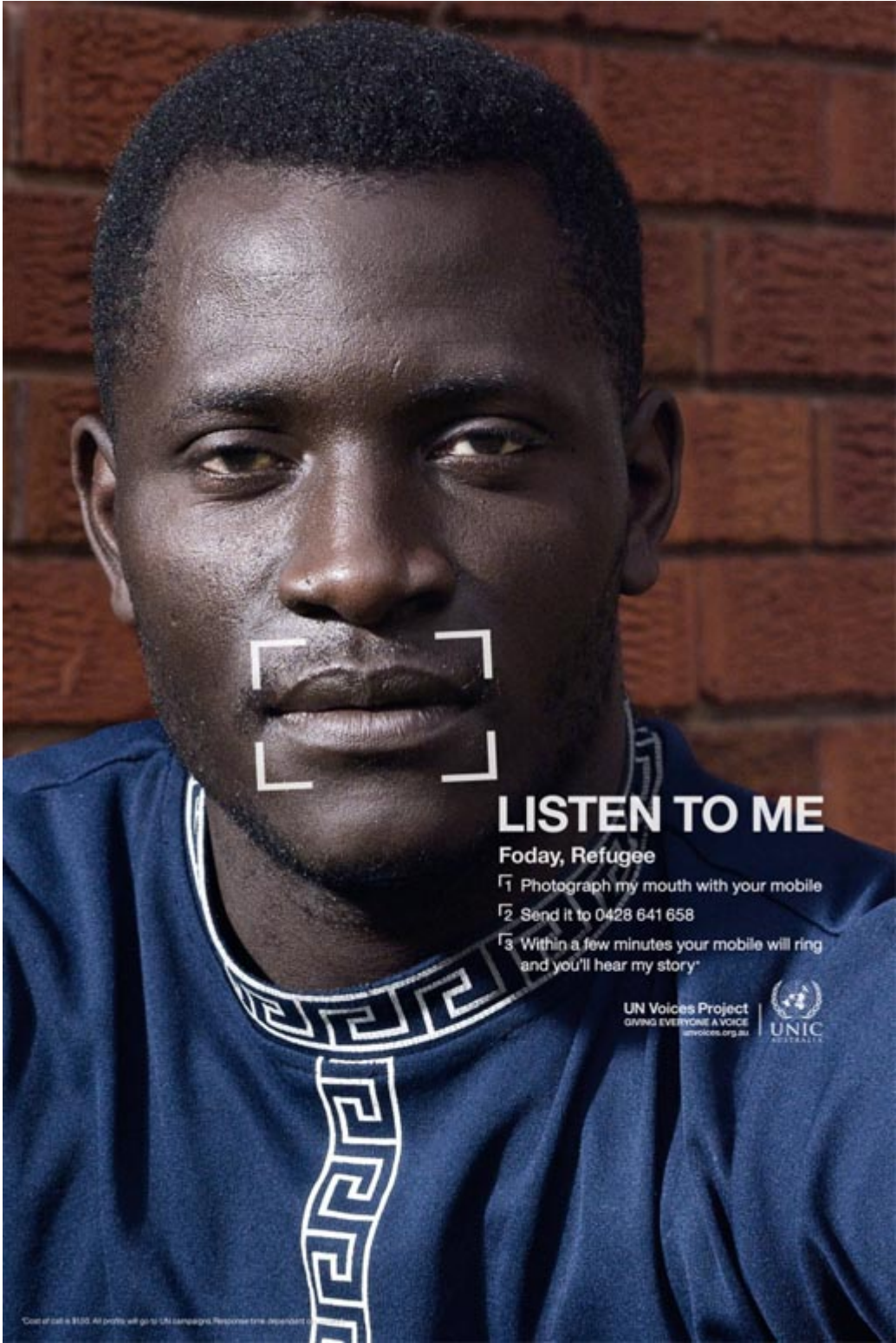
Pencils with the word "ILLITERACY" printed on them were distributed at the school's entrance. As the pencil was used, the word disappeared. A second phrase compelled the message: "Only education can put an end to it".

Results

The message sensibilized several parents, and the students promoted debates on the subject. This action also generated a lot of spontaneous media.



Fig. 6.10.33 *The UN Voices Project* (2008)



LISTEN TO ME

Today, Refugee

- 1 Photograph my mouth with your mobile
- 2 Send it to 0428 641 658
- 3 Within a few minutes your mobile will ring and you'll hear my story*

UN Voices Project
GIVING EVERYONE A VOICE
unvoices.org.au

UNICEF
AUSTRALIA

*Cost of call is \$1.05. All profits will go to UN campaign. Response time dependent on network.

Capitolo sei, paragrafo dodici

Fig. 6.12.1 Parodia della pubblicità della U.S. School of Music - Atari



Fig. 6.12.2 Parodia della pubblicità di Wonderbra - CoppaFeel!



Fig. 6.12.3 Parodia del marchio Johnny Walker - Associazione RED

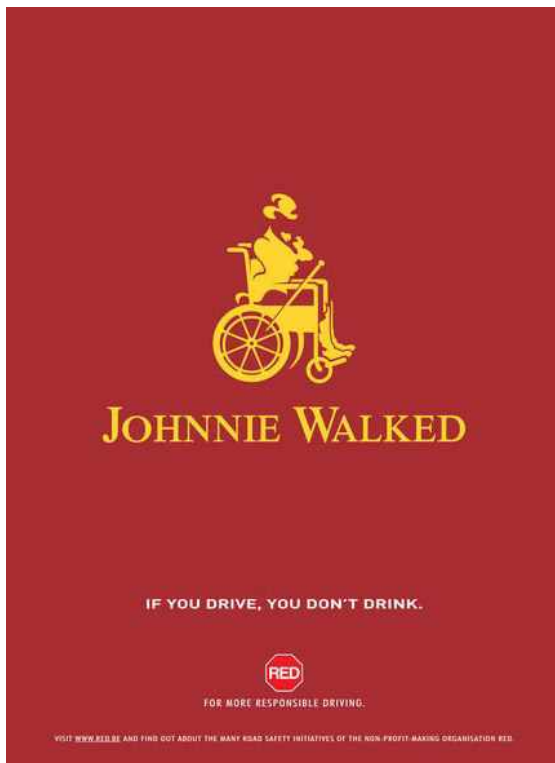


Fig. 6.12.4 Instant Advertising e Social Media - Ceres



Fig. 6.12.5 Instant Advertising e Social Media - Snickers



Fig. 6.12.6 Scotties



Fig. 6.12.7 Instant Advertising - *Scotties*

