Metaphorical Thinking & Key-visual creativity in Pandemic Advertising

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Abstract

A picture is worth a thousand words, but the right metaphor is worthy of a thousand pictures. As pictures are the main design element in the advertising message, whenever it comes to Advertising, "Creativity" is the most important aspect to be looked upon. That magical force is the foundation upon which the advertising business is built. Advertisers all over the world are continually working on eye-catching visual elements to grab the attention and appeal to the largest audience possible.

In 2020, Covid19 pandemic has shocked the world, it led it to go through a phenomenal transmission, many countries in lockdown. Advertising messages across the world reoriented their messages, adapted their adverts to the concepts of staying home and keeping a social distance. The key-visual is the hero image among other design elements. Metaphorical thinking is a creative thinking technique using metaphors to create concepts & ideas. This paper attempts to explore& understand the skillful application of Metaphorical thinking techniques to create eye catching key visuals during the Covid 19 pandemic.

This paper discusses the concept of Key-visual & Metaphorical thinking and how could it be utilized as a creative approach in key-visual design. It looks closely at selected samples of the most inspiring creative adverts around the world, where key-visual designs were based on Metaphorical thinking creative techniques.

Finding that thinking with metaphors aid in solving design problems, crafting a successful visual metaphor is done through pinpointing two or more key traits behind an idea, then combine forms that symbolize these traits. Traits can be physical, conceptual or through using just words.

Metaphors are not only literary strategies, but also strategies for thinking to solve design problems resourcefully. Thinking with metaphors creates unusual key visuals in the audience's minds, they reshape and apprise common mental images of many issues. When we use well-crafted key visuals using metaphorical thinking we can amplify the adverts impact on the target audience.

الملخص:

الصورة فى الإعلان تساوي ألف كلمة،واختيار المجاز البصري المعبر فى تصميمها يجعلها تساوى ألف صورة فى تأثيرها. ولأن الصور هي عنصر التصميم الرئيسي في الإعلان ، لذا "الإبداع" يعد تلک القوة السحرية و الأساس الذي يقوم عليه فن تصميم الإعلان.لأن المعلنون في جميع أنحاء العالم يبحثون ب استمرار على عناصر مرئية مبتكرة لتوظيفها بصريا وتصميميا لجذب إنتباه أكبر عدد ممکن من الجمهور المستهدف.

مع ظهور فيروس كوفيد-١٩ عام ٢٠٢٠ تغير شكل العالم واتجه لحالة الاغلاق التام فى محاولة لكبح جماح انتشار الوباء،وتغير بعدها شكل الاعلان المتعارف عليه. كان على المعلنون على اختلاف موضوعات اعلاناتهم أن يجتهدوا لتتكيف افكار اعلاناتهم مع مضمون واحد هو ضرورة البقاء فى المنزل،و ترك مسافة أمنه بين الناس وغسل الايدي بإستمرار .

والتفكير المجازى هو أحد اساليب التفكير الابداعية لما يستخدمه من استعارات بصرية ذكية تثرى شكل العنصر الرئيسى فى الاعلان. تتناول الورقة البحثية كيفية توظيف التفكير المجازى فى تصميم العنصر الرئيسى فى الإعلان. و تناقش مفهوم التفكير المجازي وكيفية استخدامه كمنهج إبداعي .كما يتناول بالتحليل عينات مختارة من الإعلانات الإبداعية الأكثر إلهامًا حول العالم ، حيث استندت التصميمات المختارة إلى التفكير المجازي لإبداع العنصر البصرى الرئيسى.

وصولا الى اهم نتائج البحث و هي أن التفكير المجازي يساعد في ابتكار عناصر بصرية تنجح فى جذب انتباه الجماهير المستهدفه خلال فترة الوباء. يمكن توظيف التفكير المجازي من خلال ارتباط الشكل المخنار ذهنيا بمضمون الإعلان بشكل مباشر او الجمع بذكاء ما بين شكلين من خلال الدمج لتوصيل المعنى المطلوب.مما يؤدى الى خلق صورة ذهنية مميزه فى اذان المتلقين المستهدفين.

