

User Experience and Strategic Thinking for Cutting-Edge Advertising



ISMAIL ERGEN

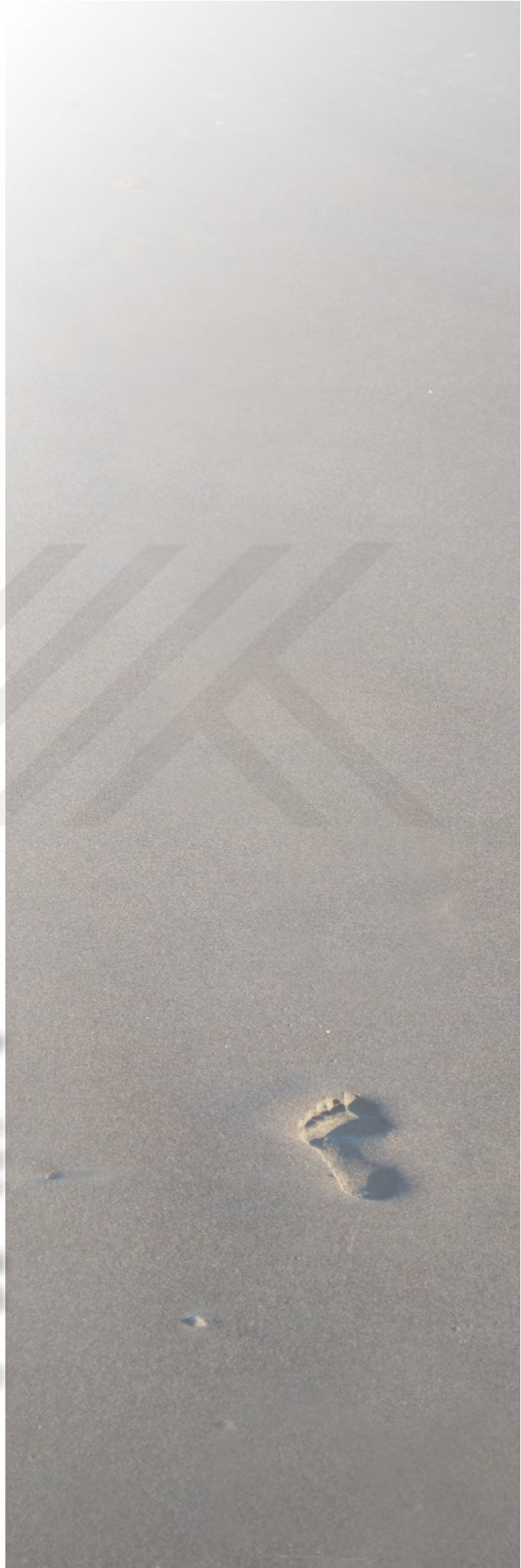


**User Experience and Strategic Thinking
for Cutting-Edge Advertising**

Academy of Art Univerisity
Master of Advertising
Account Planner

Ismail ERGEN
02538525

Oct.12.2010





INDEX

01 **Abstract**

03 **Resume**

05 **Course Timeline**

07 **Project (One)**
Trek Bikes

13 **Project (Two)**
Reddi Wipp

27 **Project (Three)**
Nooka

35 **Project (Four)**
Lonely Planet

47 **Project (Five)**
Brand book of Rainbow Light

55 **Project (Six)**
Editing Concepts

59 Posters

67 My World

71 **Conclusion**



Abstract

In this thesis study, an integrated approach is based on four basic themes; Design Thought, Visual Communication, Technology, Web design, and User Experience. The work done in the advertising field is integrated with the strategic thoughts leading to innovation at the global level and the producers and creative results are presented in the thesis section.

In my thesis, I have focused on 4 bases Strategy, Design Thought, Visual Communication, and User Experience, and compiled Works which are all separate projects.

These are some examples of how to create ideas that will connect people, and thinking skills and how to develop the solidity needed to create a competitive portfolio demanded by award-winning agencies and companies are grounded.

Each study in the thesis is based on how to build ideas that will link the advertiser and the target client, how to build the thinking skills and solidity required to create a competitive portfolio demanded by award-winning companies

In my thesis, I have prepared examples of “how to find the main idea of the advertisement and the creative brief” the direction of the customer's wishes for each of the campaigns, and then examples of advertisements made or thesis of this creative brief.

