

**Matthew Stiel**  
**VISUAL METAPHOR PROCESS BOOK**

# VISUAL METAPHORS

## Assignment #4: Visual Metaphors

The goal of this assignment is to get you to visualize imagery that is not literal but still communicates the brand's benefit.

### PART ONE

Make a list of ten objects that can stand for other things. For example, a theater stage can represent the world; a cactus can represent rough, dry skin. Present these examples in a creative way.

From the subjects you chose write a sentence for each that includes a metaphor or a simile about love, for example, "My love for you is like a volcano." Typeset it big on 11" X 8.5."

Research online car shopping, online job searching or online investing services. Choose one and determine either a functional or emotional benefit.

### PART TWO

Develop multiple advertising concepts (thumbnails) for one of the above services that utilizes a visual metaphor to express the ad idea, for example, two cherries that are joined together as one, or things that go together like spaghetti and meatballs.

Create a full-color print ad for a consumer magazine, including the visual and the sign-off (which includes a product shot or logo).

**Final Comp Size: 8 1/2" x 11" magazine print ad**

## PROJECT BRIEF

# TRADEKING™

**FEATURE:** Real Representatives

**FUNCTIONAL BENEFIT:** Personal Connection *(No encounters with complicated phone menus or endless hold times, but a team of knowledgeable brokers who are eager to help you get the most from your trading experience.)*

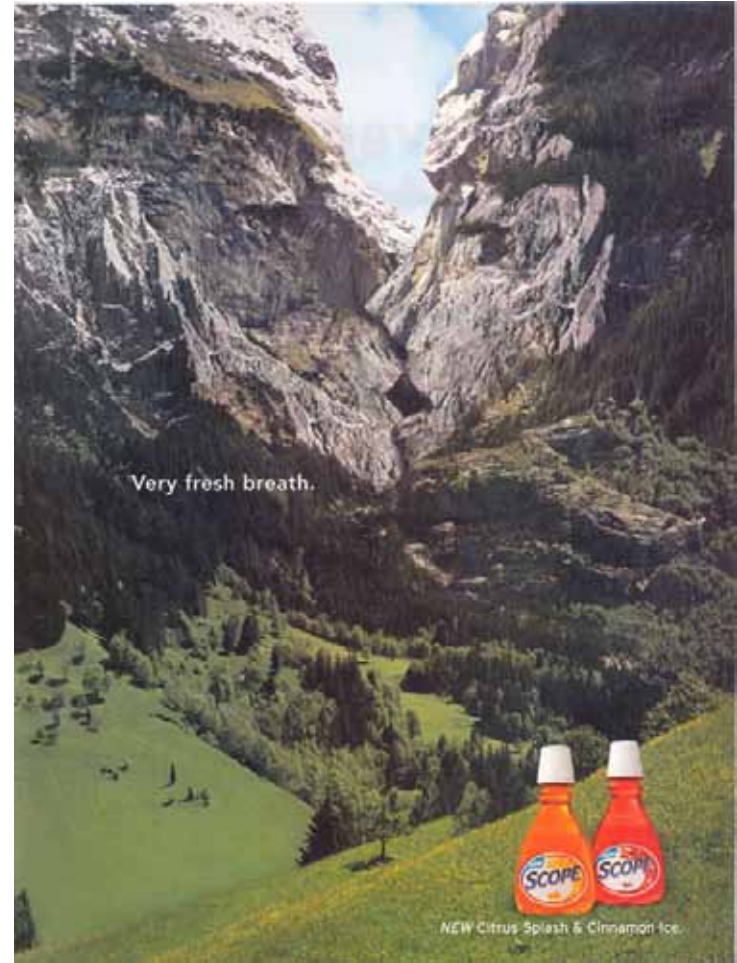
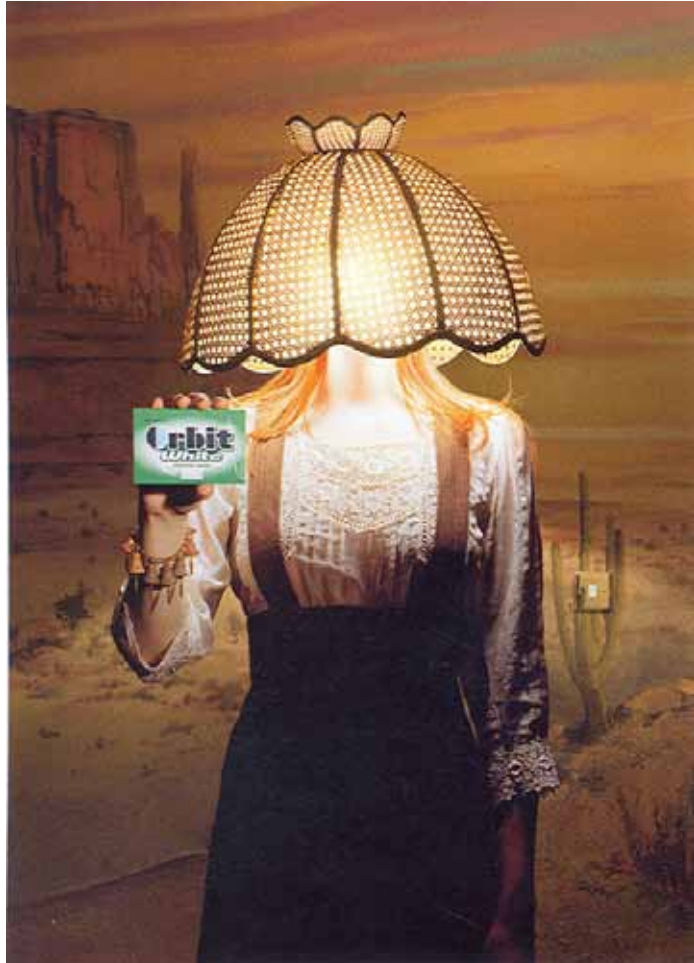
## **IDEA**

