

GOODBYE SERIOUS

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Artifact



Goodbye Serious by Neil Huffman

Artifact Notes

The Wall's Ice Cream wrapper campaign message states "Say goodbye to everything serious." From what I found, there are only three wrapper designs showing serious moments of bad news. The other two wrapper designs, aside from the project image, are of a traffic ticket and jury duty notification. Considering no one enjoys these negative moments, the idea is to ironically change the viewers state of mind to enjoy life for a moment by eating ice cream. ([Young, 2014, Page 1](#)).

DDB Latina, a design agency out of San Juan Puerto Rico, created this campaign the design by artists Carlos Nova and Masivo. Wall's "Goodbye Serious" ad campaign pushed to inspire people to buy their ice cream by showing real life problems. Overall, this design sends a strong message about realities in life. ([Juan, 2014, Page 1](#)).



Audience

List the social and cultural characteristics of your audience.

Social Characteristics:

Wall's idea reveals awareness of negative events in everyday life. This campaign persuades the adult culture who understand the three designs to be relevant in their lives. The wrapper designs are unique and are distinguishable to the company's competitors, amplifying the persona of the concept. Adults in any culture or status might be the target audience for this campaign. Overall, these three unique design for this campaign creates a buzz that can interact with the target audience.

Cultural Considerations:

Most people believe that ice cream is purchased by mothers who bring their children to the store for ice cream. Universally, anyone at any age who likes ice cream is always faced with many options of different brands. Families with children, teenagers, and adults all love to consume ice cream. To make targeted marketing decisions for a certain demographic, taboos conversed among people by word of mouth, they primarily know the company's audience in terms of history, tradition, and belief will influence the marketing strategy.



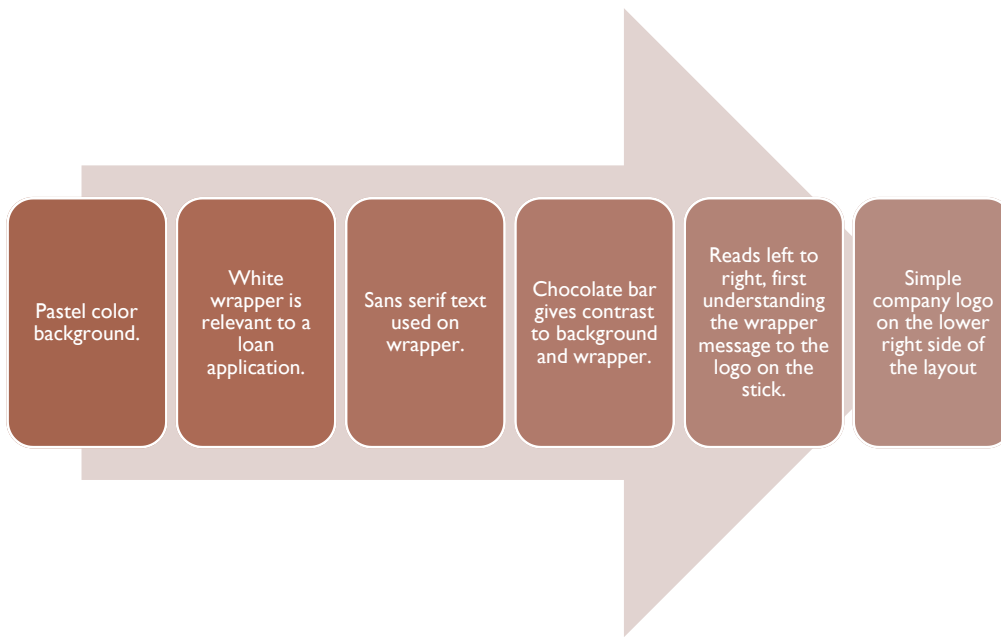
Intended Audience

The company is focused on customer satisfaction, targeting people who are status; primarily adults who are attracted to ice cream. All three wrapper designs attract the middle-aged audience who are within the middle-class demographic. The key roles in describing audience references are the buyer's age, status, culture, economic perception, that all can help effectively understand how to serve the consumers. Realistically, the Wall's product is culturally relevant to be a summer icon, as most consumers purchase ice cream bars during this season. [\(IPA, 2015, Page 1\)](#).