الكلمات المفتاحية :
العنصر البصري الرئيسي،التفكير المجازي،الإعلان الوبائي،كوفيد ١٩

Introduction

The Covid-19 pandemic, is a respiratory illness that can spread from person to person, it emerged from the Chinese city of Wuhan, quickly spread all over the world in the beginning of 2020 and impacted nearly all aspects of life. In attempt to hold the spread of the virus, countries all over the world started to implement firm measures such as social distancing, working from home, or total lockdowns. During the Covid-19 pandemic, millions of people had to lock themselves in their homes for several weeks. This pandemic has caused advertisers all over the world to reconsider the creative approaches of their campaigns, witnessing a dramatic change in consumer behavior, the declined demand for products and services in addition to the important need to stress up on staying at home and keeping a distance while remaining loyal to the advertised brand. This new advertising major change started with big companies and brands displaying their logos as a main key visual with a creative adaptation to emphasis the idea of keeping social distancing and staying home concepts.

Fig (1)
Volxwagon famous logo adaptation to social distancing
https://alfalfastudio.com/2020/04/07/global-brands-promoting-social-distancing/

Fig (2)
audi famous logo adaptation to social distancing
https://alfalfastudio.com/2020/04/07/global-brands-promoting-social-distancing/

Fig (3)
Cocacola logo adaptation to social distancing
https://alfalfastudio.com/2020/04/07/global-brands-promoting-social-distancing/

Fig (4)
McDonalds separating Golden Arches to promote social distancing
https://alfalfastudio.com/2020/04/07/global-brands-promoting-social-distancing/

Fig (5)
Burger king adding the word "stay "to its famous slogan to promote social distancing
https://alfalfastudio.com/2020/04/07/global-brands-promoting-social-distancing/

Due to these changes, advertisers had to adjust their plans, creative strategies which led to a new type of Advertising and a creative era with a major change. During what we called-Pandemic Advertising - it was for the first time ever, all advertisers all over the world had to adapt their brands' adverts to the concepts of staying home and keeping a social distance- their brand was- through creative and memorable advertising ideas.

Advertising begins with a key visual that is supposed to be well crafted to grab the audience's attention and echoes with the audience. A creative key visual draws the attention, asks the audience to wonder and here is where the click with advert happens. (F.Arens, 2010) For this reason and many more, Metaphorical thinking could be the best creative strategy to implement in key-visuals design.

Creatively crafted metaphors challenge the minds of the viewers and attract them to the required concept. As per Modern advertising relies heavily on visual metaphors, those highly structured images created to capture the viewer's attention. (Andrews, 2013)

The Greek root of the English word metaphor is" metaphoria", which means "to transfer" or "to carry over". Therefore, a metaphor implies a transfer or carryover of properties of something to something different, in the process of interpretation new layers of meaning to both of them. (St.Andre, 2014)

Metaphors are considered to be visual words in advertising language, they always rock hard, and they are the best way for effective communication helping us to see things in a different way. Metaphors provide new insight and can even change the way we think. (Landa, 2016).

Knowing that human thought processes are largely metaphorical. In fact, human conceptual system is metaphorically structured and defined. Metaphors as linguistic expressions are possible precisely because there are metaphors in a person's conceptual system (Pink, 2008).

A Metaphor links two objects or ideas without any specific logical purpose. It permits designers to break the rules of logic, to open up the creative side of the brain. Metaphorical thinking accordingly leads to creative problem-solving, to "think outside the box" leading to successfully crafted key visuals. (George Lakoff, 2003)

Aristotle once said: "The greatest thing by far is to be a master of metaphor."

