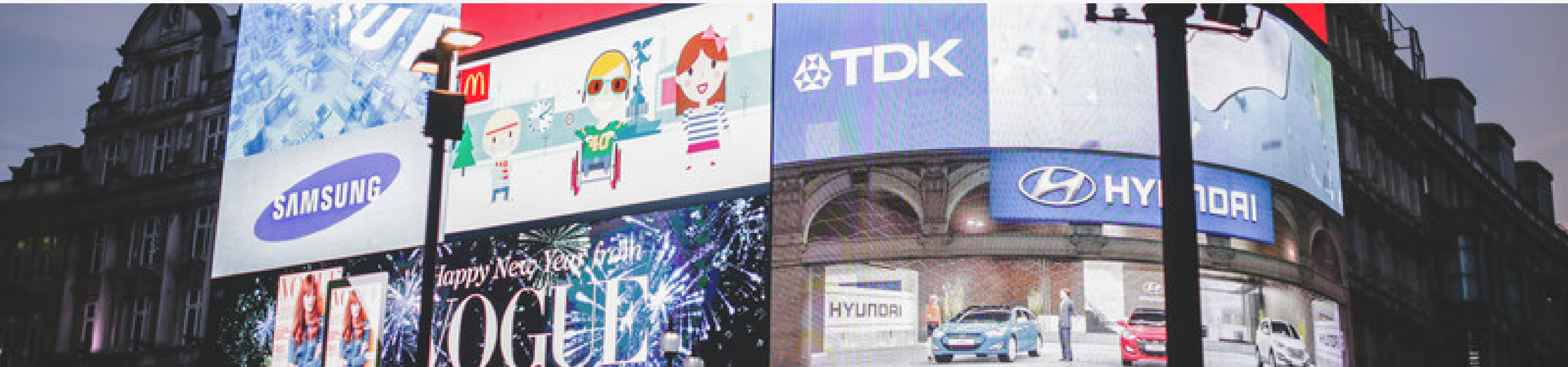


# Application of Design Methodology in Advertising



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# Design Brief

Come up with a new ad campaign for an existing product with relevant research while applying design methodology.

# Qualitative Research Analysis

A qualitative research was done, whose evidences are attached in the drive. Here are the inferences from the qualitative research.

- The respondents believe in the concept of thermometer and understand its primary purposes, especially after the ongoing Covid-19 pandemic.
- The respondents claim to have never seen advertisements for thermometers in any mode- billboards, social media or print media.
- The respondents associated the thermometer with negative emotions such as sickness or sad; rather no positive connotations due to its primary usage and increase in seriousness due to the ongoing Covid-19 pandemic.
- While a few respondents felt that it would be fine if a device like thermometer was advertised or promoted, a few respondents felt, that action would be beneficial only in a way that reaches people properly.
- Respondents also felt that if the thermometer is promoted in the appropriate way then more awareness will increase about the thermometer.

# Quantitative Questionnaire

Created using Google Forms, this questionnaire was sent to about 12 respondents in three age groups- Gen X, Millennials and Gen Z.

## Who Uses The Thermometer?

This is a short survey to find out which generation uses the thermometer more to figure out the audience of my advertising campaign.

Under which age group do you fall under? \*

- ☐ Born between 1966 to 1980
- ☐ Born between 1980 to 1994
- ☐ Born between 1995 to 2012

First and foremost, do you believe in the concept of a thermometer? \*

- ☐ Yes
- ☐ No

Do you own a digital thermometer at home? \*

- ☐ Yes
- ☐ No

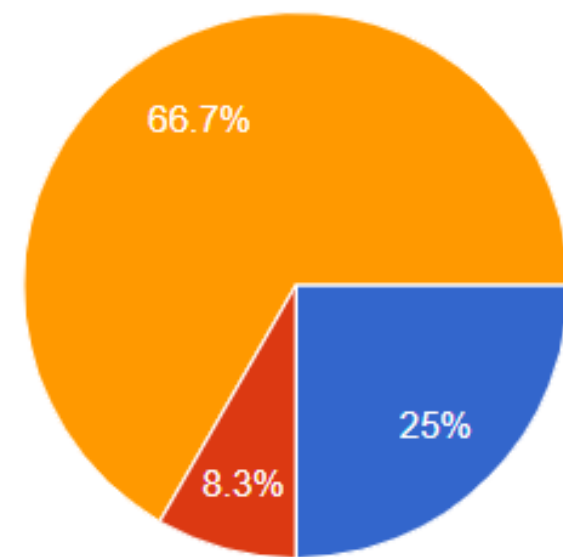
What is a thermometer according to you? \*

- ☐ A stick put under my tongue by my mother whenever I feel cold.
- ☐ A device that tells us whether or not we have viruses like Covid-19.
- ☐ A device used to measure how hot one is.

