

Gao Guchuan, Krotova T. F.

Kyiv National University of Technologies and Design

**PRINCIPLES OF ADVERTISING DESIGN
IN PROMOTING THE COMPANY'S PRODUCTS**

Abstract. *In the business cluster model, advertising design is particularly important. The advertising design in this mode has the following significant characteristics: advertising needs to form strong associations with other brands and business activities within the cluster to highlight synergies across the cluster. To stand out among many brands, advertising design needs to show uniqueness and innovation to attract consumers' attention.*

Keywords: *Business Cluster Model, Advertising, Following Significant Characteristics, Consumers' attention, Brands.*

Гао Гучуань, магістр, Кротова Т.Ф., к.т.н., доц.

Київський національний університет технологій та дизайну

**ПРИНЦИПИ РЕКЛАМНОГО ДИЗАЙНУ
В ПРОСУВАННІ ПРОДУКЦІЇ КОМПАНІЇ**

Анотація. *У моделі бізнес-кластеру рекламний дизайн набуває особливого значення. Рекламний дизайн має такі важливі характеристики: реклама повинна формувати сильні асоціації з брендами та видами діяльності в межах кластера, щоб підкреслити синергію. Для того, щоб виділитися серед багатьох брендів та привернути увагу споживачів, рекламний дизайн повинен демонструвати унікальність та інноваційність.*

Ключові слова: *модель бізнес-кластеру, реклама, наступні суттєві характеристики, увага споживачів, бренди.*

Introduction. In the unique economic model of business clusters, advertising design plays a crucial role. It not only needs to accurately convey the information of individual brands, but also needs to skillfully integrate the features of the business cluster to achieve synergy among brands and attract and retain customers together. The following will deeply explore the advertising design strategies in the business cluster model from the perspectives of advertising positioning and objectives, business cluster feature exploration, visual element design, content strategy planning, media selection and layout, interactive experience design, and effect evaluation and optimization.

Design the meaning of business and brand advertising, it is not only to promote products or services, but also to build brand image, build brand value, build brand loyalty, and promote market growth and sustainable development of the key means. Advertising is an important shaper of brand image. Through advertising, companies are able to convey their unique brand personality, values and cultural connotations, thus forming a distinct and lasting brand image in the minds of consumers. This image helps the brand stand out among many competitors and become the first choice for consumers when choosing. Advertising can widely spread brand information, increase brand exposure in the target market, and thus improve brand awareness and recognition

Objective: the aim of the study is to analyse the principles of advertising design in the development of advertising media in order to promote brand products on the examples of Chinese and global companies.

Research results. Designers are constantly exploring innovative forms of expression of traditional elements to make them more in line with the aesthetic needs of contemporary people. For example, Zhang Xiaoxuan believes in a Study on Tianjin Old Brand Advertising Design from the Perspective of Semiotics that Tianjin old brand advertising design is a mirror of

Tianjin's economic and cultural development, a carrier to reflect the spirit and culture of Tianjin, and an important means to promote the image of Tianjin. Under the new economic situation, if we want to revitalize the old brand advertising design in Tianjin, we must explore the humanistic feelings contained in the advertising design on the basis of its original cultural background and characteristics. The humanistic feelings contained in the advertising design of Tianjin old brands are interpreted from the perspective of semiotics, so that the advertising design can not only inherit the history and culture but also reveal the humanistic feelings, so as to realize the two-way interaction between economy and culture [1].

In Research on the Application of Shanghai Cultural Elements in Commercial Advertising Design, Chen Ali extracts visual symbols of Shanghai cultural elements and designs a series of advertising design works on the basis of market research, which meets the special aesthetic and psychological needs of consumers and can help enterprises improve economic and social benefits. It has certain significance for expanding modern commercial advertising design thinking [8]. In the Application of Chinese Painting Elements in Food Advertising Design, Jiao Xiaohui takes the application of traditional Chinese cultural elements in brand design as the research content, conducts in-depth discussion through the analysis of relevant brand design examples, and completes the application of traditional Chinese culture in brand design [2]. Liu Xiaolei, in the Application and Research of the Localization Characteristics of Billboard Advertising in Brands, explained that billboard advertising is based on the dialysis of local culture, the observation of people's lifestyle, and the particularity of the era, which still ensures the uniqueness of local advertising. Liu Xiaolei believes that advertising localization is not unexpectedly old-fashioned, rigid, and conformist, but on the basis of popular integration with local culture. At present, domestic brands should apply the localization characteristics of monthly brand advertising from a new perspective, combine the characteristics of The Times, and keep pace with The Times to control the direction of brand advertising design [3].