In my work on this creative thesis, I have presented five different stages of research the process of preparing an advertising campaign, the founding of the main strategy of advertising, the transformation of the created strategy into the big advertising idea, and the implementation of his idea.

The advertising campaigns created for each brand or product have been completely redone, each idea originally created and these campaigns have been used at various times in America.

Finally this thesis: The Academy of Art University has prepared a special concept for the presentation of the theory by considering the criteria determined by the graduate thesis unique and the techniques to be used in the thesis presentation.



RESUME

EDUCATION

- 2007-2011 ACADEMY of ART UNIVERSITY, San Francisco, CA
MFA, Advertising
- 2005-2007 PERALTA COLLEGE, Oakland, CA
B.A., English Language and Literature
- 2004-2006 UNIVERSITY OF CELAL BAYAR, Manisa, Turkey
MBA, Marketing and Product Management
- 2002-2005 UNIVERSITY OF ANADOLU, Manisa, Turkey
B.A., Public Policy
- 1999-2003 UNIVERSITY OF CELAL BAYAR, Manisa, Turkey
B.A., Department of Economics

EXPERIENCE

- MISONE LLC, San Francisco, CA
2006 *Marketing and Advertising Firm, Founder*
- GIC LLC, Walnut Creek, CA
2005 - 2006 *Sales of Auto Market Products*
- PERALTA COLLEGE, Oakland, CA
2005 - 2006 *Economic Research*
- UNIVERSITY OF CELAL BAYAR, Manisa, Turkey
2005 - 2006 *Instructor, Department of Business Class; Introduction to Marketing*
- UNIVERSITY OF CELAL BAYAR, Manisa, Turkey
2004 - 2005 *Instructor, Department of Business Class; Effective Time Management*
- UNIVERSITY OF CELAL BAYAR, Manisa, Turkey
2004 - 2005 *Instructor, Department of Business Seminar; Effective Body Language*
- GARANTI BANK, Izmir, Turkey
2004 - 2005 *Manage the sales team on four interrelated financial management*
- CITIBANK, Izmir, Turkey
2003 - 2002 *Project Management Controller for Sales Team*

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Dreamweaver
Microsoft Office Word
Microsoft Office Excel
Microsoft Office Powerpoint
Microsoft Office Publisher
Apple Final Cut Pro

HONORS AND AWARDS

- 2010 BOOK, "**Hayat Anlati Ben Yazdim**",
Published
Author Ismail ERGEN
- 2007 ACADEMY OF ART WINTER SHOW
3rd Place Rainbow Light Project
- 2001-2003 TEAM OF ALTAY, Izmir, Turkey
Basketbol League Championship. Best 6th Man
- 1992-1994 UNIVERSITY OF CELAL BAYAR
University Basketball Games Second Place MVP, Best Assister
HIGH SCHOOL BASKETBALL CITY and COUNTY CHAMPIONSHIP WINNER
MVP, Best Scorer and asisterer



COURSE TIMELINE

2007 Spring

| | |
|---------|------------------------|
| Adv 600 | Strategic Thinking |
| Adv 604 | Copywriting Techniques |
| Adv 622 | Perspectives in Adv. |

2007 Fall

| | |
|---------|---|
| Adv 604 | Copywriting Techniques |
| Gs 602 | The Art & Ideology of 20 th C. |

2008 Fall

| | |
|---------|---|
| Adv 602 | Art Direction |
| Adv 623 | Account Planning |
| Gs 602 | The Art & Ideology of 20 th C. |
| Gs 750 | Final Project |

2009 Spring

| | |
|---------|----------------------|
| Adv 626 | The Brand & Branding |
| Adv 606 | Campaign |
| Gs 606 | Crossing Borders |

2009 Fall

| | |
|---------|--------------------------------|
| Adv 606 | Campaign |
| Gs 714 | Acting for Stage & Camera |
| Gs 606 | Crossing Borders |
| Mpt 625 | Editing Concepts |
| Mpt 2 | Jackson Lab |
| Mpt 9 | Fellini Lab: Adv Final Cut Pro |