# Results from Questionnaire

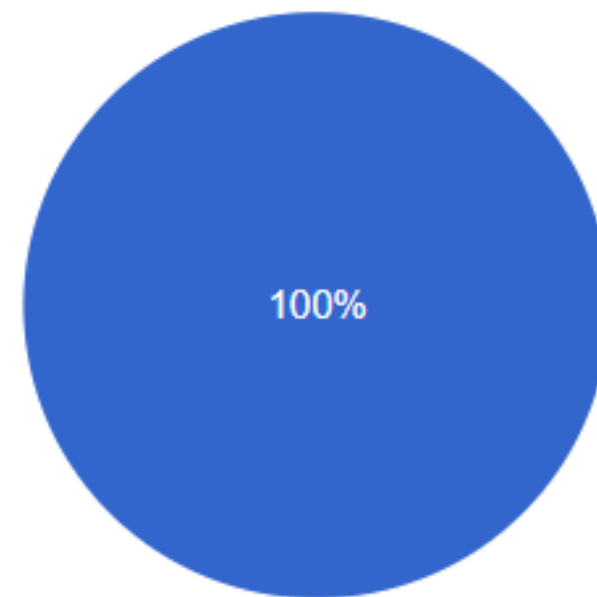
## Quantitative Research Analysis

Age Group



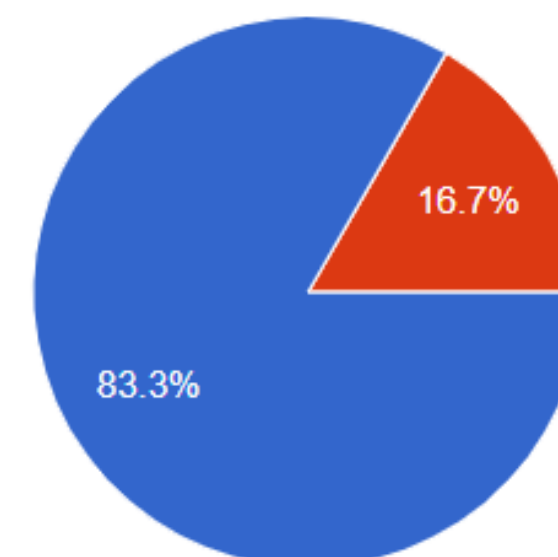
About 66.7% of the respondents fall under the Gen-Z age group, while 25% of them are Gen X and a minority of 8.3% are Millennials

Belief in  
thermometer



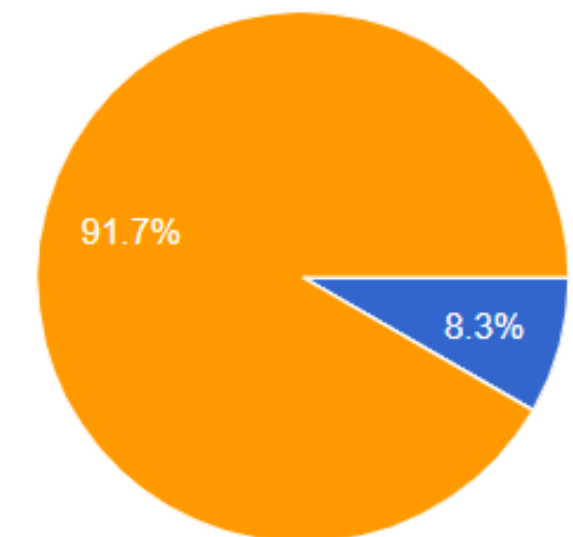
All the respondents who took part in the survey believe in the use of a thermometer.

Owning a  
thermometer



A majority of 83.3% of the respondents own a thermometer at home, while 16.7% of the respondents do not own a thermometer at home.

Define  
thermometer



About 91.7% of the respondents say that a thermometer is a device that is used to measure how hot one is, while 8.3% of the respondents say otherwise.

# Shannon & Weaver Communication model



**Sender**

The sender in this case is  
the thermometer  
company-  
Omcron



**Channel**

The channel in this case is  
the street billboard where  
the advertisement is going to  
be displayed



**Receiver**

The receiver in this case are  
people in the age groups as  
follows- Gen Z, Millennials  
and Gen X.

Message being transmitted: The ad campaign created for Omcron Thermometer

# Ideation Sheet

## Ideation



### Earlier version of ad

- \* for social media (instagram stories)
- \* medium: photography
- \* How hot are you today?

### Redesigning the ad

- \* Use of words "hot", "cold", "temperature", etc
- \* catchy, attractive poster
- \* for billboards
- \* medium: digital illustration (add to catchiness)
- \* pop-culture reference



# Key Points

After having conducted the two types of research, I have decided to keep these points in mind when redesigning the ad campaign for Omcron Digital Thermometers:

- Use of words like hot must be continued from the original ad campaign as it is a **keyword** when talking about thermometer as a device.
- Removing the negative emotions associated with the device is key, but at the same time, not too light-hearted as intended message must still reach the **targeted** people.
- The new ad campaign must have a better **visibility** when targeting such a wide age group of Gen X, Millennials and Gen Z- social media stories seems to limit that. Hence, new mode of **propagation** would be a billboard which has a better impact, wider reach.
- Use of pop-culture when advertising the thermometer is added now- to **grab** people's **attention**, to keep them **intrigued**.
- People already know very well what is a thermometer and its usages. Hence, it should be shown in that exact form itself.
- **Illustrated** poster for the ad to give it a **personal** touch and add an **interesting** touch to the campaign.

