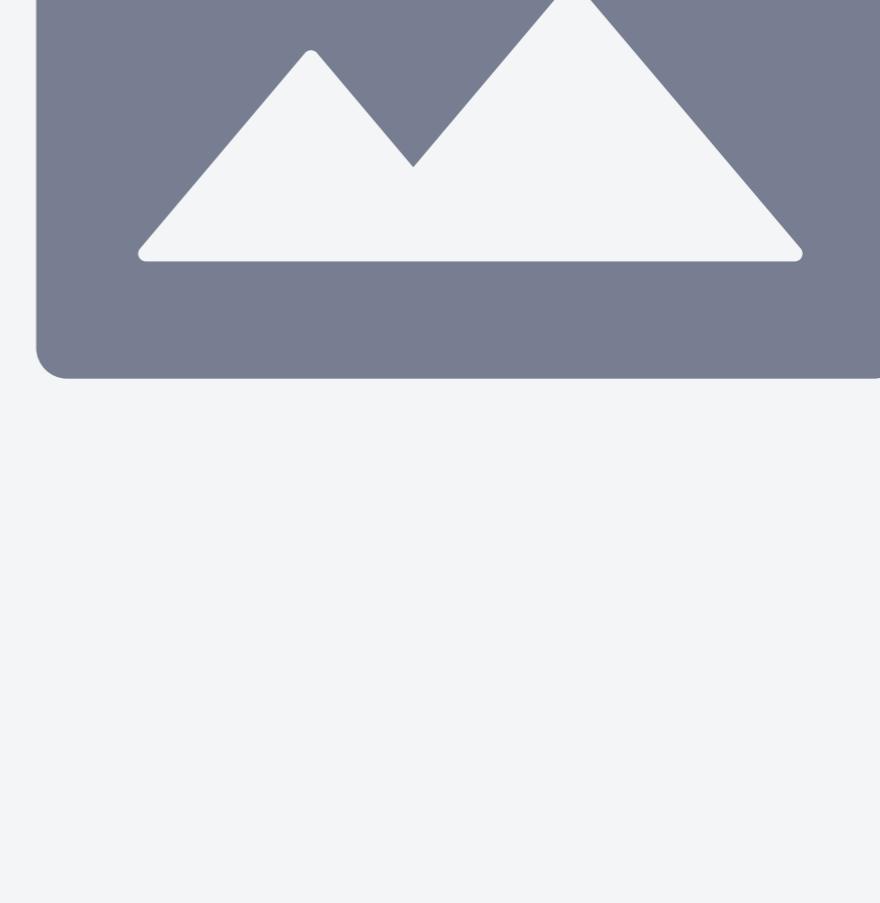


# The Power of Semiotics in Advertising

Et blandit non sit ac egestas risus non.



CTA

## Semiotics 101

Et blandit non sit ac egestas risus non.

Research Interviews

### What Experts/Consumers Have to Say



Interviewee 1  
Et blandit non sit ac egestas risus non.

[Read More](#)



Interviewee 2  
Et blandit non sit ac egestas risus non.

[Read More](#)



Interviewee 3  
Et blandit non sit ac egestas risus non.

[Read More](#)

How to DIY

### Spot Semiotic Concepts In Ads

#### Semiotic Concept 1

←  
Et blandit non sit ac egestas risus non.

Hendrerit vitae at nulla varius  
proin ipsum. Purus augue in morbi.

#### Semiotic Concept 2

Aliquam scelerisque posuere  
vivamus egestas porttitor.

Hendrerit vitae at nulla varius  
proin ipsum. Purus augue in morbi.

#### Semiotic Concept 3

Aliquam scelerisque posuere  
vivamus egestas porttitor.

Hendrerit vitae at nulla varius  
proin ipsum. Purus augue in morbi.

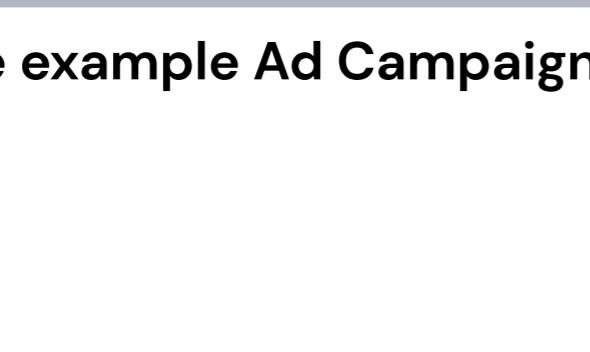
• • • •

Can you spot the Semiotic Concepts?