2010 Spring

| | |
|---------|--------------------------------------|
| Adv 604 | Adv 604 Ms: Campaign |
| Wnm 619 | Wnm 619 Ms: Advanced Digital Imaging |
| Gr 616 | Gr 616 Ms: Making Ideas Visible |

2010 Fall

| | |
|---------|---------------------------------|
| Adv 616 | Adv. Advert. Concept Dev |
| Adv 699 | Special Topics (Ms: Creativity) |
| Gs 604 | Prof. Practices & Communication |

2011 Spring

| | |
|---------|----------------|
| Adv 800 | Directed Study |
| Adv 800 | Directed Study |
| Adv 800 | Directed Study |

2011 Fall

| | |
|---------|----------------|
| Adv 800 | Directed Study |
| Adv 800 | Directed Study |
| Adv 800 | Directed Study |

Project (one)

Trek Bikes

Instructor: Nelson Leung
2007 Spring
ADV 622 Perspective in Adv.
Art Director & Copy Writer
Ismail ERGEN





Project (one)

Trek Bikes

2007 Spring

ADV 622 Perspective in Adv

**Who I am talking to?**

Experienced bike riders who ride for long durations of time and enjoy and are aware of the difference felt in riding a well made bicycle. We are talking to hard core bikers who already have bikes. With Trek bikes, we are giving them more performance with less painful effort.

How can I communicate?

We want to emphasize that the weaknesses of their old bikes will be overcome with our Trek models. Nature lovers can go deeper into jungles, mountain bikers can scale mountains with greater ease, and road bikers can gain more miles with far less effort than their other road bikes can give them.

What is the most insightful thing to say?

A way to live, freedom to discover



Project (one)

Trek Bikes

2007 Spring

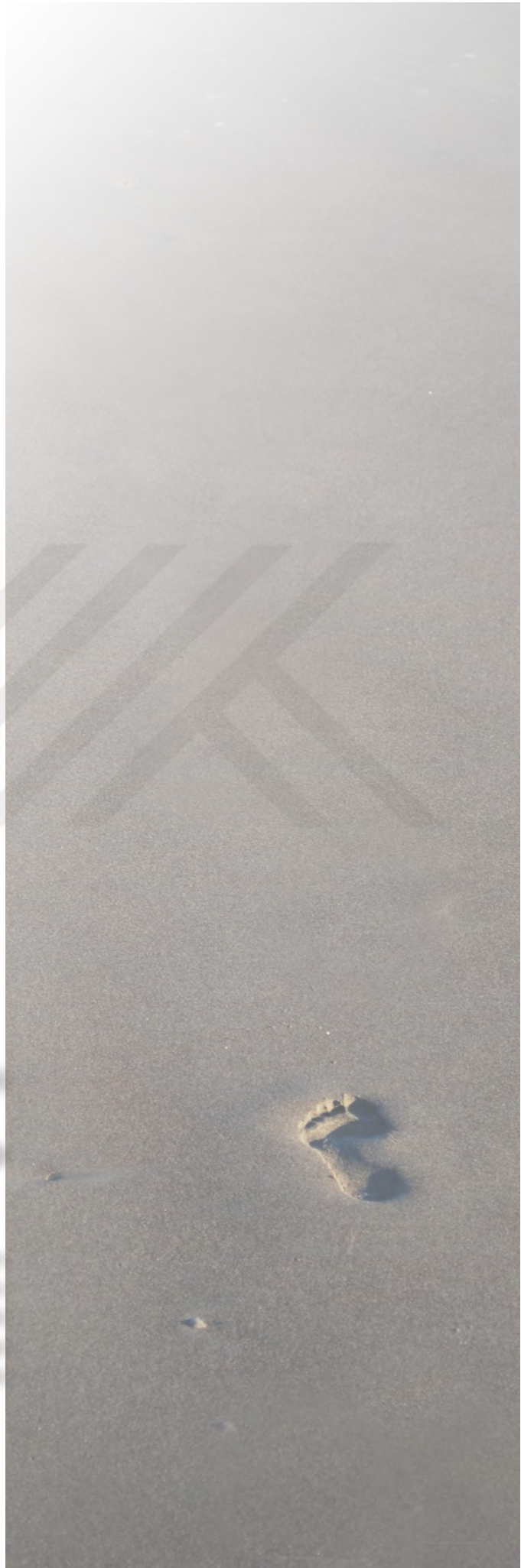
ADV 622 Prespective in Adv



Project (two)

Reddi Wip

Instructor: Marguerite Lutton
2008 Fall | ADV 602 Art Direction
Account Planner: Ismail ERGEN
Art Director: Brain Sobel
Copy Writer: Ismail ERGEN





Project (two)

Reddi Wip

2008 Fall

ADV 602 Art Direction

Client

Reddi Wip

Who we are talking to?

