

## **Research Interview #1: Jordan Smith, Advertising Specialist**

Jordan Smith is the first person I chose to interview for my final project. Jordan is currently working as an advertising strategy/copywriting specialist at ARC Worldwide, an agency underneath one of the most well-known advertising/marketing conglomerates in the world, the Publicis Groupe. I chose Jordan to interview for this project as they are very well versed in the behaviors and background knowledge that goes into what makes a consumer want to buy a product that they are trying to sell. During the interview, Jordan's expertise in the advertising industry provided me with insights into how semiotic elements are used both strategically and creatively in developing engaging advertising campaigns.

Throughout the interview, Jordan emphasized the role that semiotics plays in the advertising industry. She explained that "behind every successful campaign, there is a careful selection of symbols and visuals that are designed to evoke specific kinds of emotions and associations to the desired consumer." As someone aspiring to have a career in advertising, I resonated with her explanation, highlighting the intricate balance between creativity and intentionality in advertising campaigns.

When I asked Jordan about some of the campaigns where she believed that she used semiotics, she mentioned how, "In one fun memorable campaign for our P&G client, we strategically used things like color psychology to evoke feelings of trust and reliability in the in-store ads. This was important to us because that is Tide's message that they want to communicate to consumers. So when we incorporate things like warm tones or familiar imagery, we are able to establish a sense of familiarity and comfort with our desired target audience."

One of the key takeaways from my interview with Jordan was Jordan's perspective on how semiotics and consumer psychology work hand in hand. Jordan explained how, "things like semiotic cues can act as what we call in the advertising industry 'triggers', tapping into consumers' subconscious desires and motivations." Her thoughts made me think about the

impact of advertising on consumer behavior and purchasing decisions. It also reminded me that just by understanding the nuances of semiotic elements, can help advertisers effectively build connections with their desired target audience for their select client's ask, further fostering things like brand loyalty and engagement for their select client.

Looking at this interview from an outside perspective, I found Jorden's perspectives very insightful and thought-provoking as they made me consider the common questions surrounding the ethical implications/concerns around advertising, and the responsibility that comes with wielding the power of semiotics. Our interview touched on the importance of authenticity and transparency in advertising practices, further emphasizing the need for brands to uphold/stay true to their values and build long-lasting connections with consumers, to make them brand loyalists.

All in all, my interview with Jorden reaffirmed my beliefs in the profound impact of semiotics in the advertising industry. As I continue to explore the evolving landscape of semiotics in advertising, Jorden's insights from our interview will definitely serve as a great example to call back to throughout my final project research and analysis process.