### See Semiotics In Today's Popular Ads

## Semiotic Concepts Within This Ad

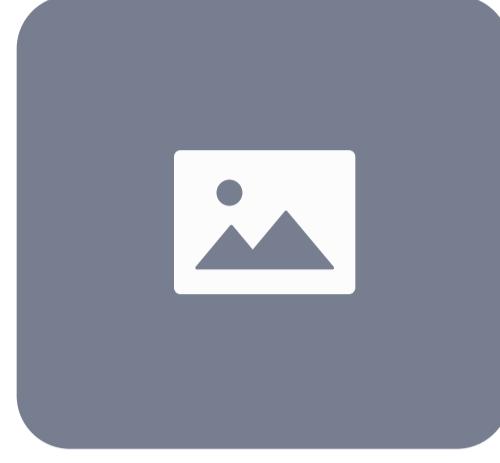
Et blandit non sit ac egestas risus non.



\*Linked Visual of the example Ad Campaign

• • • •

\*Banner Image



## Interviewee 1

\*Insert qualifications/job title of Interviewee

### Synopsis of Interview

**Interviewee 1 Synopsis**  
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### Notable Quotes

- “Lorem ipsum dolor sit amet, consectetur adipiscing elit”
- “sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam”
- “quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute”
- “irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.”

### What This Tells Us

**Interviewee 1 Summary**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

### Read The Next Interview



#### Interviewee 2

Et blandit non sit ac egestas risus non.

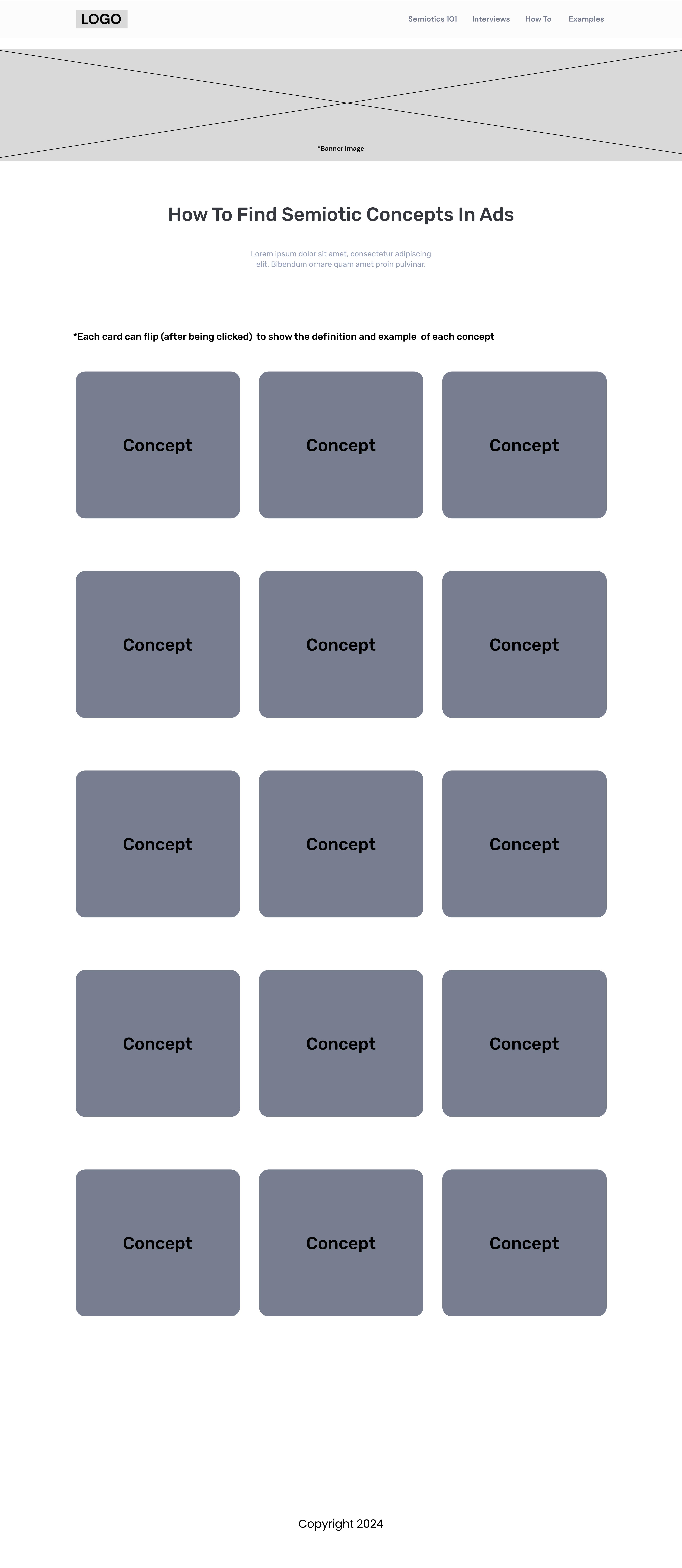
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#### Interviewee 2