Design Decisions

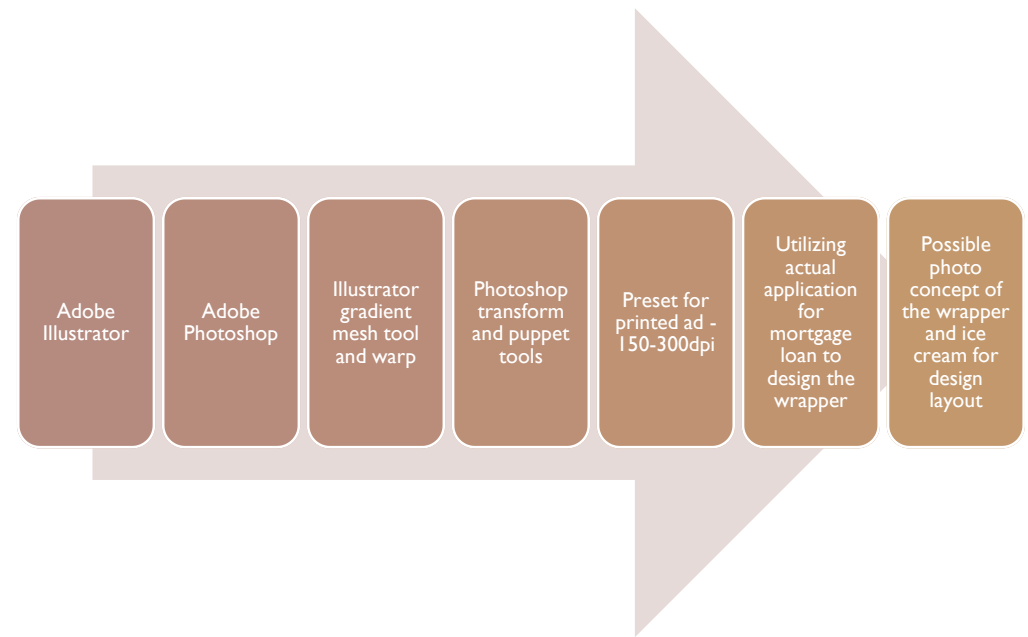
Design Elements:

List the main design elements present in your media artifact.



Tools and Technology:

List tools and technology that could have been used to create the artifact.



Design Elements, Tools and Technology

The background is a soft pastel color with a white wrapper for the ice cream bar. This combination of colors gives the actual product a strong contrast or focal point of the dark chocolate coming out of the wrapper. At first glance, this design reads left to right. My eyes begin by deciphering the message on the wrapper, then the product, to the logo on the stick, and finished with the company logo on the lower right corner. The wrapper design is relevant to the standard sans serif type used on a loan application.

At first glance, the design immediately appeared to be designed in Photoshop. But the small loan application text on the wrapper design would be difficult to keep at high resolution for print. Cardinal rule in design is to never create small type in Photoshop. The resolution for small type should be kept vector and not raster. Which leads me to believe that this design might have been created in Illustrator. The wrappers smooth contours and shadows could be created in Adobe Illustrator with the gradient mesh tool. Then, the text could be carefully warped to follow the contour of each wrinkle on the wrapper making all the elements vector for ideal scalability.

Messaging

INTENDED MESSAGE:

Wall's ice cream puns can have rhetorical messages in their advertisements. Even though Wall's created an opportunity to add three ironic designs of targeting its advertising to gain an edge over the competition.

UNINTENDED MESSAGE:

The unintended message in Wall's Goodbye Serious campaign might have an offensive influence on the consumer. The design might impact the consumer's sensitivity to this ironic advertising as offensive, and how this sensitivity should be used psychologically as media and communication choices.



Intended and Unintended Message

INTENDED MESSAGE:

Wall's Goodbye Serious presents with a unique, ironic pun and the message created for a specific audience. Regardless of ethnicity or culture, most adults will understand the psychology of the negative wrapper to fade away while eating delicious ice cream. The three wrapper designs catch the eye of the viewer by having an odd look different from the other brands. The target audience for this brand would primarily attract the adult range. Reason being, children, and teens might not have a knowledge of mortgage loans, jury duty, but they might recognize a speeding ticket. Overall, the design does have a welcoming appeal to the consumer with its unique concept to play a relevant role in people's lives.

