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## HOW TO MAKE SOCIAL ADVERTISEMENT EFFECTIVE

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The purpose of this work is to analyze the peculiarities of creating and placing commercials in social networks on the example of advertising for applicants. It is necessary to take the interests and needs of the target audience into account.

Any commercial, one way or another, is designed to promote products, ideas, people. Each frame is a small step towards the trust of the audience. Realizing this, it is necessary to accurately and clearly define the message that will be imported in the advertising video. The thoughtful concept is the most important element for a successful outcome.

Who is your target audience? What thoughts and motivations you want to cause? How do you convince them to trust you? It is necessary to answer these main questions at the very beginning of work on an advertising project.

The storyboard is something without which it is difficult to make a decent advertising clip. Before you ask yourself new questions, you should think about how exactly you want to convey, to present your idea. It is necessary to indicate what and when you will say, who will be in the frame, what frames you need and what props you will need. After brainstorming, you need to write down and sketch your concept in detail.

Before doing the storyboard, it is worth, at least approximately, to decide on the timing. Of course, everyone is free to choose one that fits the idea, but there are still bounds and some standards. One of these "unwritten standards" is the thesis that the timing of advertising material should not be shorter than 30 seconds. There are studies that have shown that making a video for less than 20 seconds is meaningless since it takes at least 6–8 seconds to fill the "sensory storage", and at least 16 seconds to transfer information to the long-term memory. However, it all depends on the advertising usage function, the playback context, and the platform [1].

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Bright representative of the modern platforms — Instagram. Excellent solution for advertising, but the special restrictions of the platform will not allow you to upload a video longer than a minute.

Another “favorable environment” for video advertising is YouTube. Restrictions on timing are completely absent, but it is worth considering how long you can keep the attention of a young audience because a greater percentage of viewers of video hosting are children from 12 to 17 years old. What emotions are inherent in this target audience? How do they change depending on the situation? What feelings should the audience have while watching the advertisement? What can attract its attention? All this information must be taken into account not only in the development of the video but also in the process of its promotion. Emotions are an integral part of our life. They determine our mood, ability to perceive and remember information, readiness for action. Emotional experiences while watching ads contribute to remembering the message. The main goal of emotions in advertising is to induce the target audience to action. It is always necessary to keep in mind one of the most important theses — the first seconds are the most important. They determine whether the Internet user will watch the video to the end. If the viewer is fascinated by the video, he will watch it to till the end, despite the timing. Content plays the most important role here. It's necessary to remember that there are only 3-5 seconds to interest the viewer. However, do not forget about the finale. The last seconds of the commercial should bring targeted information to the viewer. The main message, the call to action — something which the video was created for. The competent finale is a considerable part of the success of advertising. After writing the script, you must decide who exactly will be in the frame. If the concept of the movie suggests the presence of “actors”, then it is necessary to choose those who look confident and calm. If you plan to voice accompaniment, then you need to pick a person with good pronunciation. When dubbing what is happening on the screen, in any case, can not be in a hurry. Pleasant voice and moderate speed make a good impression. Background music is a small but rather important detail. While choosing music for a video you need to think about what the main idea you want to convey to the target audience, taking into account its features of perception. Properly selected music can be a great addition to the video and have a significant impact on the viewer [1].

Color and video. Sunny, promising yellow. Introspective turquoise. Spectacular, furious red. When you see a color on the screen, it is no accident — filmmakers carefully compose each frame and make color decisions that affect the experience of your watching. The following ones are researchable methods that use color as a narrative deepening tool.

Color simplifies complex stories. We think of early films as black and white, but the color was around from the very beginning — it gave authenticity to the films of the 1890s and made many works look fantastic. Barbara Flueckiger, film professor of at the University of Zurich, has created a timeline of the processes used to color the film over time. According to some estimates, up to 80 percent of early films featured color. It became clear that different tones can help viewers follow stories that drastically moved between various characters and locations. For example, it was possible to give each storyline a unique tint to show that they occurred at different

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time periods. Such a reception is perfect for social advertising, where you need to tell several stories at once, in a short period of time. Based on the framework of high-quality advertising in one to two minutes, a change in special color schemes and shades will allow to immerse the viewer in various plot situations on the timeline, without specifying details.