Et blandit non sit ac egestas risus non.

[Read More](#)



\*Banner Image

## How To Find Semiotic Concepts In Ads

Placeholder text for the banner image.

\*Each card can flip (after being clicked) to show the definition and example of each concept

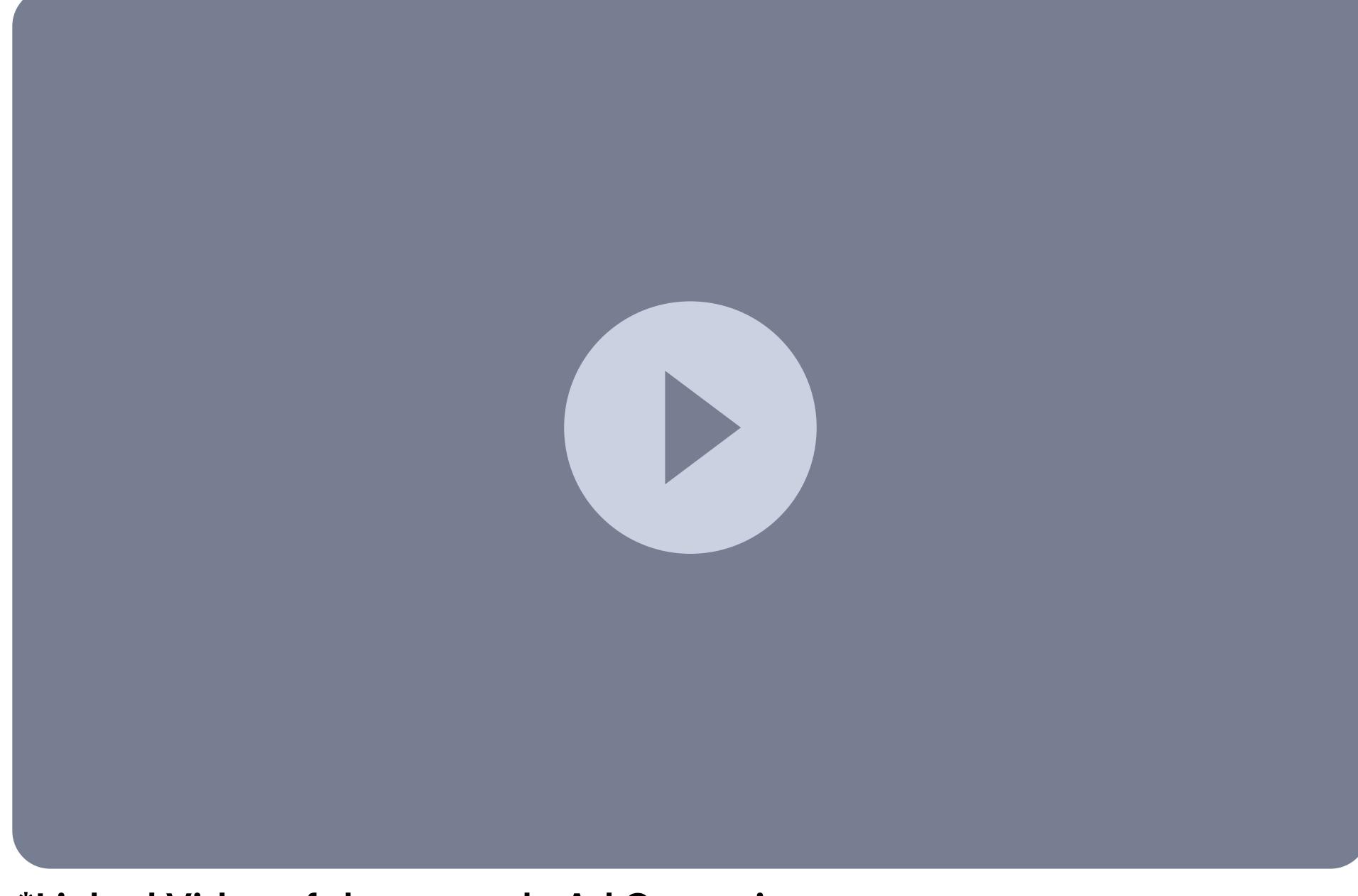
# Semiotic Concepts Seen in Ads Today

## Ad Example 1

\*Brief background of the Ad\*

Sed lectus amet, eu lacus viverra magna ullamcorper ultricies. Laoreet est molestie tellus, volutpat, vitae. Viverra vitae nunc molestie nec. Id orci tincidunt amet ullamcorper morbi mauris augue. Faucibus ornare tincidunt malesuada phasellus. Volutpat, est id tincidunt dolor eu. Enim dictum aenean ultrices pharetra lorem leo cursus. Mollis dui turpis sed.

## See the Ad:



\*Linked Video of the example Ad Campaign

## Semiotic Concepts Within the Ad:

### Concept Name: \*Long description for where concept is seen/used in the Ad above\*

Sed lectus amet, eu lacus viverra magna ullamcorper ultricies. Laoreet est molestie tellus, volutpat, vitae. Viverra vitae nunc molestie nec. Id orci tincidunt amet ullamcorper morbi mauris augue. Faucibus ornare tincidunt malesuada phasellus. Volutpat, est id tincidunt dolor eu. Enim dictum aenean ultrices pharetra lorem leo cursus. Mollis dui turpis sed.

### Concept Name: \*Long description for where concept is seen/used in the Ad above\*

Sed lectus amet, eu lacus viverra magna ullamcorper ultricies. Laoreet est molestie tellus, volutpat, vitae. Viverra vitae nunc molestie nec. Id orci tincidunt amet ullamcorper morbi mauris augue. Faucibus ornare tincidunt malesuada phasellus. Volutpat, est id tincidunt dolor eu. Enim dictum aenean ultrices pharetra lorem leo cursus. Mollis dui turpis sed.