We are talking to kids and we are talking to kids on behalf of their families. The Healthy and tasty traditions of Reddi Wip are back. Reddi Wip is striving for parents to help their kids make healthy choices. We are helping them to do this by putting more milk in our product and less harmful chemicals.

What does the advertising accomplished?

We want our target to remember they have missed, and what they loved about our product.

What do we want to say?

Old is not old every time.

Where do we want to advertise?

We want to go to their houses again like we've done in the past, but we want our ads handed to them rather than using television commercials. We want them to have something lasting in their hand, unlike a few minute long commercial that disappears as soon as it's over. The ads we will make will be print advertisements or brochures. The advertising tone needs to be fun. We are talking to kids through their parents. We want a campaign that puts a smile on our consumer's faces and makes them remember what they've been missing.

What do we now extra about brand?

Reddi Wip has been serving cream for over 100 years, and debuted in the industry by delivering cream to homes with dairy trucks. Reddi Wip is the healthiest cream on the market.



Project (two)

Reddi Wip

2008 Fall

ADV 602 Art Direction





Project (two)

Reddi Wip

2008 Fall

ADV 602 Art Direction



The cream America loves.





Project (two)

Reddi Wip

2008 Fall

ADV 602 Art Direction



The cream America loves.





Project (two)

Reddi Wip

2008 Fall

ADV 602 Art Direction



REDDI WIP FAT FREE

An All-American treat.





Project (two)

Reddi Wip

2008 Fall

ADV 602 Art Direction



REDDI WIP EXTRA CREAMY



Project (Three)

Nooka

Instructor: Susan Block
Spring 2008 | ADV 600 Campaign
Art Director: Ismail ERGEN
CopyWriter: Ismail ERGEN