Color makes viewers feel. Lighting and color are the foundation of emotions. Dull and gray colors convey a feeling of depression. Varieties of purple symbolize mystery, give the picture futurism. For example, for each movie, Pixar creates a “color script” that displays tints for all the scenes to fit into the massive storyline. The main goal: to make key moments seem bright to people or, on the contrary, gloomy. It is very important to make a rich visual narration — especially when there is no dialogue. It is necessary for the audience to understand in what kind of situation the hero is or what atmosphere reigns at the moment. To achieve such results, you need to limit the color palette. Selected colors enhance the impression of the most important scenes. Considering popular advertising materials in the social sphere, it is noticeable that a large number of commercials are not filled with oral narratives or dialogues. The main tools for transmitting information is a color palette, which is often limited to colors that are strictly suitable for a particular storyline.

Color shows the development of the character, the situation. For a more impressive picture, you need to bend the tints and saturate the colors to improve visual perception. Also, a profitable solution can be the separation of color characteristics into several stages to show the evolution of the hero and location. This is often used in social videos when it is necessary to show a significant difference between the two images, which appeared as a result of defining events.

Color conveys film ideas. Film director Lewis Bond explores how colors reveal the meaning of a film. “When color repeats, it’s related to the persistence of the idea,” he said. “When color changes, it shows that the concept has also changed.” For example, color can become increasingly common and eerie, right before the film ends, to show an obsession with a particular idea. Another example: the color is present everywhere — at first the shades are warm and bright, but later, over time, they become icy and pale. In this case, we can say that we are watching a visual demonstration of the disappearance of tenderness, pleasant feelings. Adding a bright, sharp color to serious scenes informs about those moments when the hero breaks away from reality.

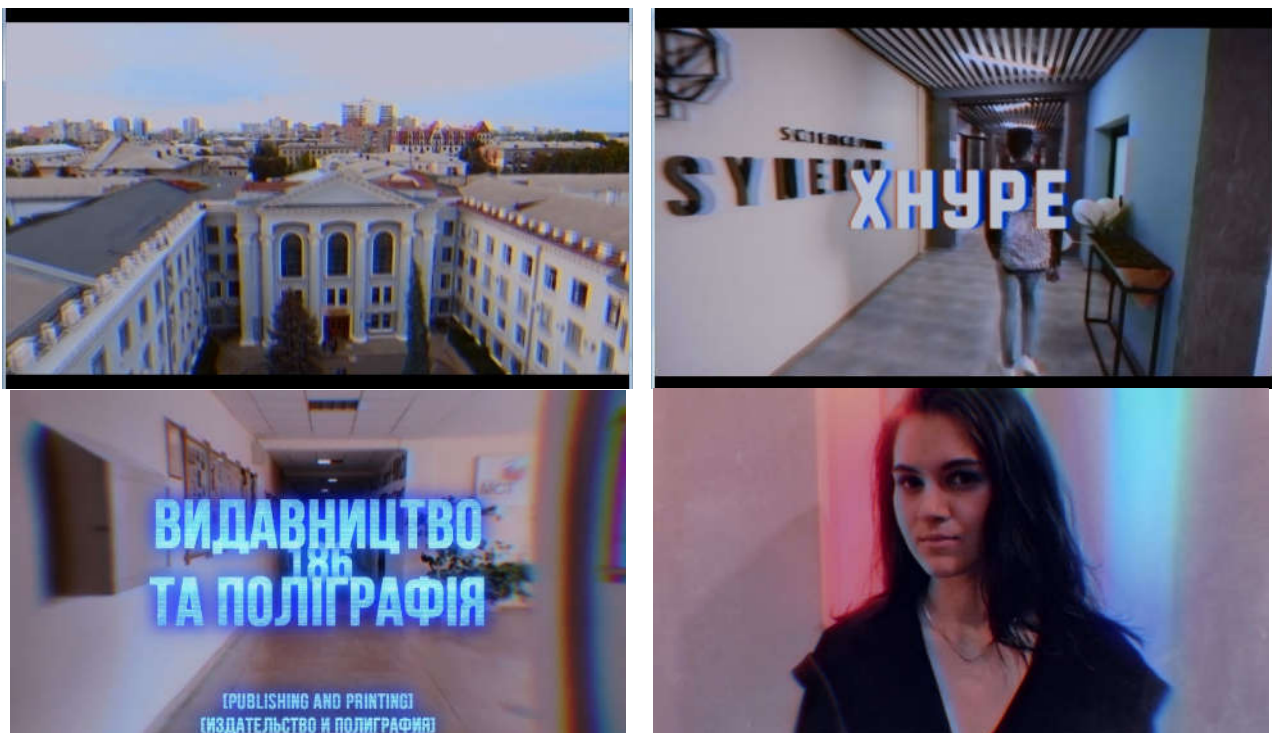
Thus, we can conclude that color is the main tool for creating a great footage. Whether it's a full-length film or a short social advertisement, it is always necessary to correctly limit the color palette based on the audience which the material is intended for. Also, despite the fact that color helps advance the story of the film, color should do it without attracting too much attention. The best result will be the moment when everything works out on a subconscious level [2].