### Concept Name: \*Long description for where concept is seen/used in the Ad above\*

Sed lectus amet, eu lacus viverra magna ullamcorper ultricies. Laoreet est molestie tellus, volutpat, vitae. Viverra vitae nunc molestie nec. Id orci tincidunt amet ullamcorper morbi mauris augue. Faucibus ornare tincidunt malesuada phasellus. Volutpat, est id tincidunt dolor eu. Enim dictum aenean ultrices pharetra lorem leo cursus. Mollis dui turpis sed.

### Concept Name: \*Long description for where concept is seen/used in the Ad above\*

Sed lectus amet, eu lacus viverra magna ullamcorper ultricies. Laoreet est molestie tellus, volutpat, vitae. Viverra vitae nunc molestie nec. Id orci tincidunt amet ullamcorper morbi mauris augue. Faucibus ornare tincidunt malesuada phasellus. Volutpat, est id tincidunt dolor eu. Enim dictum aenean ultrices pharetra lorem leo cursus. Mollis dui turpis sed.

### Concept Name: \*Long description for where concept is seen/used in the Ad above\*

Sed lectus amet, eu lacus viverra magna ullamcorper ultricies. Laoreet est molestie tellus, volutpat, vitae. Viverra vitae nunc molestie nec. Id orci tincidunt amet ullamcorper morbi mauris augue. Faucibus ornare tincidunt malesuada phasellus. Volutpat, est id tincidunt dolor eu. Enim dictum aenean ultrices pharetra lorem leo cursus. Mollis dui turpis sed.