**Problem:** How to metaphorically show real representatives that offer a personal connection.

**Answer #1:** Showing somebody playing the game called connect four, but instead of having red and yellow playing chips there would be coins from around the world and the United States. Its a metaphor for investing money while still showing a personal connection between the customer and its money.

**Answer #2:** This idea would show a man putting a dollar ring on a womens finger showing the metaphor for a personal connection and life time commitment that Tradeking has to offer.

## **COMPANY RESEARCH**



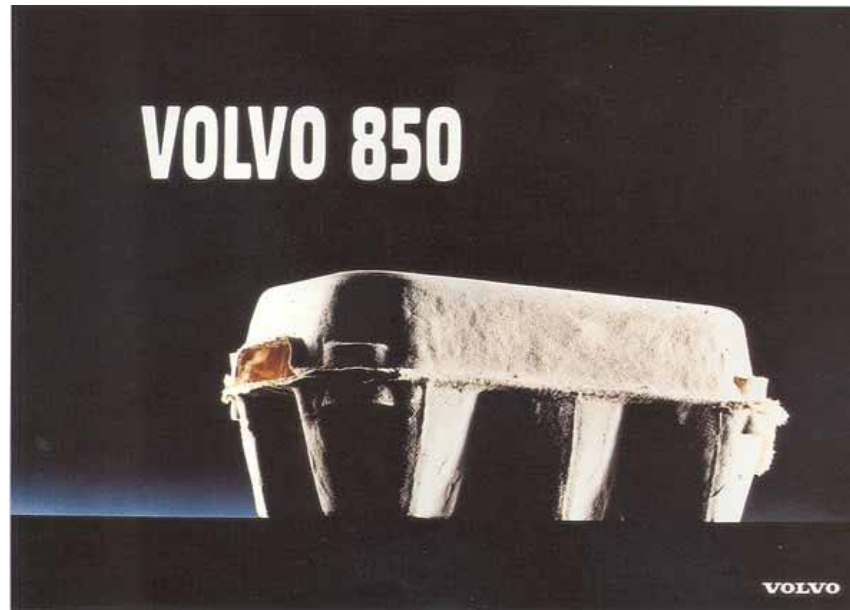
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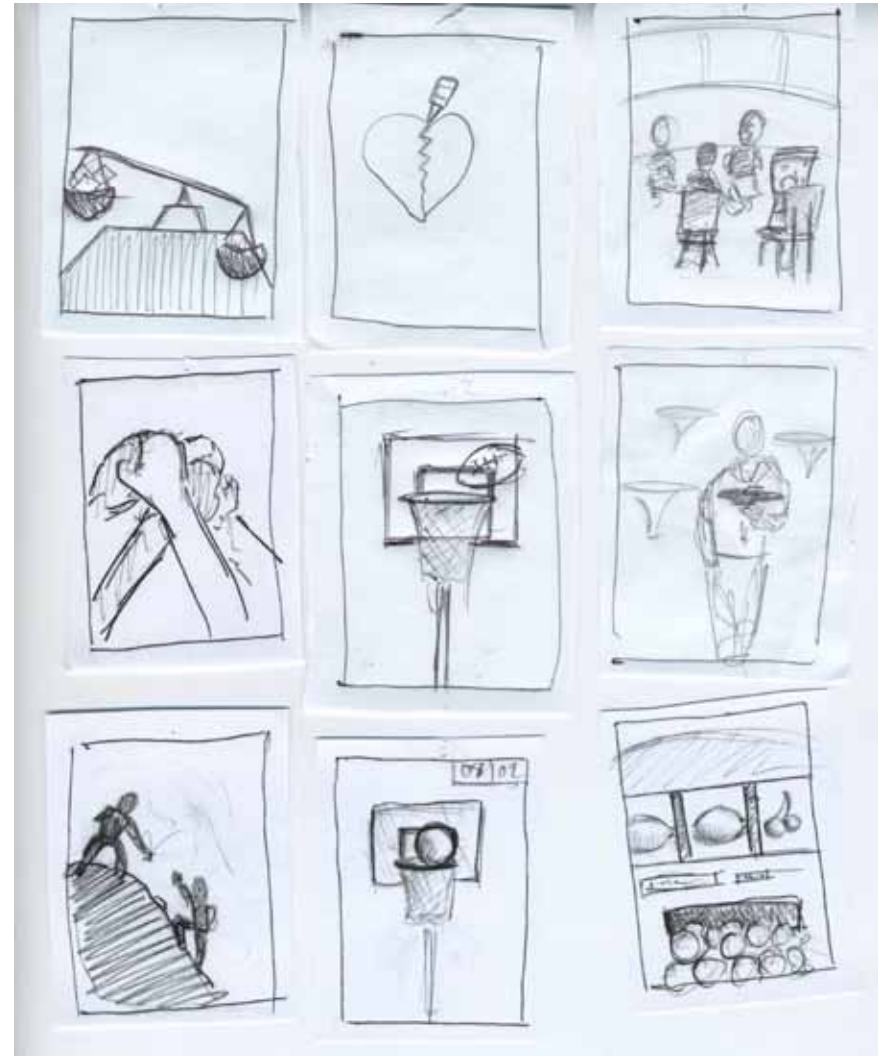
