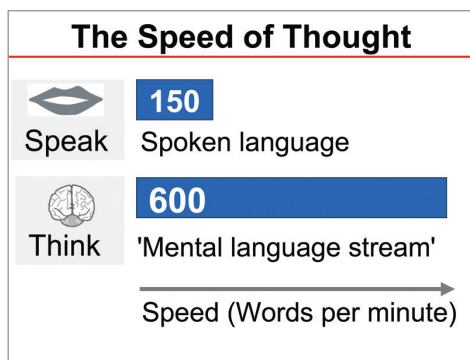


SECTION 10

USING IMAGES AND ILLUSTRATIONS

Know the advantage of visual information



We can think about four times faster than we can speak. Our minds move faster than our lips. While you are talking, the listener has time to think about other things. Give them some visual information reinforcing your message as you speak to help them better focus on what you are trying to say.

Use visual information

The Impact of Images
Visual information
works at a subconscious level
is less analyzed than words
is stored more efficiently than text

Images and illustrations tend to be less analyzed than spoken or written words and are generally more memorable. Images work beneath our 'intellectual radar' and can influence the subconscious mind more readily than words.

The words you utter will be rapidly forgotten, but illustrations often have a lasting impact.

Choose the right symbol

The Right Triangle

Which product seems more effective in **lowering** cholesterol?

CRES ▼ **CRES** ▲

The illustration shows two versions of a triangle: One pointing downwards and one pointing upwards. If you want your symbol to indicate that your product decreases something such as blood levels of a certain substance, you naturally choose the triangle pointing downwards.

If on the other hand you want your symbol to indicate that your product increases something, then you would of course choose the triangle pointing upwards.

Visualize your message

Appropriate Images

Picture

Illustration

Symbol

Icon

Choose a visual or metaphor relevant to your message

Close your eyes and imagine the picture, symbol, icon or metaphor that could illustrate your message. An appropriate visual helps to get your prospect's mind thinking in the right direction. And it helps to focus them on the right theme. Test your choice with colleagues and selected customers to make sure they readily identify the link between image and message.

Night and Day



A simple example that uses common symbols for the sun and the moon to highlight the efficacy of the product during 24 hours.

Visualize your message (cont)

One Tablet, Once-a-Day



The picture of the tablet and the numbers '1x1' illustrate convincingly the convenience of the easy once-daily dosing schedule.

Blood Pressure Control



The image of a blood pressure monitor will be recognized by doctors and patients alike and serves to illustrate effective blood pressure control.

Suitable for Young Women



Red roses

Convenient Contraception

See also www.laralove.de and www.laralove.ch

The image of red roses is used by one company to illustrate that one of the contraceptive pills it is marketing is especially suitable for young women. The names of the websites for this product, 'laralove.de' and 'laralove.ch' are in line with the chosen symbol.

Make use of all your image sources

Images on the Web

A great source of new ideas:
Type a keyword and let a
search engine (*Google*) find

- suitable words
- suitable pictures

www.inmagine.com
www.agefotostock.com

What is the easiest and most comfortable way to get design clues, during office hours at no charge to your company (if it has a flat rate for access to the internet)?

The answer: let the web inspire you.

Make use of search engines (such as Google) to help you to find appropriate words and images. Just type in a keyword and let the search engine do the work for you. There are also various image data banks. However be aware of copyright. Make sure you are clear what you may

use at no charge and what you will need permission for. Do not compromise the impact of your message by using a free image that is not appropriate simply because it is free.

Employ colour for images

Glorious Technicolour



Tunnel tones

Black
and
grey



Technicolour

Add colour and
increase recall
by **100%**

Colour images increase recall by around 100 per cent compared to their black-and-white equivalents. Insist on colour even if your advertising agency tells you that a black-and-white image is more 'creative'.

'Humanize' your pieces

People Pictures



Easy intravenous application

'Humanize' your piece with pictures of human beings

People are always interested in people. 'Humanize' your folders, advertisements, brochures and so on with pictures of people.

Prefer photographs to illustrations

Art Work or Photographs



Paintings, Drawings

Abstract
Hypothetical
Creative



Photographs

Authentic
Genuine
True




Photographs appear more authentic than artists' illustrations. Photographs, as a result, have a bigger impact. Therefore move from abstract art work to photographs.

Always make sure that any photographs you use support your message. Check copyright before use.

Pay for professional photography

Professional Photography



Lends credibility to your promotion

Do not try to save money with poor photos

Good photos


Spend some of your budget on an excellent potographer

Good photography has enormous value and will make your promotion more credible. Trying to save money with cheaper photography is a false economy. Do not use pictures from one of the commercially available image data bases. Instead find yourself a good photographer and invest in high-quality photos. Explain which mood, atmosphere and concept the picture needs to convey. Adapt the colour of the background or of certain objects within the photo so that they exactly match the colour of your brand.

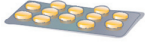
Show the package

Showing What You Sell


Which picture works best?




Tablet



Blister



Package



Packshot

Use a picture of your package ('packshot') in your advertisements and folders. Since many doctors do not know what your package looks like, a packshot will familiarize them with the appearance of the product.

Samples often go straight from the reception to the patient without the doctor ever seeing them. If you show your product on every folder, brochure and other document you'll encourage the doctor to recognize your product. I would therefore ask my advertising agency to meet my requirements, although this is a matter for debate amongst marketers.