Project (three)
Nooka
2008 Spring
ADV 600 Campaign





Project (three)
Nooka
2008 Spring
ADV 600 Campaign



VKON

Release your fashion side



Project (three)
Nooka
2008 Spring
ADV 600 Campaign



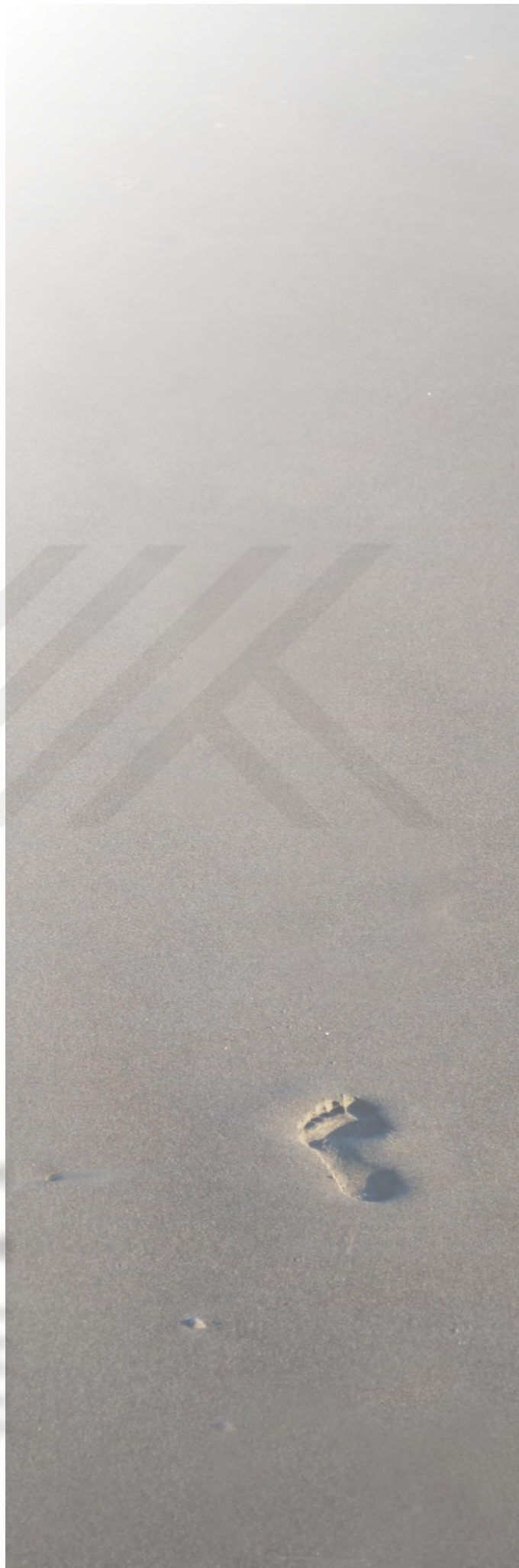
NOON

Release your fashion side

Project (Four)

Lonely Planet

Instructor: Mike Lee
2010 Spring | ADV 600 Campaign
Account Planner: Ismail ERGEN
Art Director: Kavita Saney
Copy Writer: Ismail ERGEN





Project (four)
Lonely Planet
2010 Spring
ADV 600 Campaign

Client:

Lonely Planet

Project:

Build a new campaign to increase brand recognition of our client. Lonely Planet want to be the best-known travel book in the market. They want to make differentiation with the content and the price.

What is the single most important thing to say?

Travel on any budget.

What are the supporting rational and emotional reasons to believe and buy?

Cheap travel book, real people, real stories and explanations and of their own experiences. Not a only a travel guide, it's helps you control your budget controller at the same time.

Background / Overview:

Lonely Planet is a travel book and web-side designed to help you plan your travels. It's started with a couple, who wrote about their honeymoon trip under the philosophy of "a few dollars in pocket, and sense of adventure". Limited budget is the starting point of the founders of the book.

What is the objective?

The main focus of the book is the travel trips and the introductions of the different countries. We want people to buy or download the application to use on their trips. It's not only a book or travel guide to show you all common places; it's guiding you to live like a local on your travels. Learn the local places rather than regular travelers. And you can plan your trip with your own budget guiding the prices on books.

Target Audience:

This campaign will be aimed men and women ages 18 and up, potential international travelers whom have a limited budget and want to fell as a locals.

For more Information:

www.lonelyplanet.com



Project (four)
Lonely Planet
2010 Spring
ADV 600 Campaign





Project (four)
Lonely Planet
2010 Spring
ADV 600 Campaign





Project (four)
Lonely Planet
2010 Spring
ADV 600 Campaign





Project (four)
Lonely Planet
2010 Spring
ADV 600 Campaign





Project (Five)

Rainbow Light

Instructor: Paul Huber
2009 Spring
ADV 626 The Brand and Branding



Project (five)
Rainbow Light
2010 Spring
ADV 626 Brand and Branding





Project (five)
Rainbow Light

2010 Spring
ADV 626 Brand and Branding





Project (five)
Rainbow Light

2010 Spring
ADV 626 Brand and Branding



The Living Source

Welcome to ... Facebook Gmail Email from Google Academy of ... dent Portal Apple Yahoo! Google Maps YouTube Wikipedia News (1250) Popular v

[ABOUT US](#) [PRODUCTS](#) [HISTORY](#) [CONTACT US](#)

rainbowlight[®] LIVING SOURCE

ORGANIC THAT WORKS

28 years of experience, 28 years of innovation. Living Source is the latest innovation from Rainbow Light. Taking pride of its organic identity, Living Source is formulated from concentrated extracts from living juices and super-foods; it lives true to its organic promise. With the present assumption of "organic" being the less effective compared to the traditional natural or synthetic health-promoting products, we need to send a positive message to prove the otherwise to our consumer.

