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Enhancing the Advertising Message Through the Conceptual Photography

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Abstract

Conceptual photography is a term that is used to refer to a specific type of photography which has been created for the specific purpose of conveying some sort of concept, Conceptual photographers are tasked with creating images that convey a specific concept or idea, as opposed to simply trying to capture a realistic representation of their subject, or it can mean trying to create an image that evokes an emotion or encourages the viewer to think about something in a different Images in conceptual photography are often used in advertising or public service announcements, because conceptual photography is a powerful tool. It can illustrate ideas, deliver massages clearly and give form to abstract concepts. It does this using symbols and visual metaphors. The goal of using the conceptual photography in advertising is to enhance the impact of the advertising messages on the consumer and its arrival clearly and quickly.

Keywords: Conceptual photography, Advertising, Message

Introduction

Conceptual photography aims to express ideas and concepts through photos. Conceptual photography derived from conceptual art. Both hold that the idea or concept is paramount in the creation process. The ideas that conceptual photographers explore are wide ranging and are typically achieved by staging a photograph in a way that represents the idea they desire to communicate. Conceptual photography speaks through images, each image captures a powerful message capable of transmitting highly abstract concepts to our thoughts. Conceptual art emerged at the end of the sixties, bringing a new meaning to photography that transcends its use for portraiture, landscapes and snapshots. Rather than two-dimensional, soundless images, conceptual photographs are full of meaning, using creativity to evoke abstract ideas and emotions like love, nostalgia, loneliness and the passing of time to arouse a reaction from the viewer. One of the main features of conceptual photography is the fact that artists design the scenes and prepare them meticulously to accentuate their messages. This sometimes involves including impossible or exaggerated components or manipulating the piece with digital editing for high impact. If you can use a conceptual photograph in your advertising that conjures up a mental image such as a happier life, a better home, rather than just showcasing the product, the audience will form an emotional link and increase the impact of the massage of advertising, helping to deliver massage clearly and effectively.
Review of literature

Conceptual photography overview

Conceptual photography derived from the Conceptual Art Movement of the 1960s and 1970s. Conceptual art emphasizes the importance of an idea or concept over technique and aesthetic. Conceptual art is largely used to express the abstract with physical material. Photographers took part in this concept as they applied it to their medium. Although the practice of staging photographs is as old as the invention of the camera and photography itself, conceptual photography leaned into abstract ideas. This photograph titled *Leap into the Void* was taken by French artist Yves Klein in 1960. It is regarded as one of the earliest conceptual photographs and a pivotal work in the progress of photography. While it can be difficult to define conceptual photography, *Leap into the Void* has all the elements that modern conceptual photography still holds today. It's staged, elicits emotion, and has provoked conversation for decades after its creation both about how it was taken and what it means. Because conceptual photography is meant to illustrate an idea, the purpose of conceptual photography is wide ranging. Let's take a look at a few of the ways photographers use conceptual photography for different purposes (Alberro et al., 1999) (see Figs. 1–5).

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Definition of conceptual photography

Conceptual photography aims to express ideas and concepts through photos. The ideas that conceptual photographers explore are wide ranging and are typically achieved by staging a photograph in a way that represents the idea they desire to communicate. Conceptual photography - as a part of conceptual art - is a photography genre in which the artist makes a photograph of a concept or idea. In this type of photography, you try to convey a concept or message with a photograph (Selman Robyn, 1994).

Conceptual photography is a powerful tool. It can convey messages, illustrate ideas, and give form to abstract concepts. Often, it does this using symbols and visual metaphors. Conceptual photography speaks through images. Each image captures a powerful message capable of transmitting highly abstract concepts to our thoughts. This discipline of art has been increasing in importance with the years and is now one of the categories in the renowned Sony World Photography Awards (Diarmuid Costello and Margaret, 2010).

Restrict movements of conceptual photography

There are two main ways of conceiving this artistic discipline, depending on the type of message you want to transmit:

- Consists of rather simple images and compositions, without distractions, sending a clear, universal message. The audience should immediately capture the artist’s intention, with no possibility of misinterpretation (Eklund Douglas, 2000).
- Addresses complex ideas with photographs that contain more elements and symbolism. In this case, the message is more diffuse, and the meaning of the image is determined by the reader’s interpretation. This branch of conceptual photography is riskier, since the audience may misunderstand the intention or it may go unnoticed (Rachael Cullins, 2022).