For this reason, designers have attached the power of metaphor to effectively persuade and inform. Metaphors allow us to make the complex simple and the controversial pleasant. Accordingly metaphors allow designers to create extraordinary meaning out of the seemingly unexciting ones. (St.Andre, 2014)

Research Objective
To explore how Advertisers all over the world utilized Metaphorical thinking to craft key-visuals that successfully visualizes the concept of washing hands regularly, staying at home and keeping social distancing in relation to their brands, and how did this contribute in achieving a strong visual impact on the audience through looking closely at selected international samples.

Statement of the Problem
How to utilize Metaphorical Thinking in the crafting of impactful key-visuals during unusual circumstances like a pandemic, where all the advertising messages should revolve around the same concept of staying home and keeping social distance?

Hypothesis

- Thinking using Metaphors can trigger new connotations, putting a design element in a new light that attracts, challenge the brain, entertain, and rethink leading to persuasion.

- Metaphorical Thinking also helps in solving design problems, by means of retrieving concepts from metaphors which demands creative thinking.

-The successful practice of Metaphorical thinking in crafting key-visuals, increases audience engagement to the advert, as consumers are more likely to react positively to unusual images.

 -Thinking with metaphors creates a positive persuasive impact, leading to create strong associations that audience can't forget.

Methodology

The study is based on the concept of key-visuals and their visual significance as a hero image in advertising, and how thinking with metaphors could be utilized to craft the most eye catching key-visuals to make a successful impact. It follows the Descriptive method to explore how Metaphorical thinking technique is used to create key-visuals that contribute in achieving a strong visual impact in adverts during the time of Covid-19 pandemic. Followed by looking closely at selected samples of the most inspiring creative adverts where key-visuals are based on Metaphorical thinking creative techniques.

Theoretical Framework

Key visual defined

- Key- visual (KV) also known as the hero image: It is the main advertising image that is used to establish communication with the consumer. It conveys the core of the advertising message, it also serves to identify and emphasize individuality and style. (Ellen Lupton, 2015).

- The key-visual is an image motif that is used consistently in advertising campaigns across the media so as to enhance brand recognition, it consists of graphic elements that tell the story of the product, demonstrate its special characteristics. It communicates an identity and tells a story. (Sherin, 2018)

Metaphor defined

In linguistics a Metaphor is:

- The representation of one thing in terms of another.

- An implied comparison between two things of unlike nature that yet have something in common. The two things that are being compared make up the metaphor, which asserts that two things that are not alike are in fact the same. (Kovecses, 2007)

Metaphors can be both verbal and visual, and function in similar ways. Verbal metaphors are typically more precise and straightforward in their transfer of information, however visual metaphors, juxtapose two images often without verbal explanation and generate a more implied and complex interpretation. (Wormeli, 2009)

Visual Metaphors

A Visual metaphor is a single graphic that encapsulates multiple meanings and conflates ideas. The metaphor's combination of separate elements creates compelling visual and mental shifts-

these interrelating ideas work to inform and reinforce each other. At its most effective state, the visual metaphor asks the viewer to "look again". (Fennis, 2020)

Visual metaphors are often used in advertising to express an idea in an artful and creative way that is not expected by the audience. This craftiness and creativity stems out of the unexpected relationship that a metaphor initiates between two very different objects. When creating visual metaphors, designers use common elements and objects, which are combined in an unexpected way to send a powerful message. (Albinsson, 2012)

A common approach to formulating a visual metaphor is to identify two or more key traits behind an idea and to select and combine forms that represent these traits. These traits can be physical (pencil and skyscraper), conceptual (a balloon representing celebration), or literary (through the use of words only). (Altstiel, 2019)

A Visual metaphor is:

- A highly structured image that stimulate viewers to understand one concept in terms of another concept. (Zeeshan, 2015)

- An innovative representation of a concept, person, place, thing, or idea through an image that uses analogy or association. (Sobrino, 2017)

- An image that the viewer is meant to recognize as a symbol for something else. Visual metaphors can be understandable, mysterious, funny, or sarcastic, but they form a link of imagery that artists have used across the centuries to help communicate information without words. (Sobrino, 2017)

