Citation & launch — effectiveness — review elements — intro & description — message & purpose

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"Stop the Violence"

Although some things are "worth the risk," texting while driving is not one of them. Simply turning the phone off while behind the wheel could save a life, and Terremoto, a propaganda advertising agency in Brazil, created the "Stop the Violence, Don't text and drive," campaign to remind people of this fact in a unique way. This campaign is a string of powerful advertisements that use the z-pattern layout, movement, clarity, simplicity, unity, and emphasis, along with an understanding of their audience, to effectively communicate an important message about the danger of texting while driving to viewers in a memorable way.

One of these advertisements pictures the right profile of a man being punched in the face. The man has a bright yellow truck painted on his right cheek, and the hand that is punching him has a small blue car painted on it. The fist is making contact with the face in just the right spot so that the truck and the car appear to be colliding. The image is quite graphic as the man looks to be in a world of pain and we can see his spit spewing from his mouth as a result of the impact. The picture is captioned with the phrase, "Stop the violence, don't text and drive."

This advertisement was created for anyone and everyone who can operate a vehicle and owns a cell phone. Its purpose is to make people aware of the danger and to persuade them to do something about it. The advertisement's goal is for people to

realize that they are in charge of their actions, and that it is up to them to make better choices. In a sense the image is saying, "you wouldn't punch someone in the face, so why would you text and drive?" The message is that texting while driving is a form of physical violence that we can all do our part to put an end to.

One might not notice at first glance, but this advertisement is laid out in a very specific way. It uses the z-pattern so that its elements form a rough "z" across the entire page. Although the top of the page is empty, we are drawn in from the top right corner by the man's saliva. This brings us to the man's pained face, and we can then follow the line down and to the right, through the fist and the arm, to the slogan and the agency's name. This pattern is the way many advertisements guide viewers through their message because people naturally read through things from left to right and from top to bottom (Merrit 1).

The layout of this advertisement is also effective at implementing the element of movement. The way the eye is guided from on piece of the image to the next, helps the advertisement "to appear dynamic rather than static" (Cohen 3). In this advertisement, however, the eye is not quite guided smoothly through this motion. It is interrupted when it gets to the point where the fist meets the face. This is jarring to viewers because they are used to seeing advertisements that they can easily glance at and move on from. This one is different, however, because the audience feels as though they have been crashed into as they look at this image. ~~The abrupt~~

A couple other notable elements of this advertisement are its clarity and its simplicity. The only elements in it are a face, a hand, two painted vehicles and the slogan. The all of the colors are easily distinguishable and the words are very legible.

This is important because, as Dorothy Cohen explains in her essay "The Elements of Effective Layout," everything within an advertisement should lend itself to being easily understood by viewers. Every part of a particular advertisement should be essential to the message of that advertisement, or should be removed so that the advertisement as a whole does "not appear fussy, contrived, or confusing" (Cohen 2). Because of the way these elements were used so effectively, the advertisement's meaning was clear and easy to understand.

Along with being simple and clear, the elements of this advertisement are also unified, meaning that "the elements tie into one another by using the same basic shapes, sizes, textures, colors, and mood" (Cohen 1). This advertisement employed this element very effectively and created an image that had a similar tone throughout. The shapes and sizes of the elements help unify the image because none of them stand out too much compared to the others. The texture of the skin is another unifying element that gives the image an overall sense of connectedness and ties it all together. The colors of the cars are bright, but still muted enough to stay in touch with the tone of the rest of the advertisement. When all of this is added together, it creates a single mood throughout the image and unifies it very nicely.

This advertisement also does a great job at emphasizing the important elements. We see this as the man's light head stands out against the dark background, and the brightly colored yellow truck and blue car stand out even more against the skin they are painted on. These elements are emphasized even more because they are almost in the center of the image (Cohen 3). There is also, to a lesser extent, an emphasis placed on the slogan of the advertisement, due to its placement and bright coloring. The elements

that have more emphasis places on them are clearly the more important parts of the image. This helps viewers know what to pay attention to without having to think about it, and allows them to pick out and focus on these parts without much effort.

One more thing that this advertisement demonstrates is an understanding of its audience. Most people realize that texting and driving is not the safest way to operate a vehicle. Most have heard the "shocking" statistics and the tragic stories. Most have been told over and over again by the media and their passengers and others who love them that they should just put the phone down until they arrive. Most, however, ignore these warnings. This advertisement is aimed at these people specifically. The ones who can't seem to wrap their heads around how dangerous it really is to text and drive. The images and words in this advertisement are meant to grab their attentions and stick in their brains. The pain shown in the picture is supposed to be hard to forget so that the next time they think about responding to a message whole they are behind the wheel, they might recall that imagery and, hopefully, change their mind.

This advertisement was effective in the way it used the z-pattern layout, movement, clarity, simplicity, unity, and emphasis, along with an understanding of its audience, to get a point across to viewers. Its important message is effectively communicated with startling images, an eye-catching pattern, a memorable slogan, and much more.

Works Cited

Cohen, Dorothy. "The Elements of Effective Layout." *A Sequence for Academic Writing*. 4th ed. Eds. Laurence Behrens and Leonard J. Rosen. Longman, 2009.

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