Uses of conceptual photography

Express social commentary

Art in general is one the primary ways human beings create social commentary. Photographers specifically express their thoughts on society through conceptual photography. Whether it is a comment on the state of politics, technology, or general societal behavior, these ideas have been creatively expressed by conceptual photography (Willem Abraham Lombard, 1994).
This photography by Prasad Nail Telling us about consumerism, the projection of the barcode on the subjects casts a shadow similar to a jail cell reflecting how humans can be captive to consumerism. Conceptual photography is just another way for artists to express their problems and thoughts (Melanie Marino, 2003).

Tell a story

Telling an entire story through a still image can be challenging. But conceptual photography allows photographers to use anything at their disposal to illustrate a story within a single image (Cole Leanne, 2021).

In this photo series by Marja-Pirila titled Interior/Exterior, Camera Obscure Dreams, and rooms were converted into a camera...
obscure. This effectively allowed Peril to capture the interior of the room and the exterior outside the room’s window.

Peril brilliantly used this effect to conceptualize a child having a dream. The result is a photo that holds immense storytelling power. As you can see, conceptual photography is a creative way at illustrating the internal state of a human being. Beyond dreams, conceptual photographers have found the method effective at portraying the complex emotions human beings experience (Kyle Deguzman, 2021).

Reflect internal states

One of the challenges many artists face is expressing the internal experiences they have within in an external way. Conceptual photography has been used as canvas to express these internal states in creative ways. Whether you are trying to express a specific anxiety, joy, or internal conflict, the ability to stage a scene for a photograph can result in incredibly creative ways to portray the abstract (Melanie Marino, 2003).

In this photo conceptual photography reflects the internal state of an artist is designed to be provocative and elicit emotions. While the creation of this type of conceptual

Fig. 3. Conceptual photography by Prasad Nail (Kyle Deguzman, 2021).

Fig. 4. Camera-obscure - Marja-Pirila (Kyle Deguzman, 2021).

Fig. 5. Camera-obscure - Marja-Pirila (Sil Van Suijdam, 2022).
photography can be cathartic for the photographer, it can also be cathartic for a viewer seeing emotions they have experienced expressed in such an accurate way (Melanie Marino, 2003).

Advertise an idea

Advertising photography is illustrative photography that embodies or expresses a predetermined idea. It is to sell its subject matter either literally by making the viewer want to purchase the product or indirectly by creating a positive attitude towards the activities presented and to introduce new products and organizations as prolifically strong, exiting and quality wise as possible (Melanie Marino, 2003).

This advertisement Fig. 6 use this effect to conceptualize a ketchup Heinz as a fresh tomato, to indicate the quality of the advertised product, which led to the delivery of the advertising message to the recipient quickly and effectively through the use of the conceptual image in the advertisement (Willem Abraham Lombard, 1994).

Advertising massage

An advertising message is a text, visual, auditory, or video information or idea that an advertiser or brand communicates through an advertising campaign with the target audience to persuade them to perform the desired action. Message advertising can be based upon content, slogan, taglines, catchphrase, graphics, etc. to do the storytelling of advertising campaigns and make an emotional appeal to persuade a target consumer. An ad message serves as a link between your company and its audience and prospects. Brands can establish trusting and long-lasting relationships with their audience via advertising messages. It communicates the right idea to the right people at the right moment. Creating a compelling message for advertisements adds substantial advantages for the brands. Here are few reasons why advertising message is essential:

Raise brand awareness

Well-thought-out advertising techniques attract audiences. So, brands that pay heed to effective messaging are more well-known and recognized. Via ads-messaging on television, radio, or digital channels, brands can easily optimize their brand awareness.

Keep the audience engaging

Clients may stop purchasing from you if you do not interact with them. Then, they forget about your business. Both targetable and relevant promotional offerings will pull your target audience. As a result, audiences will value the fact that you are aware of their issues and can provide the best answers (Suler John, 2013).

Convert leads to sales

All leads will not turn into sales always. Leaders might not comprehend how your service operates or how to get the most out of your product. Furthermore, they can become trapped at any point in the sales funnel. You can offer them solutions to their difficulties via an advertising message.

Aid in the understanding target audience

Analyzing how your leads and consumers interact will offer you some helpful information. You will learn which offers, channels, and approaches are most effective for your target demographic from them.

Boost revenue

Each of the benefits outlined above leads to an increase in sales. You may increase sales by communicating your message to the right individuals through the channels they choose. Advertising around holidays, clearance sales, and other significant events will benefit you (Jim Albright, 1992).