### Concept Name: \*Long description for where concept is seen/used in the Ad above\*

Sed lectus amet, eu lacus viverra magna ullamcorper ultricies. Laoreet est molestie tellus, volutpat, vitae. Viverra vitae nunc molestie nec. Id orci tincidunt amet ullamcorper morbi mauris augue. Faucibus ornare tincidunt malesuada phasellus. Volutpat, est id tincidunt dolor eu. Enim dictum aenean ultrices pharetra lorem leo cursus. Mollis dui turpis sed.

## See Semiotics in Other Ads



### Ad Example 2

Brief Description of Ad

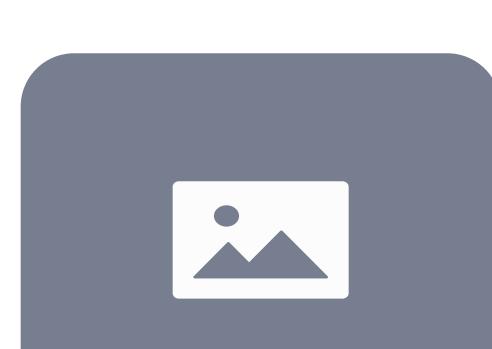
10 Oct 21, by \*Ad Agency\* [READ MORE](#)



### Ad Example 4

Brief Description of Ad

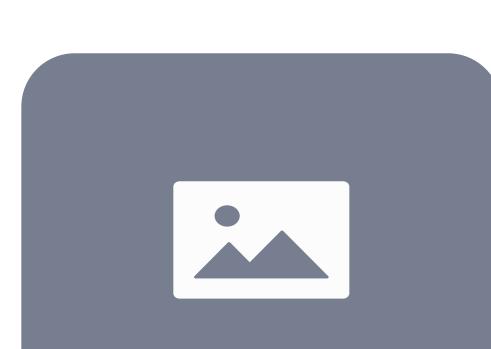
10 Oct 21, by \*Ad Agency\* [READ MORE](#)



### Ad Example 3

Brief Description of Ad

10 Oct 21, by \*Ad Agency\* [READ MORE](#)



### Ad Example 5

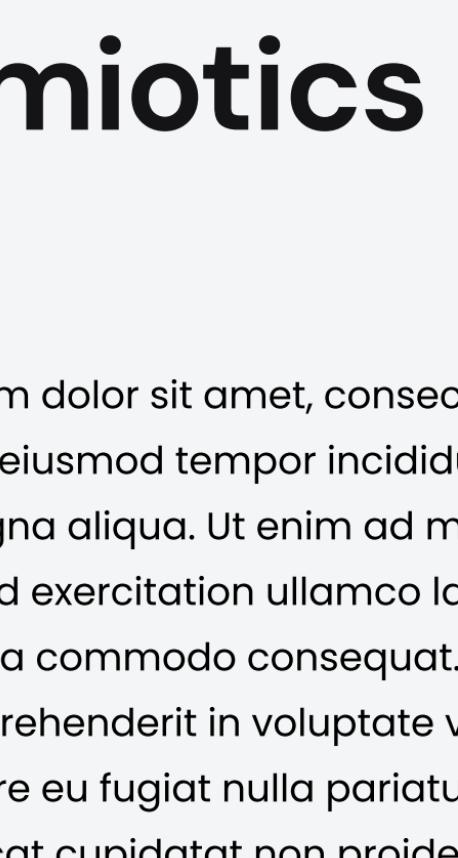
Brief Description of Ad

10 Oct 21, by \*Ad Agency\* [READ MORE](#)

# Advertising



Consectetur  
adipiscing elit. Sapien, est felis, sagittis vive  
nulla mattis scelerisque. Faet cras integer.



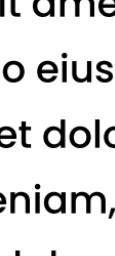
# t labore et dolore magna aliqua. Ut enim ad Research Interviews **What Experts/ Consumers Have to Say**

1

# See Semiotics in today's Popular A

# Semiotic Concepts Within This Ad

\*Banner Image



## Interviewee 1

\*Insert qualifications/job title of Interviewee

### Synopsis of Interview

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### Notable Quotes

- “Lore ipsum dolor sit amet, consectetur adipiscing elit”
- “sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam”
- “quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute”
- “irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.”