- A visual metaphor is a pictorial analogy. It establishes a comparison between what is in the visual, including its associations and significations with another thing and its meanings figuratively. Some visual metaphors rely on the link between the images and what they are being compared to regarding physical similarity while others regarding conceptual similarity. (Andrews, 2013)

Types of Visual Metaphors (Ojha, 2015)

There are three types of visual metaphors, the three types have different levels of complexity based on the amount of inferences viewers need to make to come to an acceptable conclusion. The construction of visual metaphors in advertising is very important, for if they are not conveyed in a comprehensible way, no viewer will be able to understand the message.

Pure metaphor

It is a kind of metaphor that represents a completely different thing from the advertised product, it is used to stand in for the product or feelings we get from it. It could be used when your product is intangible, complicated or even" boring "to look at.

Fig (6)
Toyota Advert preserving balance between man & nature
https://www.adforum.com/creative-work/ad/player/12654073/human-tree/toyota-corporate

Juxtaposition

The simplest visual structure of metaphors is the Juxtaposition, in this metaphor structure it's created through comparing two items side by side. Viewers of this form of metaphor will therefore be inclined to search for shared characteristics of the objects in order to reduce the experienced incongruence. This message is compelling depicted through the juxtaposition of two different choice of weapons--one is violent, the other is peaceful.
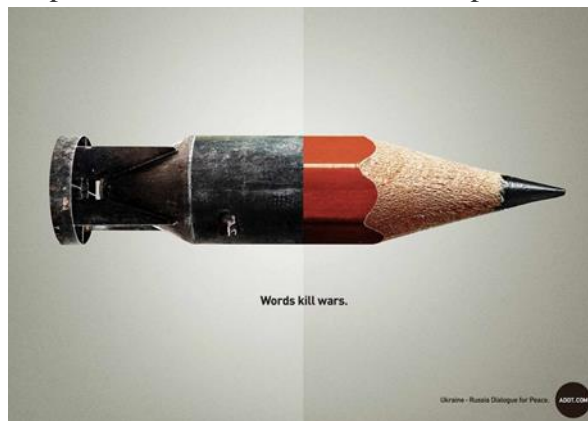

Fig (7)
Words kill wars
https://www.trendhunter.com/trends/adot-words-kill-war

Fusion

A more complex visual structure than the juxtaposition, in this metaphor structure two Images are united, blended into each other. With a fused metaphor, you take the product, or something associated with it, and combine it with something else. You don't simply replace the product with something that can symbolize its characteristics, but fuse it with other thing. In the picture bellow an ad that stands against genetically engineered foods. It shows a carrot in a form of a scorpion. Fusion is also known as "hybrid "as it combines the item with what it's being compared with to form a single visual element. When the two images are fused together in an advertisement, the viewer needs to make connotation between those two items. Juxtaposition metaphor is similar to fusion metaphor in that both objects are pictured in the advert.

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Fig (8)
Green peace; Do you know what you eat?
https://www.pinterest.com/pin/9429480441194566/

Replacement

The most complex type of visual metaphors. In this metaphor structure designers put something somewhere where it might not normally belong. It is also when either the product or what it is being compared to is absent, in other words a part of the advertising image has to be replaced with something else. Replacement is also called a contextual metaphor because it relies on context for viewers to find (or infer) meaning. This type of metaphor compares the image of an object to an implied secondary object that is not shown in the advert. As shown in Fig (9) the bomb shape is replaced with the tomato.