Elements that make your massage successful and effective

The essence of your marketing strategy is a message that expresses the essence of why the audience buys a product or uses a service, and
therefore the following points must be available in the advertising message:

- They get to the point.
- They take the audience's viewpoint.
- They use familiar language.
- They feel informal.
- They say something original.
- They need no further explanation.
- They make you smile.

**Ads using emotions**

“People buy with their emotions and justify it using logic.” You probably have heard that quote before, and it’s true that the most efficient way to get people to buy something is by appealing to their emotions. You can use this fact to your advantage by preparing a message strategy that capitalizes on your audience's emotion to sell. You can create an ad that makes people develop an emotional connection to your brand or product by using conceptual photography.

**Ads using your USP**

USP or Unique Selling Proposition is supposed to highlight something about your brand or product that others cannot/do not offer. To create the messaging for this type of ad, you must figure out what sets you apart and if that resonates with the audience. Every product or offering “should” have a USP, how you get across to people depend on your marketing message which can be deliver clearly and quickly by using conceptual photography.

**Ads using psychological connection**

The best way to secure audience and keep them with you for a long time is by creating a psychological connection between the consumer and advertising and by using conceptual photography you can influence the consumer psychologically in a powerful and effective way.
because the conceptual image has the power of impact beyond words.

Ads using creative messages

Using creativity in your message is the best way to influence the consumer, it has to be believable, creative and different. Otherwise, the message will be largely ignored by the consumer. This is achieved through the use of the conceptual image because of its creativity and the power of impact and conveying the meaning clearly and quickly (Thames & Hudson, 2014).

Fig. 8. Braun conceptual advertisement (Cas Buunk, 2022).

Fig. 9. Nescafe conceptual advertisement (Norte Branding, 2022).

Fig. 10. Fanta conceptual advertising (Tiffany Firebaugh, 2022).

Fig. 11. Smoking awareness conceptual advertising (Kyle Deguzman, 2021).
Purpose of using conceptual photography in advertising

The goal of using the conceptual photography in advertising is to enhance the impact of the advertising message on the consumer and its arrival clearly and quickly. Due to the ability of the conceptual photograph to convey meaning clearly and quickly and to express ideas and messages that are difficult to communicate in traditional ways. We find the use of conceptual photography in advertising in 2 types of ads:

Sell a product
Advertising has one specific goal: Sell an idea. Ideas may be meant to sell a product, service, or even deter consumers from specific products. Whatever it may be, advertising aims to persuade. But this can often be a difficult task in advertisements that utilize still images. Conceptual photography is a common technique to illustrate a whole sales pitch into one photograph. In Fig. 7 this advertisement by Tabasco, they needed to convey the hotness of their hot sauce in one image to entice a consumer to buy. Conceptual photography was used to create this idea by combining the bottle with a fire extinguisher (Paul Boynton, 2022). This advertisement Fig. 7 use this effect to conceptualize tabasco pepper sauce as a fire extinguisher to denote the heat strength of the advertised product, which led to the delivery of the advertising message to the recipient quickly and effectively through the use of the conceptual image in the advertisement.

This advertisement in Fig. 8 uses this effect to visualize the hair as (Indomie) and that the Braun product is able to straighten the wrinkles of the (Indomie) and turn it into spaghetti pasta to indicate the strength of the advertised product, which led to the delivery of the advertising message to the recipient quickly.
and effectively through the use of conceptual image in advertisements

This advertisement in Fig. 9 uses this effect to visualize Nescafe as charging batteries to indicate how effective Nescafe is when consumed and its ability to charge you with energy, thus delivering the advertising message to the recipient quickly and effectively through the use of the conceptual image in advertisements.

This advertisement in Fig. 10 uses this effect to visualize the shape of the tongue as a strawberry after consuming a (Fanta) drink to indicate how good the product is and as if it were natural strawberries, which led to the delivery of the advertising message to the recipient quickly and effectively through the use of the conceptual image in advertisements.

This advertisement in Fig. 11 uses this effect to visualize the shape of the cigarette as a burial cemetery to indicate the result that the smoker will reach by consuming cigarettes, which is death, which led to the delivery of the advertising awareness message to the recipient quickly and effectively through the use of the conceptual image in advertisements.

The advertisement in Fig. 12 uses this effect to visualize the shape of the cigarette as a noose to indicate the outcome that the smoker will reach by consuming cigarettes, which is death, thus quickly conveying the message of advertising awareness to the recipient. Effectively through the use of conceptual image in advertisements.