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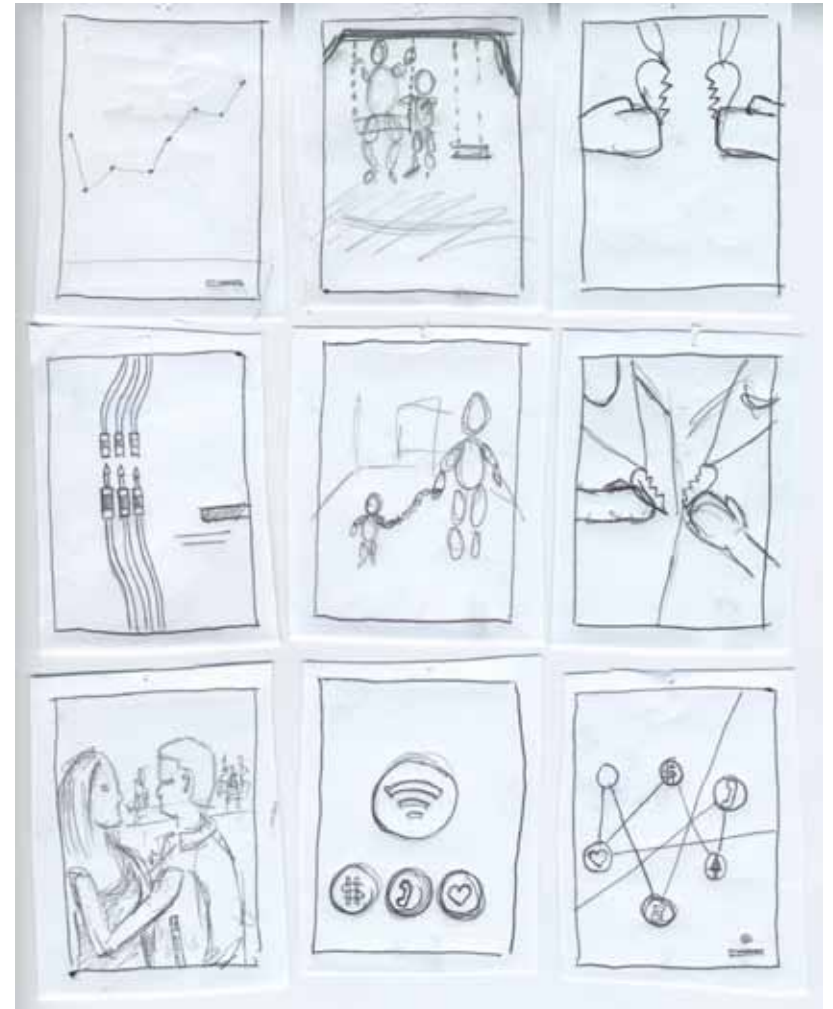
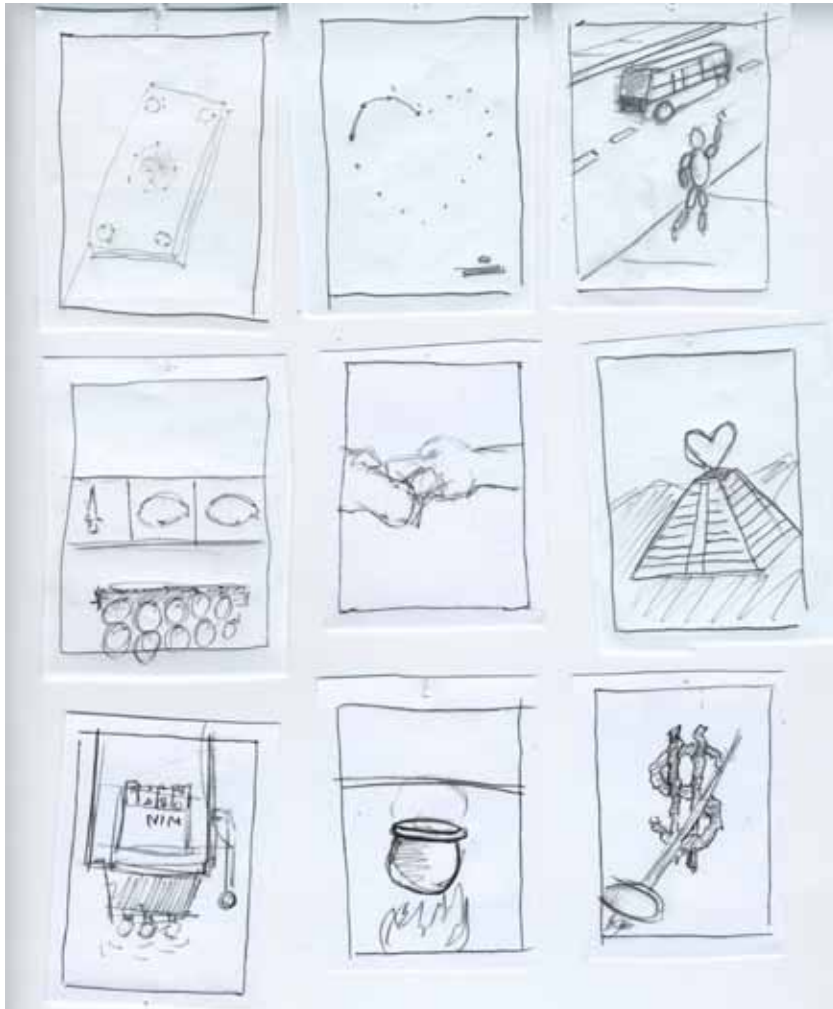
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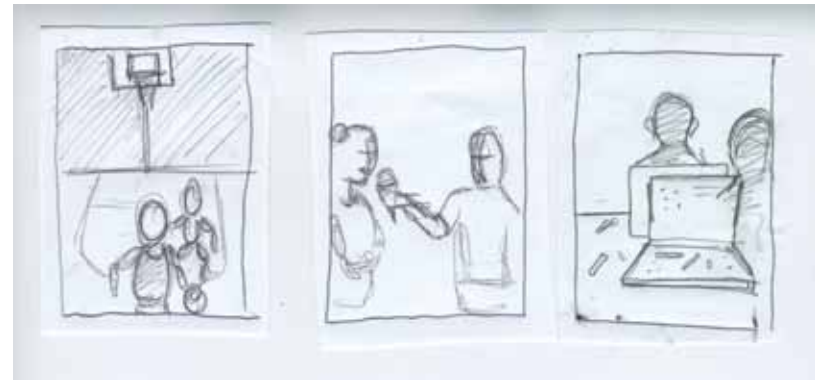
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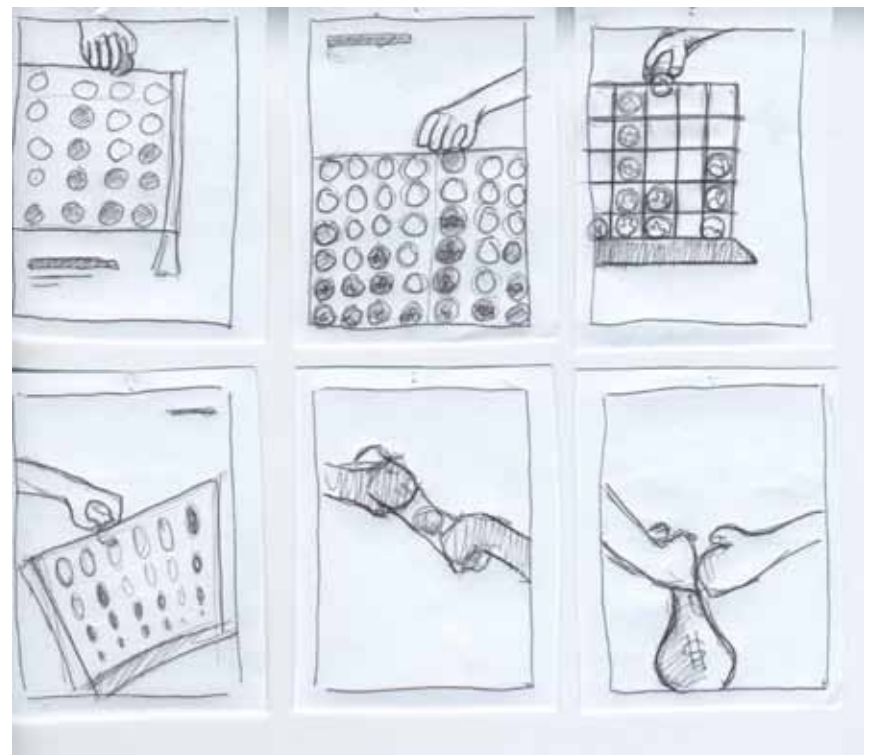
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## CONTACT SHEETS