Fig (٩)
An un washed vegetable could be a deadly weapon
https://www.pinterest.co.uk/pin/617837642619218045/?d=t&mt=login

Accordingly, viewing an advertisement containing juxtaposition requires less brain processing than one containing fusion, while a replacement advertisement requires most processing. This

is, because the identification of two objects that are juxtaposed is relatively easy, while for fusion viewers need to imagine detaching the two objects which might lead to doubt about whether the objects are identified correctly. As for replacement, an object that is not present in the image must be identified by figuring out to what missing object the displayed object refers and how the two are linked. (Barbara J Philips, 2004)

Metaphorical Thinking

-    A Creative thinking technique that generates eye catching ideas using metaphors, it is a new way of looking at genuineness that extends beyond written words. Metaphorical thinking is a common practice in advertising design, it is often used to attract the viewer's attention, as well as enhance the persuasiveness of advertising messages. (Linda M.Scott, 2003)

-    It is a replacement mental process in which implied comparisons are made between qualities of objects which are usually considered in separate classifications. As something is metaphorical when it used to stand for, or to symbolize another thing. (Andrews, 2013)

Thinking metaphorically opens your eyes to see the similarities between unrelated things, and connecting two different worlds of meanings together. When using metaphors for solving design problems you link the problem to something apparently unrelated, doing this allows your brain to see the issue from a completely different viewpoint. Metaphors seem to appeal to people as a form of communication, because they are like riddles that bring satisfaction after solving them. (Barbara J Philips, 2004)

Metaphorical thinking benefits in key visual design

Thinking with visual metaphors in crafting key- visuals in advertising has three main benefits: Attention, elaboration, and pleasure.

 Visual metaphors grasp attention because viewers notice their novelty, unconventionality from expectation, in other words it stands out from the clutter.

 Visual metaphors incite elaboration, when viewers make interpretations to what they see.

 Pleasure comes from a sense of accomplishment from resolving the key- visual's meaning.

Visual metaphors also stimulate pleasure since the first ambiguity stimulates interest and motivation, and the following resolution is rewarding, as people like to solve puzzles, when seeing a visual metaphor, it seizes our attention because it's so unexpected. We elaborate on the picture and solve the puzzle and are left with a feeling of satisfaction. We are satisfied because the experience compliments our intellectual capabilities by showing us that we're smart enough to solve that puzzle. Visual metaphors depend on context and are culturally constructed. This means that visual metaphors—especially weakly implied ones—run the risk of being misinterpreted and having unplanned or conflicting meanings applied to them. (Margot Van Molken, 2014)

Metaphorical Thinking techniques & creating key visuals

Using Metaphors is viewed as a successful and effective advertising strategy, yet also as risky one. It could be very successful if it is comprehended, and disastrous if not. The main idea behind metaphors is presenting a familiar concept in an unexpected way

That's why thinking with metaphors is considered to be a creative technique in advertising design nowadays as metaphors are powerful visual tools to use to interpret an advertising concept in a new yet unforgettable way.

Metaphors appeal to the viewer's eyes because they provoke mental images in unique but still recognizable ways. One of the successful methods used in metaphorical thinking when creating a metaphoric key-visual is the SCAMPER technique, it is a creative brainstorming technique that help creative teams explore ideas from seven different perspectives.

The name SCAMPER is abbreviation for seven techniques; (S) substitute, (C) combine, (A) adapt, (M) modify, (P) put to another use, (E) eliminate and (R) reverse. These keywords represent questions asked and actions taken during the creative thinking meeting to create key visuals through metaphors.

How to use it?

1. Take an existing product or service and place it in the center. Place seven easel pad sheets around the room to create seven sections for brainstorming, as shown in the diagram.

2. Ask questions about the product using the mnemonic (or memory aid) to guide your thinking.

- Substitute: What can be replaced? (components, materials, people, color)
- Combine: What can be combined? (other features, devices)
- Adapt: What can be added? (such as new elements or functions)
- Modify: What can be modified? (change the size, shape color or other attribute)
- Put to other use: Could you put the product to a different use, or use it in another industry?
- Eliminate: What can be removed or simplified?
- Reverse: What would happen if you reversed the product's production process? What can be swapped or flipped?

3. Work your way through each of the seven sections, adding different colored notes in each section. At the end of each section, discuss the ideas as a team. This will help your team refine and generate new ideas.