Let's analyse some examples of advertising design in China and in the global context. Lele tea brand national style design advertisement shows its unique brand image and cultural positioning. The ads feature traditional Chinese colors such as red, gold and cyan, which have auspicious and festive symbolism in Chinese culture. It integrates the elements of ancient figures and traditional landscape paintings, creating a strong classical atmosphere and reflecting the characteristics of the brand's national style (Fig. 1).

Moreover, the advertisement clearly introduces the names and characteristics of the two products, namely "Chunxu Longjing Sanduan Xiang" and "Tao Tao Oolong 2.0", emphasizing the unique flavor and innovation of the products, and the text at the bottom of the "happy tea ingenuity research" conveys the core value of the brand, which is committed to providing consumers with high-quality and creative tea drinking experience.

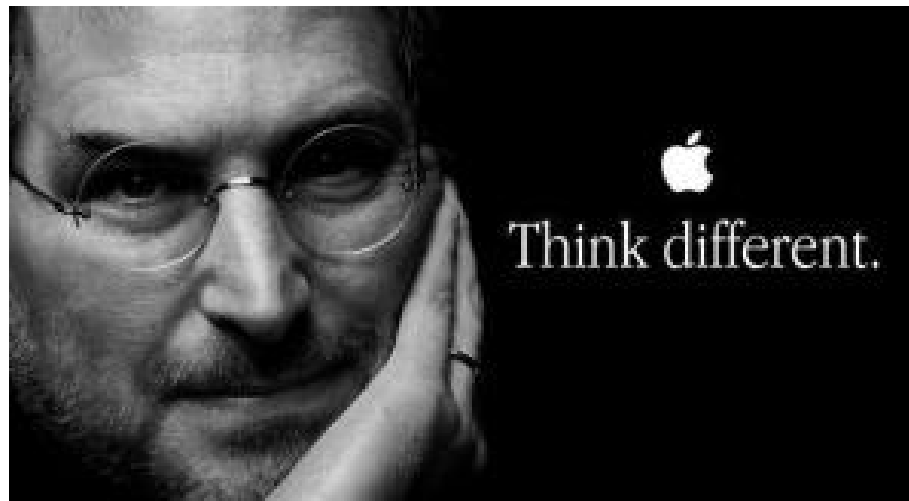
By combining traditional culture with modern drinks, Lele Tea has succeeded in attracting the attention of its target consumers and stimulating their interest and sense of identity with Chinese culture. This unique national style design makes Lele tea stand out among many tea brands, forming a distinct brand image and market positioning. In general, Lele Tea's national style design advertisement not only impresses people visually, but also establishes an emotional connection with consumers and successfully transmits the brand's values and product characteristics.

Apple and Tesla, as two major technology giants, have their own unique performance and strategies in terms of brand advertising benefits. The following is a detailed analysis of the advertising benefits of both brands.



Source: [9].

Fig. 1. Lele tea brand national style design advertising



Source: [10].

Fig. 2. Apple brand advertising design

Apple brand advertising benefits (Fig. 2):

1. *Advertising strategy and creativity.* Apple 's advertising strategy focuses on simplicity, high-end and humanistic care, and communicates the brand concept through minimalist advertising copy and creative content. For example, the "1984 " advertisement, "Think Different" series of advertisements, etc., have won wide attention and praise with profound creativity and unique visual effects. Apple is also adept at using social media and

digital channels for precision marketing, enhancing user engagement and brand exposure through hashtag campaigns, executive social media interactions, and more.

2. *Advertising benefits and revenue.* Apple 's advertising business has grown rapidly in recent years, especially as it has invested heavily in streaming and advertising. According to analysts forecasts, Apple 's advertising business could bring in billions of dollars in additional annual revenue by 2027. Apple 's ads, which come in a variety of formats, including ads on the "Today" page and "You Might also like " ads that suggest other apps, provide a new front for advertisers and generate significant revenue for Apple.

3. *Brand influence.* Apple 's brand has a high level of awareness and reputation around the world, and its advertising plays an important role in shaping the brand image and promoting brand identity. Through continuous product innovation and superior user experience, Apple continues to consolidate its leadership position in the technology industry and further enhance the effectiveness of brand advertising.

Tesla brand advertising benefits (Fig. 3):

1. *Advertising strategy and transformation.* Tesla has long relied on word of mouth and Musk's own social media presence for marketing, with minimal advertising costs. However, in recent years, Tesla has also gradually increased its advertising spending, especially in the context of the rapid growth of the electric car market. Tesla 's advertising strategy focuses on the display of high performance, environmental protection and technological sense, and is communicated through various channels such as TV ads, online ads and outdoor ads.

2. *Advertising efficiency and market performance.* Tesla 's advertising strategy has increased brand awareness and market share to a certain extent. Especially in some key markets, such as the Chinese market, Tesla has successfully attracted a large number of consumers through advertising. Although Tesla 's advertising costs are still low relative to traditional automakers, its advertising benefits are significant. Tesla 's electric vehicle sales continue to grow and its market position continues to strengthen.