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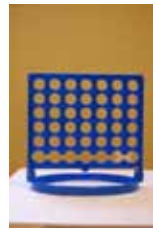
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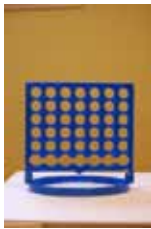
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## CONTACT SHEETS



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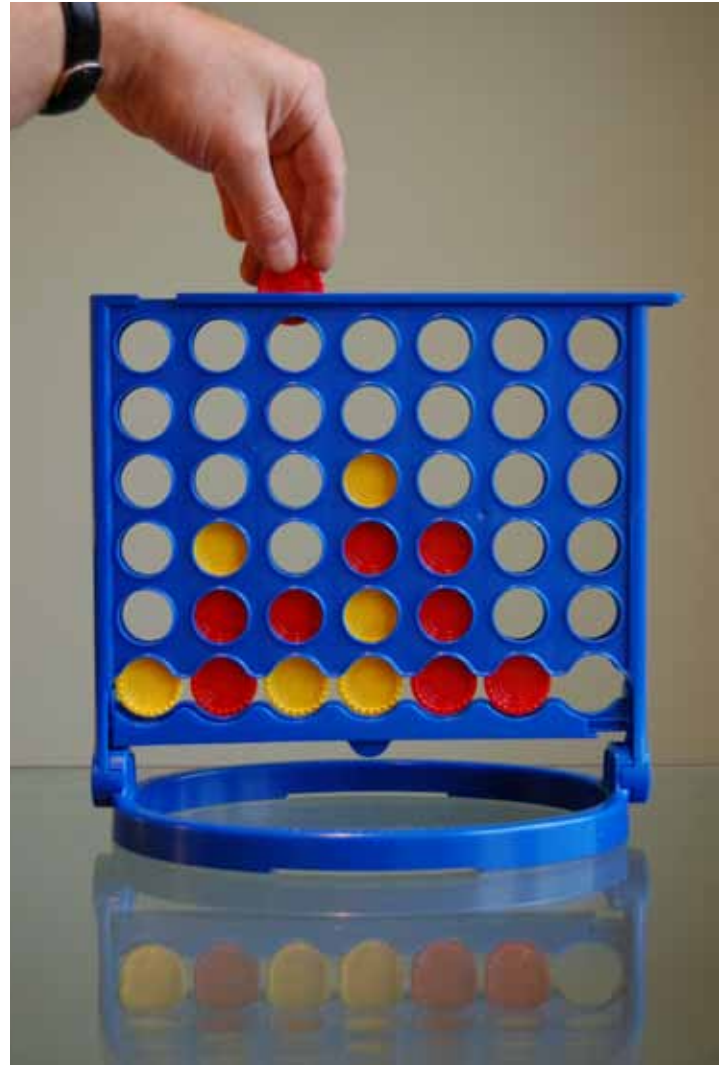
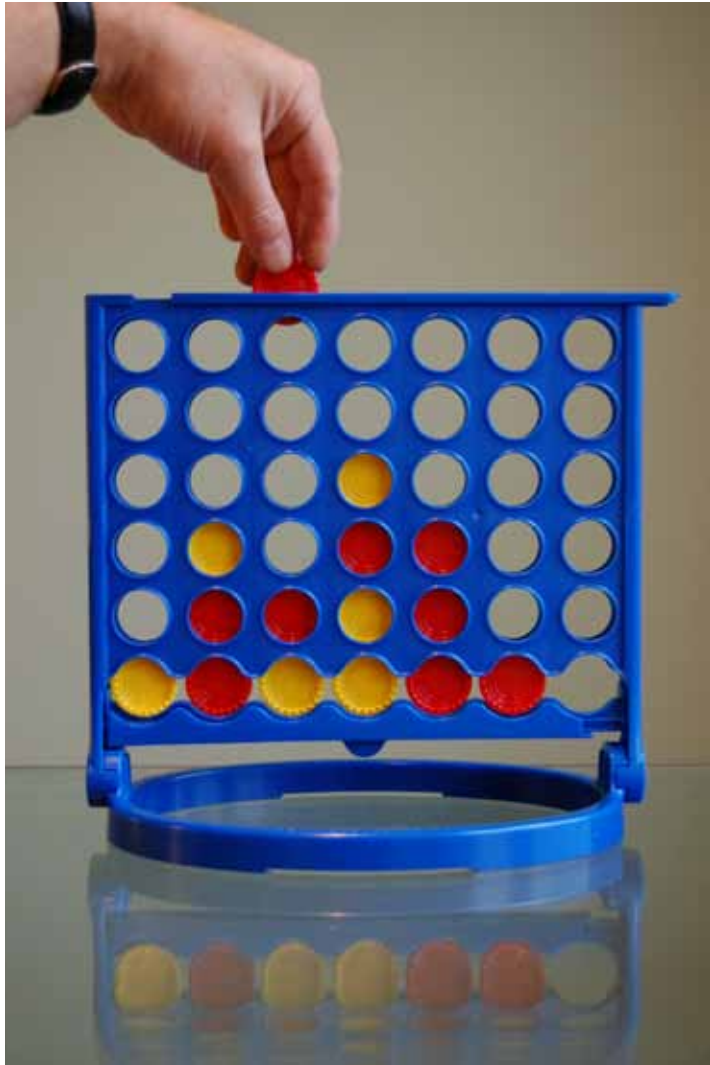


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