

PARÁMETROS DE RENDIMIENTO

Profesor: Jorge León

PARÁMETROS DE RENDIMIENTO

Calidad gráfica genérica	Compatibilidad semántica	Vocatividad
Compatibilidad estilística	Suficiencia	Singularidad
Corrección tipológica	Declinabilidad	Pregnancia
Vigencia	Reproducibilidad	Inteligibilidad
Versatilidad	Legibilidad	Valor acumulado

9. DEFINIR LA ESTRATEGIA: 15 PARÁMETROS DE RENDIMIENTO

k. ¿Cuánto debe llamar la atención la marca de mi cliente?

Parámetro: Vocatividad.

- Ese parámetro se refiere a la estridencia gráfica necesaria, al volumen visual de la marca.
- Es la intensidad que hace una marca “salte a la vista” o permanezca “silenciosa”.

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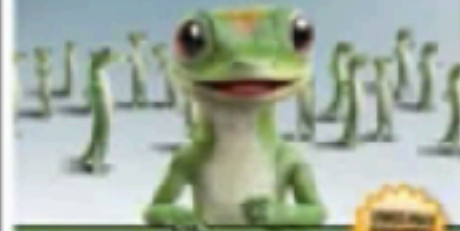


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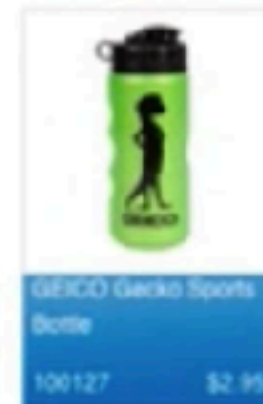
GEICO Aluminum Water Bottle

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GEICO Ventura Travel Mug

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GEICO Gecko Sports Bottle

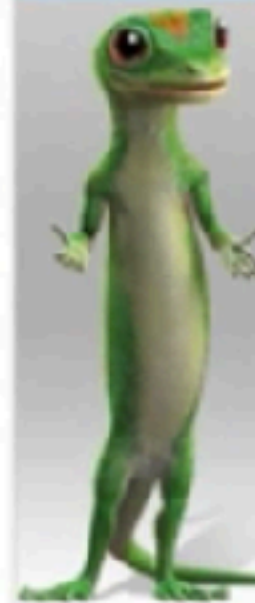
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9. DEFINIR LA ESTRATEGIA: 15 PARÁMETROS DE RENDIMIENTO

- Llamar la atención en su punto justo, implica tener presente las necesidades de comunicación, y los límites que impone la identidad del emisor.

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