

Visuals analysis



Visuals Analysis The essay aims to discuss the following topics, to wit what is visual perception and how it influences what one sees in an advertisement; (2) definition of optical illusion and its relation to marketing; and finally (3) the effect of visual perception and optical illusion on consumer behavior.

Visuals Analysis Visual perception is a function of our eyes and brain. Images are viewed as a whole rather than in parts. The images can be broken down into line, shape, texture and color. Visual perception is perceived as universal although there are other factors that affect one's perception such as personality, gender, age, education, values and beliefs. In advertising, visual perception is very important. An advertisement can sell a product if it has very good visuals and it is presented properly. A consumer's visual perception can either make or break an advertisement. It can sell or not sell a product. Consumers will always understand a product or service more if there are visuals. Traditional methods of advertising a product may no longer be as effective as it was before. With the advancement in technology and the age of the internet, companies are becoming more creative in marketing their products. One of the latest trends in advertising nowadays is the use of optical illusions. Optical illusions use color, light and patterns which can create images that can be deceptive or misleading to our brains. The brain processes the information gathered by the eye, creating a perception which in reality does not match the true image (Optical Society of America, 2008). Some people view optical illusions as deceptive; thus, frown on it when used in advertisements. Still for others, optical illusions may be considered as creative marketing tools. Optical illusions are a great source of intrigue and entertainment making it an effective marketing tool. Optical illusions often catch the attention of the consumers, making them pause and look again

and maybe later on buy the product. It also creates brand recall without having to repeat the advertisement often. Since the main objective of advertising a product is to create awareness and generate a direct response, one may say that optical illusions are indeed useful in influencing the behavior of consumers. In the end, it becomes more cost effective for companies to utilize such form of advertisements. They must however be aware that optical illusions affect different consumers in different ways. What may be acceptable to others may be offensive to other people viewing it. Visual perception of optical illusions influences consumer behavior. One important aspect that a company should consider in adopting optical illusions as part of their marketing strategy is their target market. It is essential that your target market understands the message you are driving at. Optical illusions are sometimes not easily deciphered by people especially those who prefer not to go into details. Since the perception of consumers on advertisements varies, companies must take note of the profile of its market. A female consumer may perceive an advertisement differently from a male consumer. To determine the effectiveness of a marketing strategy, it is important that a feedback mechanism should be in place. The effect or influence of an advertisement to the target market must be measured. If the advertisement is effective, it should result in an increase in sales of the product. If the market's perception of the product is in line with that of the company's objective, then the advertisement could be considered successful. The bottom line is that it should influence the consumer into buying the product. References Lindquist, J. D. & Sirgy, M. J. (2009). Shopper, buyer and consumer behavior. Atomic Dog Pub Inc. Optical Society of

America (2008). Optical illusions. Exploring the Science of Light. Retrieved 19 April 2011. <http://www.optics4kids.com/illusions/>