

Spacemakers Closets, for Men

Redesign of an Advertisement for a Male Audience

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The Original Spacemakers Advertisement

Spacemakers of Atlanta is a Georgia-based custom closet design and installation company in Marietta, Ga. Operating for over 25 years in the southeast, the company has designed and installed thousands of custom bedroom closets, garages, pantries, and other storage spaces.

Earlier this year, Spacemakers featured an advertisement in the Jan/Feb 2017 issue of *The Atlantan* print magazine, published by the Modern Luxury company. *The Atlantan* is a high-end publication providing readers with behind-the-scenes insight into the people, products, services and destinations that define the Atlanta luxury lifestyle. The advertisement, pictured left, is a full page spread from this issue, sandwiched between a review of locally sourced \$400 beauty cream and an article covering a feminist Christian Dior fashion show.

From the publication and surrounding articles alone, it is clear that this advertisement is intended for women with high end tastes and an income to match. The design elements and content of the ad only enforce this claim. The main image exemplifying the company's design portfolio shows a spacious closet with pure white cabinetry, featuring a wall of colorful designer heels. The white cabinets and white space in the ad accentuate the vibrant array of colors seen in the woman's wardrobe. The white color also gives the impression of an elegant, clean design.

The advertisement makes use of text to elicit calm, peaceful imagery suggesting that new custom cabinets from Spacemakers would relieve the customer of her stress and hassle. The typography of the text is clean, clearly readable, and colored in soft browns and blues. While the font-style and colors used in this context are relatively gender neutral, used in this context they reinforce a narrative that appeals to the female audience: more time, more space, and more sense.

This trifecta of time, space, and sense/peace is repeated in the advertisement. If we consider the type of customer this advertisement makes its appeal to, this makes perfect sense. Imagine Monica, a woman in her late thirties who has climbed her way through the ranks of one of Atlanta's resident Fortune 500 companies through grit and perseverance. For Monica, making it to the top of the food chain was hard; staying there is



harder. Her lifestyle is characterized by back-to-back meetings and overwhelming responsibility. She is under constant pressure to be the best and look the best.

Imagine Monica arriving early for yet another vital meeting. For a few moments, sinking into the leather sofas of an office waiting room, she has some time to catch her breath. Picking up an issue of *The Atlantan* from the glass coffee table, she opens it up to the full page spread of the Spacemakers advertisement. The promises of more time, more space, and more peace instantly appeal to her desire for reprieve from her hectic lifestyle. The sleek, white cabinetry and marble countertops resonate with her simple, but elegant tastes. Her eye is drawn to the bolded phone number and email information, featured right in the center of in the ad's main text section. She pulls out her smartphone and takes a quick picture of that bottom left text before getting up for her meeting, saving for later all the most important information from the ad.

Now consider Maxwell. All variables except gender are the same: a member of upper management at a top notch company in his late thirties, with an exceedingly demanding schedule and the disposable income to show for it. However, when he picks up that magazine at the office, he takes one glance at advertisement and flips the page. Why?


Ignoring the influence of the nearby advertisements for cosmetics and designer bags, this specific Spacemakers advertisement does not speak to Maxwell. Surely he can relate to wanting less stress and hassle in his life, but what appeals to him most is the sense of accomplishment and symbol of status that a luxury closet entails. As a man, he is also more interested in the facts. How long has Spacemakers been in business? What is provided in the design and installation package? How credible is this company? With Monica, Spacemakers needed to sell the idea of a new custom designed closet. With Maxwell, Spacemakers needs to sell Spacemakers.

The Redesign

With the needs of Maxwell and a general male audience in mind, I have redesigned the original Spacemakers advertisement. The redesign, pictured left, features numerous changes to the images, color scheme, text, and arrangement.

The most obvious change is the different picture. Instead of sparkling white cabinets filled with colorful heels, we see dark wooden drawers and racks filled with pressed suits and loafers. The image now tells a story of a wealthy professional's wardrobe, where a man keeps his clothes wrinkle free in style. Any male customer can now visualize himself using and relishing this space.

To match the image, the background color of the advertisement is changed from white to black (rather, a very dark brown sampled from the image, for color coordination). The color black in most design patterns can be associated with power, elegance, and



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formality. For readability, the brown text from the original advertisement is changed to white. This color combination of white text on black background gives the design an edgier feel.

The redesign sought to satisfy the need for data by changing the main text to include facts taken from the spacemakers.com website. The main heading, “25 years, thousands of custom designed and installed professional organization solutions” provides clear numbers that give credibility to the business at a glance. Further down is a list of what the customer can expect when working with Spacemakers on a new project. The contact information and logo are still prominent, featured near the bottom of the page. The previous version’s focus on the family-owned nature of the company was condensed down to one line, “family owned and locally operated”, in order to conserve space and maintain the integrity of the elements’ arrangement.

Several key changes to arrangement were made to suit the focus on the company facts. First, the image was moved to the top border of the page to make more space in the bottom for information. This also allows for a separation of concerns and compartmentalization of the information; all information on the closet’s appeal as an idea can be found at the top, all company information is at the bottom. Another important change to the arrangement was to left align the header and list of facts. Left alignment better suits this information for readability and presents the information like a document. In contrast, the contact information, logo, and showroom address are center-aligned at the bottom of the page. This was done in order to draw attention to the contact information once the customer finishes reading the facts. The gestalt principle that elements with a point of interest, emphasis or difference will capture and hold the viewer’s attention suggests that the change in alignment will not only draw the reader’s eye but maintain their focus.