[\(MMA, 2014, Page 1\)](#).

UNINTENDED MESSAGE:

Goodbye Serious might also trigger an unintended message to the target audience to ignore the message. In a way, the wrapper design can turn detrimental to the consumer taking the subtle rhetorical perception the wrong way. The irony can characterize by humor which can influence consumers positively or negatively. While the concept is a cognitive way to draw attention to the product, ironic advertising can cause greater involvement with anger toward the idea. Overall, the strategy might be relevant to a situation the consumer experienced. Therefore, the buyer might wonder how ice cream is going to make them feel better.

Bias and Perception

CORPORATE BIAS:

Consumer mentality leading to health issues can lead to bias situations with life events relevant to the concept.

PERCEPTION:

Wall's has found a unique way to engage a perception of visual psychological appeal through the message on the product. The information can relate to a consumer's life events to make an impression of relevance.

CORPORATE BIAS:

Oddly, the bias persuasion of ice cream can typically lead to one's diet. Bypassing the message of the wrapper can lead to the next step of the nutritional value of the product. Most of the population loves ice cream, and the craving for this product face a wide variety of different brands. Primarily this choice is entirely on the consumer and judging on the worthiness of the obsessive treat can impact a bias belief. Another issue with Wall's advertising is the use of ironic humor.

[\(Ads of the World, 2018, Page 1\)](#).

For the Goodbye Serious campaign, a consumer might be in a situation relevant to the wrappers message and could decide to fall into a state of greed to eat more than one ice cream bar. Depending on the mental state of the consumer, the message might lead beyond the irony presented to health problems.

PERCEPTION:

Human behavior can subconsciously become seduced with the perception of a product. [\(Heath, 2016, Page 1\)](#).

For Wall's ice cream, the judgment as stated in the bias details relate to the understanding of the consumer's health. How people live today, they are more aware of the nutritional value of food products. Depending on the state of mind of the consumer the relation of the products campaign irony might not relate to the truth of the matter. Eating a Wall's ice cream might not make one's problems disappear or melt away. The exposure engages with the rhetorical design, but this depends on the consumer's perception based on their current emotions. I can understand the difficulty for a business to appeal their product to the consumers with this campaign.

Effectiveness

AUDIENCE:

- Indulgent Product
- Engage the Consumer
- Unique Campaign

DESIGN DECISIONS:

- Characters and Personalities
- Target Audience
- Color

AUDIENCE & DESIGN DECISIONS :

The strategy for this campaign relates to common issues with the adult audience. Believing that most consumers enjoy ice cream, this campaign found a way to engage the consumer by genuinely in the form of bliss to momentarily be relieved from stressful events in one's life. The wrappers are an indulgent advertisement and enhance the consumer experience with a breakthrough of metaphor. Psychologically, we pick foods depending on comfort or excitement, however media can persuade us to buy items on a whim without much need for it. (Potter, 2016, Page 9). This campaign has three wrapper designs that remain consistent and holds a personality to correlate with local daily events. Each wrapper reveals a traffic ticket, rejected mortgage loan, and jury duty form that most people find a hindrance in life. The combination of the negative wrapper half showing the ice cream with "Goodbye Serious" on the stick sends a message to the consumer that this product will apply a disconnect from modern life experiences. Additionally, the use of a soft pastel color background that psychologically draws the viewer subconsciously. In other words, as the ice cream melts, the negative impacts will also melt away while eating the frozen treat. ([Burgett, 2015, Page 1](#)).

Recommendations:



Design Elements:

- Applying environments to the design

Tools and Technology:

- Expressing an individual in distress

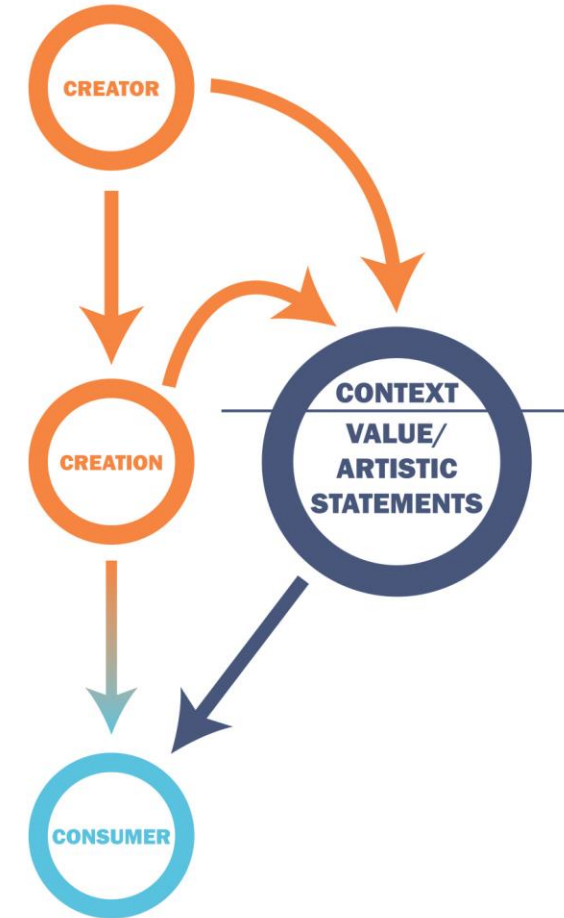
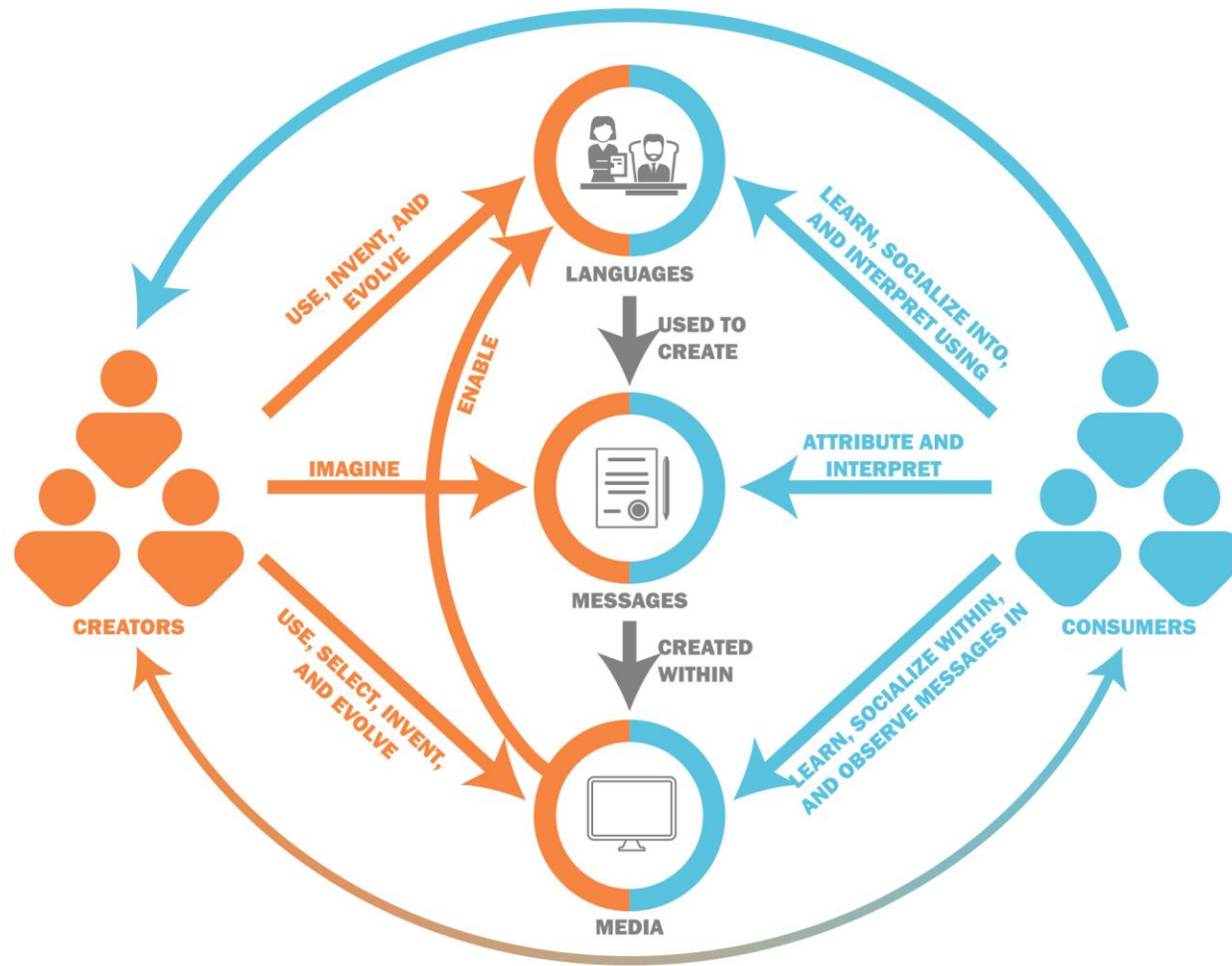
Strategies:

- Psychological bias and stereotypes

Design Elements, Tools and Technology, Strategies:

The three wrapper designs are a breakthrough, but there are different ways to approach the idea of the concept. I feel that most viewers might spend a minute trying to find the message. First, by showing an individual in distress with a smile while eating the frozen good. Secondly, showing a portion of the ice cream melting with a dream state visual from a person also melting their tensions away. Third, is to show an environment around a person moving at a fast pace while the individual slowly eats the product displaying an unintended message of saying goodbye to seriousness. Another insight by using different tools and technology is to apply more photographic aesthetics. Bias messages might activate some viewers when using a person in an advertisement by showing their race and culture. But, it's the eye of the beholder that determines their sensitivity toward what they see. Anete Lusina states that our subconscious stores our implicit bias disparity, but most people self-identify as not being unprejudiced therefore blinding the discrimination of stereotypes. ([Sherman, 2017, Page 1](#)).

Consumption and Production of Media:



In Davis Foulger's study of "Inventing and Evolving Human-Computer Interfaces: Five Spheres of Invention," I found an illustration within his theory to be relevant explaining the relationship between creators and consumers of media. Foulger shows a process to exchange roles, becoming creators, when they reply, react, or provide feedback leading to having perspectives of and relationships with formulated in his artifact. Granted, Foulger is explaining his form of communication through computer science, but the breakdown shares a similar role describing the consumption and production of media. ([Foulger, 2002, Page 1](#)). To the right of the graphic is a more straightforward example showing an assisted aesthetic consumption experience. This illustration shows how the connection with consumers provides context for the message. ([Shepard, 2015, Page 1](#)). Instead of posting the original drawings found online; I created a vector in Illustrator combining both examples on one layout. My reason for creating this graphic is to add color by having a better understanding of the evolving relationship between creators and consumers.

My role as a consumer and producer of media relates to the use of multimedia in addition to text through graphics, audio, and video online. Some examples of these methods are social networking, email, instant messaging, blogs, and webcasts. Some of my uses of social media are through YouTube, which can be utilized as a form of reference whenever needing instructions or reviews between the creator and the consumer. Facebook is another way to share communication between friends, family, and others. My consumption relates to reading news on social media and gaining information from others through the social networks stated above. Otherwise, my participation involves posting videos, photos, and remarks about specific issues I find interesting.

The tools and technology are used every day in social media through computers and smart devices connected to the internet that make a network by asking questions and getting answers. Smart devices, such as cell phones and tablets, primarily use apps for social media, such as Facebook, YouTube, Twitter, LinkedIn, Instagram and so on. Some newer computers are developing the usage of apps instead of going through the internet browser to reach the site. Photos and illustrations draw attention to the viewer more than just words. Our technology today has advanced 3D design and photo enhancements sometimes to mislead people believing if an image is real or not. ([Ryan, 2016, Page 1](#)). Photos and illustrations, when true, are a great form of communication and reference to reveal a time in history or a current event. Pictures in marketing, such as food products, have a unique way of preparation before the photo is taken. Some examples of propping food by soaking meat products in oil will make the product look plump and juicy. Melted chocolates use a chemical mix found in laundry detergent by combining food coloring and Borax. ([Fantozzi, 2017, Page 1](#)). There are many methods of product photography to enhance any branding strategy in advertising just from showing high-quality, detailed images for the consumer to make a purchase.

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