4. Once you've completed all seven sections, evaluate all the notes as a team, and discuss the common themes from the exercise and where to focus. (Uwe Stoklossa, 2007)

Successful key visual important aspects

The key visual is the most important graphic element to enhance brand recognition. The creation of a key visual is very important. Designers should pay attention to the following aspects during crafting a key visual:

- The key visual should be simple and understandable.
- It should be unique and unmistakable.
- It should be functioning across different media.
- It should address the feelings of the target group.

There are many creative thinking techniques that allow designers to generate ideas, but it was found that thinking with metaphors is a successful and effective advertising strategy, yet also as risky one. It could be very successful if it is comprehended, and disastrous if not. (Tom Altstiel, 2006).

Impact of visual metaphors on consumer perception &persuasion

Consumers enjoy the process of interpreting analogous mechanisms and the psychological phenomenon they stimulate. Visual metaphors gain attention through clever visual-mental tricks, their strangeness directs viewers to mentally pursuit for another meaning. This creates arousal that is relieved once the viewer is able to resolve the strangeness. Feelings of pleasure, in addition to the satisfaction of completing a puzzle, often follow when a rhetorical figure is successfully processed. Because such ads motivate people to process in this manner, they are more likely to be persuasive.

Not only do metaphors present audiences with a stimulating puzzle, they also engage the audiences in analogous thinking, which is a core cognitive process, and foundational to human thought. During mental development at a young age, new knowledge is integrated in a large part by making associations with existing knowledge that persist, these associations are inherently and authentically metaphorical in nature. This integration, occurs in the brain in four steps:

1- The related terms are accessed from long-term memory.
2- The source is mapped to the object to identify correspondences.
3- Analogical inferences are made about the object, creating new knowledge.
4- Learning occurs when new links in memory are created. (Barbara J.Phillips, 2004)

Analytical Study

The following collection showcases brilliant examples of the best implementation of Metaphorical Thinking in creating Adverts key-visuals during the COVID-19 global pandemic. Where brands creatively adapted their advertising messages to the concept to staying home and keeping a distance with a brilliant relation to their product or service.

Mucinex: Back to normal is up to you

Fig (10)
https://www.adsoftheworld.com/collection/covid19_ads

Wearing masks during the pandemic saves lives, and the leading experts kept asking people around the world to employ this simple effort as the best way at this moment to fight the pandemic. To help bring this simple, nevertheless important message and call-to-action to life,

Mucinex, a leading cold & flu brand launched this public health information campaign to help Americans fight through this national health crisis. It created a collection of highly imaginative and thought-provoking key-visuals through drawings that utilize cruise ships, coffee mugs along with a caption that asks: 'Miss coffee with friends?', 'Miss cruise vacations? 'Back to Normal is Up to You'. The key-visual design focused on the call to action to 'Wear a Mask' delivering the message that masks not only save lives, but also are the only way to have our normal lives back.

Key-visual structure creativity: is achieved through implementing fusion visual metaphor, through the substitution and combination between the shape of the face mask and the missed activity.

Color: Blue is the color of the sky and sea, which brilliantly convey the message of missing the cruises, while pink is a feminine color which evokes nostalgic feelings of gatherings and outings.

Line: Font is written in both black & white to contrast with the back ground, a simple font that has a clean feel, making it easy to read.

Desy Hand sanitizer spray

Fig (11)
https://www.adsoftheworld.com/collection/covid19_ads

Health studies worldwide proved that hand hygiene is the primary measure to decrease infections. A simple action, yet extremely important to fight the spread of the pandemic.

Desy, a Mexican hand sanitizer advert with a caption that says: 80% of infections are transmitted by hands. **Key-visual structure creativity** is achieved through implementing replacement visual metaphor,where the spikes in the original corona virus shape were replaced, modified and adapted to look like door knobs and hands which represent that points at which virus is easily and quickly transmitted.To emphasis the importance of the advertised product:

Color: Monochrome color style helped emphasis the message and united the whole design area, using shades of only darkish red and orange to add a threating meaning to the message.