Project (Six)

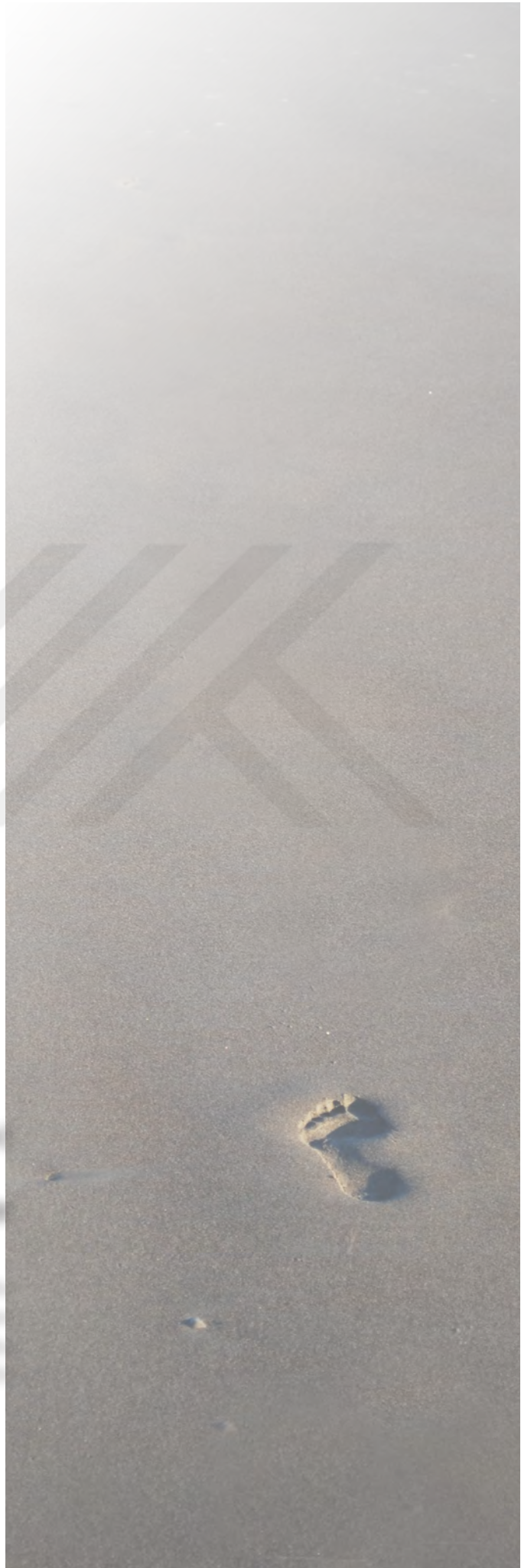
Turkiye

Editing Concepts

Instructor: Boris Zubov

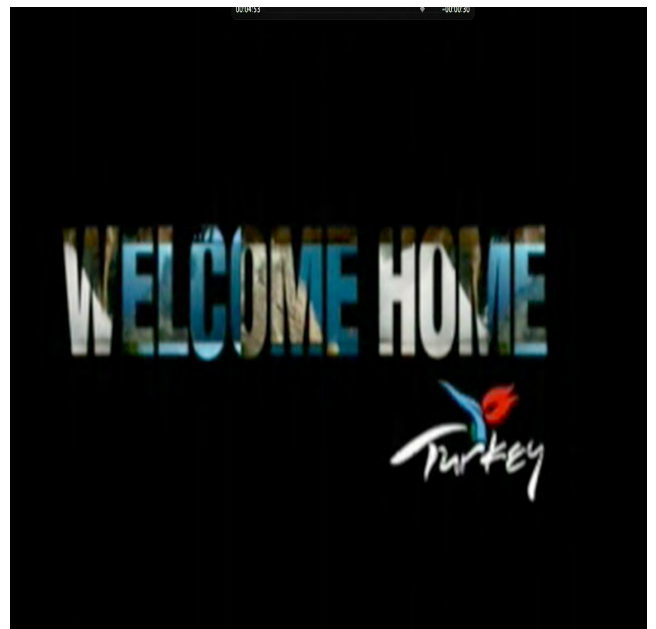
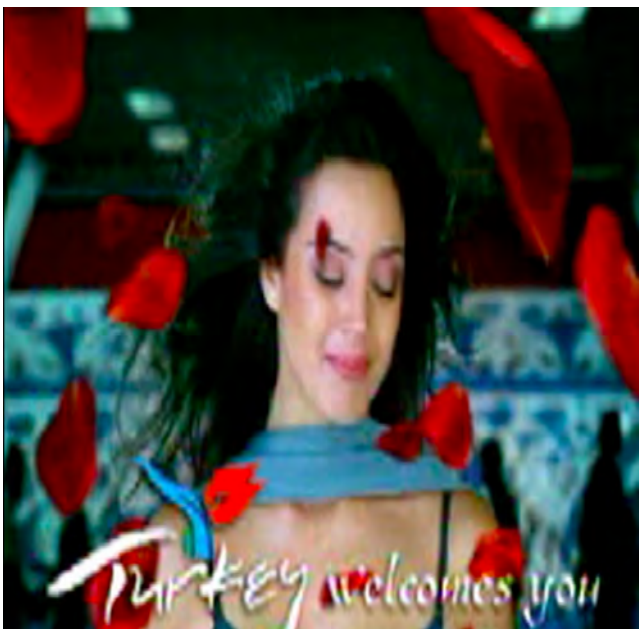