The advertisement in Fig. 13 uses this effect to visualize the shape of the woman when she continues to smoke by shifting half of her face to an elderly woman to indicate the negative effects resulting from smoking on women, and the concept of “smoking kills” in various ways (Willem Abraham Lombard, 1994).

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Of course, not all ads are designed to sell you a product or service. Some are designed to deter you from consuming a specific product. Anti-smoking ads have taken full advantage of conceptual photography to illustrate the
thus quickly convey the message of advertising awareness to the recipient. Effectively through the use of conceptual image in advertisements.

Advertising in Fig. 14 uses this effect to visualize the smoke of cigarette smoke as a noose to indicate the outcome that the smoker will reach through cigarette consumption, which is death, thus quickly conveying the advertising awareness message to the recipient. Effectively through the use of conceptual image in advertisements.

Advertising in Figs. 15 and 16 uses this effect to visualize to depict the extent to which the bad word affects people, which is similar to the effect of a bullet, and therefore we find that the use of the conceptual image in the advertisement helped to reach the advertising message to the recipient effectively and effectively through the use of the conceptual image.

Advertising in Figs. 17 and 18 uses this effect to visualize the disappearance of children’s mouths to indicate that violence against children and silence, ignoring this problem will not solve it, and therefore we find that the use of the conceptual image in advertising helped to reach the advertising message to the recipient effectively and effectively through the use of the conceptual image.

As you can see, even advertising concepts can be big and difficult to communicate. Conceptual photography allows advertisements to be simple yet effective at communicating a message to consumer. Conceptual photography makes it possible to illustrate an entire sales concept in a single image to be used in a magazine or on a billboard.

Application part

The researcher presented 3 problems related to women's rights through the use of the conceptual photography and clearly measuring the extent of the message's reach to a multiple focal group (10 persons, gender: both, age 20:35, class A, B) without using any kind of writing that...
explains the purpose and meaning of the image.

**Violence against women**

The researcher captured several conceptual scenes within No Violence against Women campaign to deliver the message better and faster and without using any writings explaining the awareness message. This effect was used to imagine the extent of physical violence that the woman is exposed to from the husband through the use of some visual symbols that indicate violence such as the belt and the effects of beating on the body, and using the wedding ring as if it were a closed ring trapped inside, thus conveying the message of advertising awareness quickly to the recipient effectively through the use of the conceptual image in advertisements.
Underage marriage

The researcher captured several conceptual scenes as part of the “No to Underage Marriage” campaign to deliver the message better and faster, and without using any writings explaining the awareness message. Some visual symbols that indicate the marriage of minors, such as the wedding veil and braids that symbolize childhood and the toys, have been used, thus conveying the message of advertising awareness quickly to the recipient effectively through the use of the conceptual image in advertisements.

Sexual harassment

The researcher captured several conceptual scenes as part of the “No to Sexual Harassment” campaign to get the message across better and faster, and without using any writing explaining the awareness message. Some visual symbols were used that indicate this, the difference in the movement of the palm of the hand of the man, which indicates violence, the movement of the palm of the girl's hand, and the facial expressions of the girl that indicate rejection, which conveys the message of advertising awareness quickly to the recipient effectively through the use of the conceptual image in the ads.

The result was that the use of conceptual photography in advertising enhance the meaning and the message's reach clearly and quickly to consumer.

Results

The result was that the meaning and message from the conceptual photography reached people in a clear, fast and effective way.

- The use of conceptual photography in advertising increases the impact of the advertising message on the consumer.
- The use of conceptual photography in advertising attracts the consumer to the advertising message.
- Conceptual advertising helps to deliver the advertising message clearly and quickly and expresses ideas and messages that are difficult to communicate in traditional ways.

Conclusions

The research concluded that used Conceptual photography is a powerful tool it can messages, illustrate ideas, and give form to abstract concepts. It does this using symbols and visual metaphors. The goal of using the conceptual photography in advertising is to enhance the impact of the advertising message on the consumer and its arrival clearly and quickly, Due to the ability of the conceptual photograph to convey meaning clearly and quickly and to express ideas and messages that are difficult to communicate in traditional ways. Use of conceptual photography in advertising increase the impact of the advertising message on the consumer and engage and Inspire your consumer because Conceptual advertising convey the message meaning clearly and quickly and express ideas and messages to communicate with consumer to deliver the message of advertising properly and quickly.
Conflict of interest

There is no conflict of interest.

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