As a rule, well-filmed material does not require the use of many special effects. Transitions such as fading, rushing or shifting an image can be a good way to connect two clips, but you need to be careful with this because an excessive number of transitions can negatively affect the viewer’s perception of visual information.

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After montage and completion of the work, it is desirable to show the finished video not only to customers (in our case, teachers) but to someone from the target audience (schoolchildren or first-year students). The comments will help to determine how effective a video and has turned out or what changes need to be made to increase interest. After long work on the material is usually difficult to look at it objectively, so the opinion of other people can be very useful.

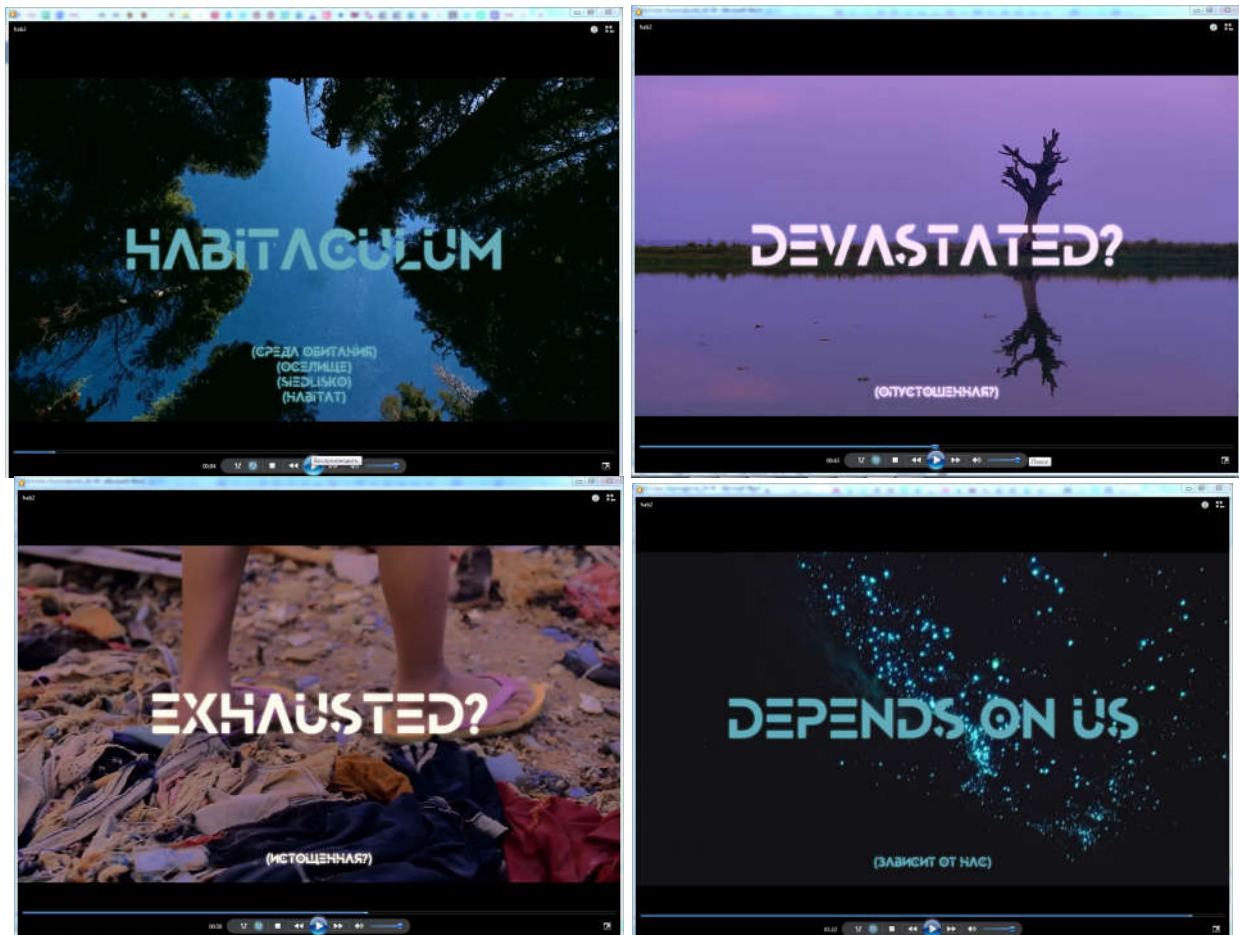
Another rule. Do not try to shoot a similar clip. Do not be afraid of experiments or any innovations. Here the non-standard approach will be the most advantageous. To attract attention, you need a creative, eye-catching and memorable advertisement. This is confirmed by the analysis of the target audience, which has been regularly conducted since 2010 [3]. Presently the most effective is advertising on the Internet, in particular, social networks. It is focused on youth, can be presented in an accessible and understandable form. Advertising videos developed for the Department of Media Systems and Technology (MST) of Kharkov National University of Radio Electronics confirm it. Popular vhs effects, chromatic aberration and color manipulation are used in these videos. In addition, the information is presented in the form of multilingual dynamic captions, which help to avoid problems with the perception of information by different people and allows to show a lot of information in a short period of time. These videos are actively used at various presentation events (open days, exhibitions, advertising on social networks, etc.) and always attract the attention of a target audience. Examples of video frames are shown in Figure 1.



**Figure 1 – Examples of video advertising frames of the MST Department and KNURE**

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Such technology can be recommended as a typical for the design and production of short promotional videos for social networks. Same technology was also used to develop a video-brief for the international exhibition of student works "HABITACULUM", which was held as part of the International scientific-technical conference "Print, Multimedia & Web" (PMW 2019) and "JORNADAS DIGITALES: CAMBIANDO COORDENADAS". Examples of video-brief are shown in Figure 2.



**Figure 2 – Examples of video footage of an international exhibition**

Modern possibilities of video production, computer graphics, and animation are multifaceted. Techniques of shooting, techniques, principles, interesting findings, installation, sound solution, style — all these are the main points that determine the success of an advertising product. It is important to have an idea about the realization possibilities of the idea. The specifics of the shooting process and further work with the material is almost the most important process in creating a clip. The right choice about technology will help to accurately transfer the idea to the screen and to achieve the numerous responses from the target audience.

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