### What This Tells Us

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## Interviewee 2

Et blandit non sit ac egestas risus non.

[Read More](#)



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The slide features a large, semi-transparent gray rectangular overlay that covers the bottom half of the frame. At the bottom center of this gray area, the word "Concept" is printed in a large, bold, black serif font. The rest of the slide is white and contains text about cards and concepts.

d can flip (after being clicked) to show the  
and example of each concept

# Concept

← →

## Concept

1



1

# Concept



1



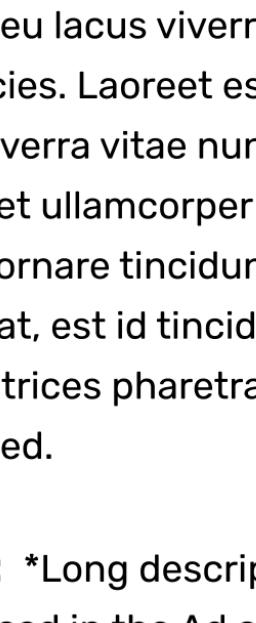
# Semiotic Concepts Seen in Ads Today

## Ad Example 1

\*Brief background of the Ad\*

Sed lectus amet, eu lacus viverra magna ullamcorper ultricies. Laoreet est molestie tellus, volutpat, vitae. Viverra vitae nunc molestie nec. Id orci tincidunt amet ullamcorper morbi mauris augue. Faucibus ornare tincidunt malesuada phasellus. Volutpat, est id tincidunt dolor eu. Enim dictum aenean ultrices pharetra lorem leo cursus. Mollis dui turpis sed.

### See the Ad:



\*Linked Video of the example Ad Campaign

### Semiotic Concepts Within the Ad:

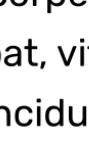
**Concept Name:** \*Long description for where concept is seen/used in the Ad above\*  
Sed lectus amet, eu lacus viverra magna ullamcorper ultricies. Laoreet est molestie tellus, volutpat, vitae. Viverra vitae nunc molestie nec. Id orci tincidunt amet ullamcorper morbi mauris augue. Faucibus ornare tincidunt malesuada phasellus. Volutpat, est id tincidunt dolor eu. Enim dictum aenean ultrices pharetra lorem leo cursus. Mollis dui turpis sed.

**Concept Name:** \*Long description for where concept is seen/used in the Ad above\*  
Sed lectus amet, eu lacus viverra magna ullamcorper ultricies. Laoreet est molestie tellus, volutpat, vitae. Viverra vitae nunc molestie nec. Id orci tincidunt amet ullamcorper morbi mauris augue. Faucibus ornare tincidunt malesuada phasellus. Volutpat, est id tincidunt dolor eu. Enim dictum aenean ultrices pharetra lorem leo cursus. Mollis dui turpis sed.

**Concept Name:** \*Long description for where concept is seen/used in the Ad above\*  
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**Concept Name:** \*Long description for where concept is seen/used in the Ad above\*  
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### See Semiotics in Other Ads



#### Ad Example 2

Brief Description of Ad

10 Oct 21, by \*Ad Agency\*

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LOGO



# Semiotics 101

## Interviews

## How To

## Examples

# Style Guide

## type

font families

Martel Sans

NanumGothic

NATS

font sizes

regular header regular body text regular alt text

medium medium

medium large large

**H2**

**H1**

## logo

## colors

 **#FF914D**

 **#FFAD7A**

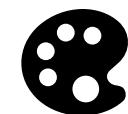
 **#ED925A**

 **#594336**

 **#FFFFFF**

 **#CCCCCC**

 **#FEBE19**

 **#000000**

 **#381313**

 **#FF5757**

 **#FF7878**

 **#1CA342**

 **#1D9EF0**

## icons



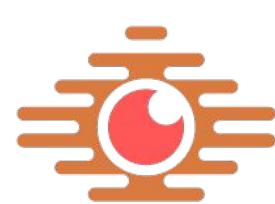












**Semiotics**

SEE THE SIGNS IN ADS