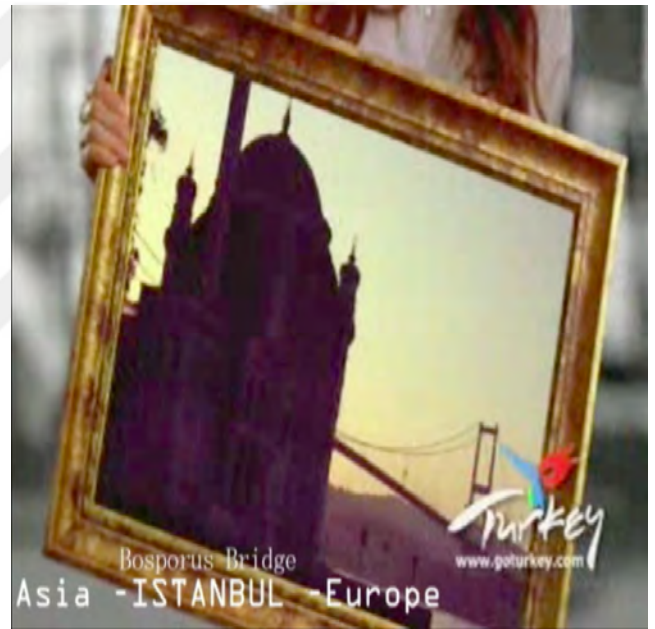
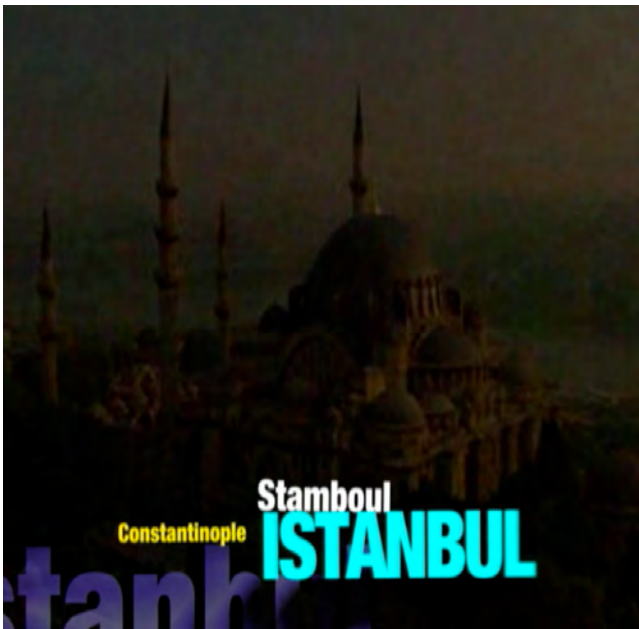
2008 Spring | MPT Editing Concepts

Editor: Ismail ERGEN





Project (six)
Turkiye
2008 Spring
MPT Editing Conce



Project (Seven)