3. *Special advertising cases.* Some of Tesla 's special advertising cases have also attracted wide attention. For example, Cybertruck's stunning demonstration of towing a Porsche 911 raised some eyebrows, but also managed to attract a lot of eyeballs and attention. This innovative advertising approach, while controversial, has also had a positive effect on Tesla 's brand.



Source: [11].

Fig. 3. An advertisement for the Tesla Sebo truck

The influence of commercial advertising on Huawei is far-reaching and multi – faceted, mainly reflected in the following aspects (Fig. 4):

1. *Brand image building and improvement.* High-end, fashion and technology brand image: Huawei not only shows its new products, but also conveys the brand's high-end, fashion and technology image by placing huge billboards in several international cities around the world. For example, on the billboards of Charles de Gaulle Airport in Paris and RIU building in Berlin, Germany, Huawei showed its brand concept of wearable devices and PC tablets respectively, which not only enhanced the brand's awareness, but also strengthened the brand's high-end positioning in the minds of consumers.

2. *Product promotion and sales promotion.* New product exposure and traffic aggregation: Huawei takes advertising as a strong means of new product exposure, and through the global multi-point advertising strategy, new products can be quickly understood by global consumers. This large-scale exposure not only improves the visibility of the product, but also attracts the attention of a large number of potential users.

3. *Accelerated internationalization.* Global market layout: By advertising in multiple markets around the world, Huawei has not only enhanced its brand awareness in these regions, but also accelerated its internationalization process. These advertising strategies allow Huawei to connect with more consumers globally, thereby expanding its global market share.



Source: [12].

Fig. 4. Huawei new product release advertisement

Conclusions. To sum up, Apple and Tesla each have their own unique features in terms of brand advertising effectiveness. Apple has won wide recognition and praise through its simple, high-end and humanistic advertising strategy and precise digital marketing means. Tesla, on the other hand, has increased its brand awareness and market share by gradually increasing its advertising investment, focusing on high- performance and environmentally friendly technological display, and innovative advertising methods. Both have achieved remarkable results in terms of brand advertising benefits. Brand advertising is an important means of brand building and communication. In a rapidly changing market environment, brands

need to constantly innovate and optimize advertising strategies and content to better meet consumer needs and expectations and achieve sustained brand development and prosperity.

References

1. Xiaoxuan, Z. (2023). Research on Tianjin Old Brand Advertising Design from the perspective of Semiotics (Master Dissertation, Tianjin Academy of Fine Arts). URL: <https://link.cnki.net/doi/10.27361/d.cnki.gtmsy.2023.000032doi:10.27361/d.cnki.gtmsy.2023.000032>.
2. Xiaohui, J. (2020). Application of Chinese painting elements in food advertising design. *Food Research and Development*, (15). 235 p.
3. Xiaolei, L. (2020). Application and research of the localization Characteristics of Monthly brand Advertising in Brands (Master degree thesis, Tianjin Academy of Fine Arts). URL: <https://link.cnki.net/doi/10.27361/d.cnki.gtmsy.2020.000052doi:10.27361/d.cnki.gtmsy.2020.000052>.
4. Wang, N. (2021). Visual communication measures in advertising creative design. *Art Appreciation*, 12: 72–73.
5. Hui, L., Qing, L., Yi, L., Xia, H., Chengyu, J. (2020). The expression of artistic synaesthesia in the creative design of print advertising. *Grand View of Art*, 24: 54–55.
6. Zhihui, L. (2020). Research on the artistic expression of graphic creativity in advertising design. *Tomorrow's Style*, 10: 50–51.
7. Yuqing, Z. (2020). Research on the application of creative design in advertising. *Literature of Fine Arts*, 04: 137–138.
8. Yiman, B. (2019). Humanization of advertising Design in the New media Era. *Tomorrow's Style*, 18: 10–12.
9. 清明时节 · 不少老字号推出“祭祖套餐”方便市民购买. URL: https://news.dayoo.com/guangzhou/202404/03/139995_54651617.htm.
10. Чому Стів Джобс назвав своєю компанію на честь фрукта: цікаві факти. URL: <https://uainfo.org/blognews/1513248054-chomu-stiv-dzhobs-nazvav-svoyu-kompaniyu-na-chest-frukta-tsikavi.html>.
11. Tesla Cybertruck Ad. URL: <https://electricmitten.com/news/2020/3/13/tesla-cybertruck-ad>.
12. Mate x campaign design & Film. URL: <https://www.behance.net/gallery/88335379/MATE-X-CAMPAIGN-DESIGN-FILM>.