

AUDIENCE

The cartoony and bright colourful design pitches at a younger/less conservative audience. The use of a wide variety of skin tones and hair colours in the protesters also hints at the diversity of the targeted audience.

This ad was estimated to have been seen by 500k-600k people, primarily women between the ages of 18-24 ("GAS WILL FUDGE OUR FUTURE" Ad Details", 2021)

HEADING

A thick slab serif font is used in a contrasting colour. this contrast draws the eye and is a focal point in the design. The use of graphic wit with the play on words of "fudging" our future acts as a hook of sorts, creating interest, and encouraging the viewer to have a more detailed look at the piece.

PARLIMENT (POINT/SYMBOLISM)

This ad specifically uses the point of Parliament house. This is an extremely recognisable building, whose design was meant to be "an example of democracy where the people who visit the place are as important as the politicians within." - Richard Thorp architect. ("Australia Parliament House, Parliamentary Education Office", n.d.) In stark contrast to this design, where we see parliament house with a gas flame instead of the Australian flag, creating a clear statement about how gas lobbies and money has corrupted or impacted our democracy.

GOLDEN RATIO

This design makes strong use of the golden ratio, with a concentration of objects in the bottom left corner, becoming more dispersed with the curve of the ratio.

As Gyan Bahadur Thapa and Rena Thapa from Tribhuvan University, Kathmandu discuss in their 2018 paper (p.189), the golden ratio acts as a "formula for beauty", and is used all throughout art, architecture and beyond from pyramids in Egypt to the Mona Lisa. They suggest that the golden ratio "has some aesthetically appealing properties suggesting a sense of natural balance and visual harmony." (Thapa & Thapa, 2018, p. 199). I think this definitely applies in the context of this design. (See word doc for golden spiral overlaid on the design)

BLUE FLAME (SYMBOLISM)

The fire on top of parliament looks a bit like a candle and suggests that our democracy is "melting" or shrinking like a candle because of gas. This also expresses the time-sensitive nature of the issue. The blue flame is a common symbol used for natural gas (relating to the colour of flame that burning natural gas produces), and can be seen in the logos of natural gas companies around the world, one example being the ATCO gas logo. (see word doc)



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...

We are calling on our Government to stop funding gas this budget! Join us and our partners @418405098224592:350.org Australia] to send a message directly to our decision makers!



CONTEXT

This visual communication example is a collaboration between Ben & Jerry's and 350 Australia. It ran on facebook instagram as an ad from May 7th to May 11th 2021. The purposes of the campaign were...

- Encourage people to send a message to their MP's to oppose the governments plan to invest in natural gas as a means of economic recovery from the COVID pandemic
- Create a sense of Ben & Jerry's being an ethically and environmentally conscious charity in the public eye, encouraging consumers with similar values to choose Ben and Jerry's ice cream over other options when given the choice.
- Create greater brand awareness for Ben & Jerry's and for 350 Australia

TEXTURE & LAYERING

The background of the design is a photograph of a landscape, which contrasts in-depth and colour with the relatively flat and 2d illustrations of the sun, the protesters, the parliament and the smoke. In this case, I think this makes the design look a bit too busy, and the variation in texture looks messy and inconsistent, removing some of the strength to the focal point.

As a result of this choice, parliament house doesn't quite match up with the depth and angle of the background, and so doesn't look like it is situated on the ground naturally, and the light hitting the clouds does not line up with the cartoon sun. Both of these inconsistencies are jarring to the eye and detract from the effectiveness of the design

GRAPHIC WIT

The main title of the piece "GAS WILL FUDGE OUR FUTURE" not only makes a strong environmental statement, but the replacing of a profanity with "fudge" is effective twofold.

First, viewers may well initially misread the title to have a profanity, which would warrant more attention and second glance. That initial engagement is incredibly important.

Second, the specific reference to fudge, a common ingredient in ice cream and the ice creams the protesters in the image link back to the Ben and Jerry's as a brand. People may think that they have stumbled across a different company also called Ben and Jerry's that focuses on the environment without these bridges back to their brand identity.

FRAMING

There is a second framing, in the form of the bottom rectangle in the design, which reads "Send a message to our MPs. TAKE ACTION NOW". As much as the wording of this creates urgency and encourages action, the inner framing of "TAKE ACTION NOW" looks like a button, but cannot be pressed. Instead, the "Sign Up" button that leads to the ben and jerry website, where you can compose an email to be sent to Scott Morrison and other select members of parliament about your annoyance with millions of taxpayer dollars being spent on natural gas investments.

In our social media led world, attention spans are short, and even the inconvenience of trying to press the wrong part of the post might be enough to keep someone scrolling, instead of engaging further. I think that emphasising this text through colour instead would prevent this miscommunication.

COLOUR

We see the contrast of the warm and bright green of the grass, yellow of the sun and blue of the sky with the dark cool grey of the smoke cloud appearing above the landscape. This contrast makes the cloud look sinister and dirty, reinforcing the message of the piece about the harms of natural gas.