Freedom

Posters





Project (seven)
Freedom
Poster

LIBERTAD
FREEDOM
FREIHEIT

HURRIYET
OZGURLUK
FREIHEIT

LIBERTE

SLOBODA
VABADUS
SLOBODA

RYHEID
RHYDDID
LIBERTY

LIBERTY

LIBERTY
Liberty
KALAYAAN

US
SVOBODA

FREEDOM

Liberty

BECAUSE FREEDOM CAN'T PROTECT ITSELF

LIBERTAD



Project (seven)
Freedom
Poster



Project (seven)
Istanbul
Poster

Istanbul

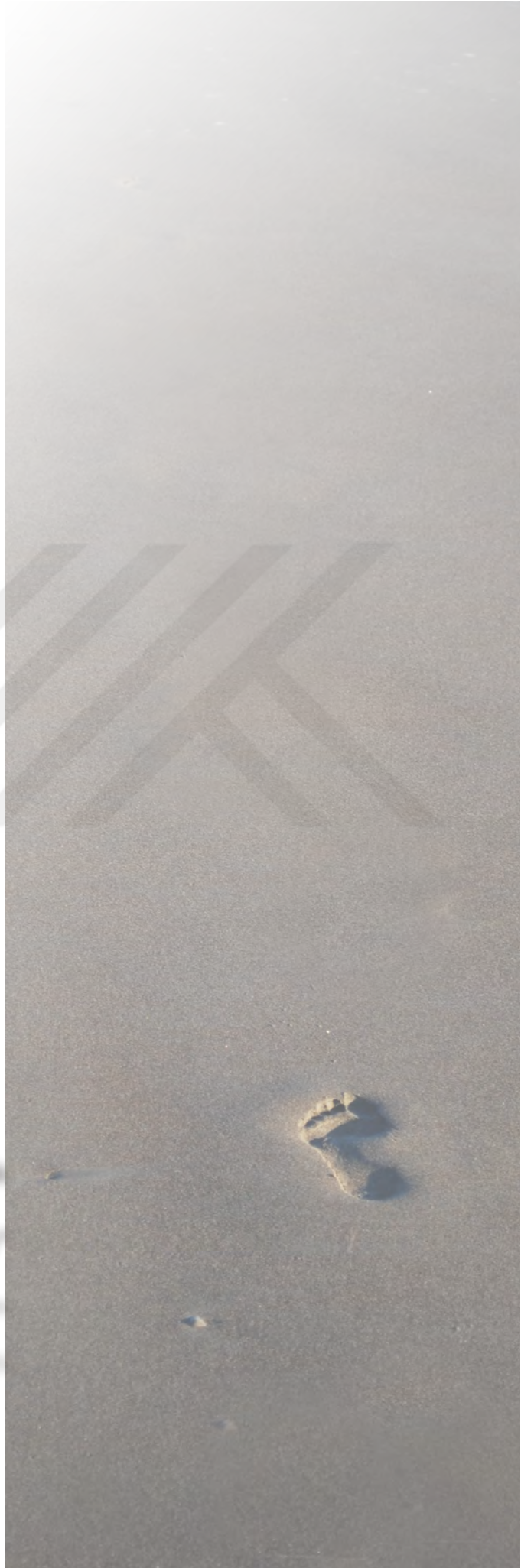




Project (seven)
Istanbul
Poster



T U R K E Y



My Book

“Life Written Through Me”

Published 2010 | Poem

Ismail ERGEN

Black & White

When we face life, we always face Black.

Why do we have the same color all the time?

Black or white?

Our dreams used to be pink like the blinds of our windows

White butterflys are born with black dreams nowadays.
Living is Black.

Did you ever think what happens when you mix black
and white?

Black. Again.

Once you get a smudge of black, the result is always the
same again

Whatever you mix Black with, whatever you put into it,
the result is always the same. Black.


7 color is a big lie; It's all a joke. There are only two colors
our eyes can see, our heart can feel.

Black, or no-black





CONCLUSION



A study of advertising has taught me many valuable skills that I can use in any field of endeavor. After spending a long time studying, I came to appreciate the importance of creativity, enthusiasm, and teamwork. While chasing after a thought, learning how to present an idea, critiquing a work, and dealing with the material consequences are the most effective ways to learn in the advertising program at the Academy. Every day brings something new around the world; my education has given me the tools I need to be a successful account planner. After my midpoint review, I would like to learn even more about advertising and expand my prospective future plans. After graduating from the program, my goal is to create my own business by combining my knowledge and experience with what I've learned over these years.