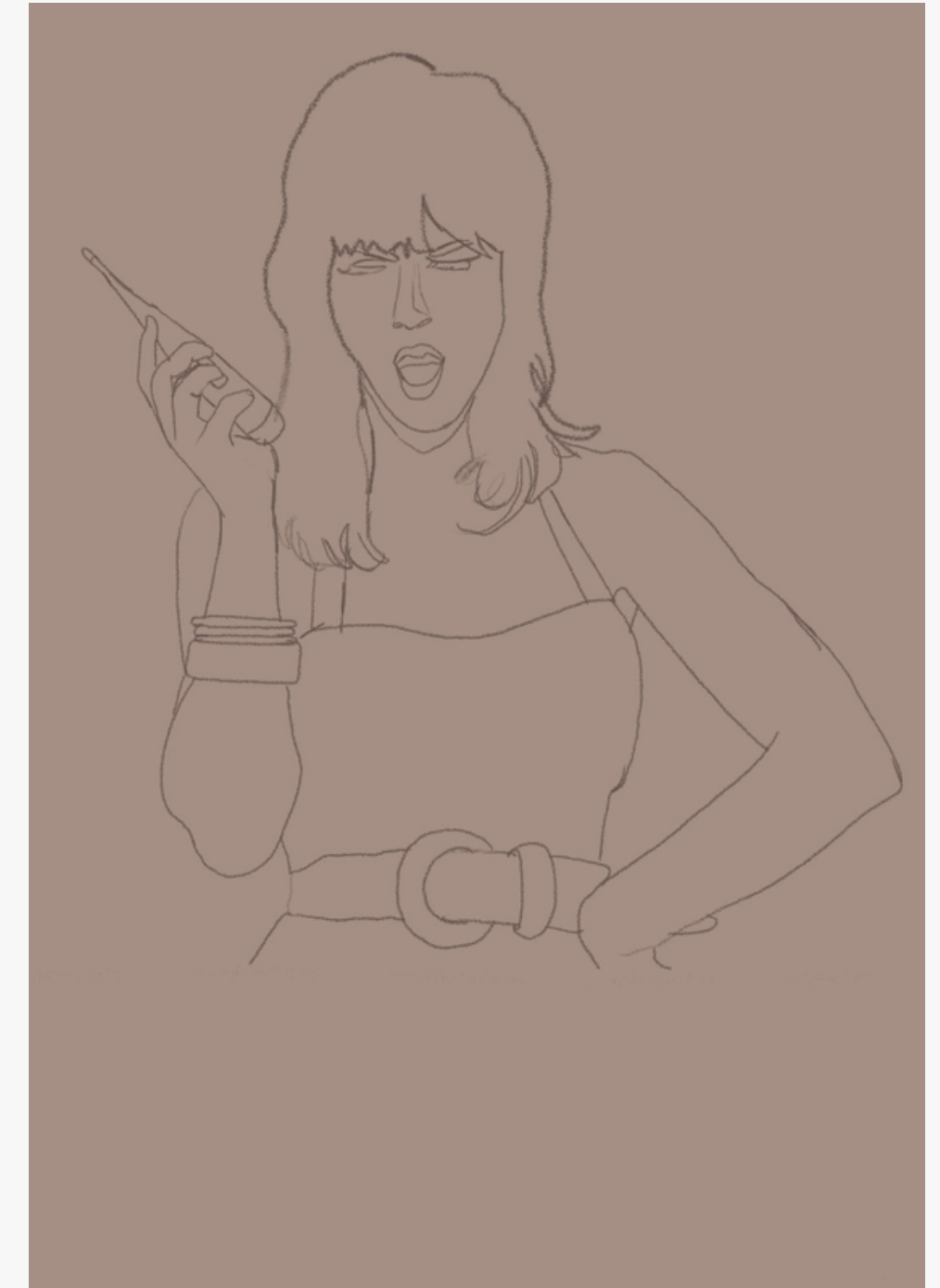
# New Concept Note

Since I had decided to use pop culture reference in the advertisement for the thermometer, after conducting the necessary research, I came across a famous pop song called 'Hot n Cold' by Pop Singer Katy Perry- which as the exact same words that I want to use in my ad campaign and hence I have taken that particular song as my base for the new ad poster that will come on the billboards.

Attached in this slide is the original Katy Perry 'Hot n Cold' poster from which i have taken reference to create the sketch for my ad poster in which the singer is seen holding the thermometer instead of the original watermelon.



**Original poster for 'Hot n Cold' by Katy Perry**



**My sketch based on the poster for the thermometer ad**

## Final Design



**Katy Perry**  
**HOT N COLD**

× **OMRON**  
Digital Thermometer

**What's your temperature today?**





Design Application  
Mock-up  
in desired  
advertising space