Line: Font is deliberately written in a very small size to give the biggest important and priority to the key-visual to say it all.

Be a superhero

Fig (12)
https://www.adsoftheworld.com/collection/covid19_ads

All of us have got older watching superheroes save the world. This United Arab Emirates campaign brilliantly introduces the idea that now, as we step out of the lockdown phase, it's our opportunity to become superheroes, and save the world by simply wearing a mask. The caption says**: Be a Superhero**. Protect the world from spreading corona virus. **Key-visual structure creativity**: is achieved through implementing replacement visual metaphor through combining and adapting the shape of face masks with the well identified super hero logos wonder woman, Batman and superman to encourage people to wear masks and limit the spread of the virus.

Color: Plain solid colors that are recorded as a mental image in relation to the super hero visual used to help relate and emphasis the meaning implied.

Line: Simple clear white font, adds contrast and clarity to the slogan.

Uni Med Corona Virus Cities

Fig (13)
https://www.adsoftheworld.com/collection/covid19_ads

A Brazilian campaign advertising a medical information service over the internet to notify and advise people with all the medical data they might need to prevent Covid19 and all the winter diseases while staying home during the lock down. The caption says: There're more germs living here than people in many big cities, the danger is everywhere.

Key-visual structure creativity: is achieved through implementing Fusion metaphor through combining the famous land marks of several countries all over the world with the most touched part of the faucet at every house, to interpret the caption and clarify the message that people need to know that there are spots at their own household that might carry a viral load more than they can imagine.

Color: Shades of grey are used to express the gloomy mood meant to be conveyed in the message.

Line: Slogan is written in white to highly contrast with the back ground, with different but yet nearly the same size which created a sense of movement and a call for action from the viewer.

It's your turn

Fig (14)
https://www.adsoftheworld.com/collection/covid19_ads

In order to raise awareness on the importance of hand washing hygiene as well as wearing masks during the ongoing pandemic, an innovative campaign called 'It's Your Turn.'

Key-visual structure creativity: is achieved through implementing a Juxta metaphor along with a fusion metaphor, where they used a visual element that is easy to recognize; tic-tac-toe to suggest the need for human action and highlight how self-preservation through wearing a mask icon, or regular washing hands are the best ways to protect everyone at this time. Emphasizing on the need for human action and passing on the message that self-preservation is the best way to protect yourself and everyone and win against the pandemic.

Color: Orange has a very high visibility, it is used to catch attention and highlight the most important elements of the design. It is also associated with determination, which is very much related to the idea and the key visual used.

Line: The slogan came in a black normal font and a very small size to give the key visual the lead and the priority to convey the message.

Monster Hands

Fig (15)
https://www.adsoftheworld.com/collection/covid19_ads

A Brazilian campaign to raise the awareness of washing hands in fighting the pandemic, the caption says: Your hands can be dangerous, wash them with soap and water to keep bacteria at bay. **Key-visual structure creativity**: is achieved through implementing Fusion metaphor through combining the shape of human hands with the shape of an attacking monster to interpret the message through the brilliantly crafted key-visual.

Color: Yellowish green **can** indicate sickness feeling which is meant to be understood through the effect of virus as an unseen monster on the hands.

Line: A simple font in white contrasted perfectly with the back ground and delivered the message.
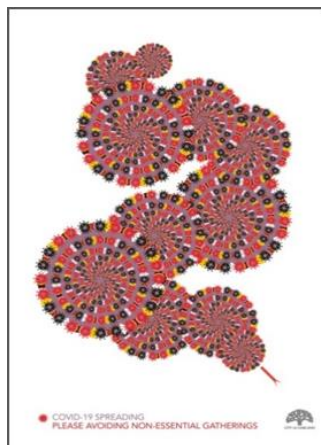
Avoid non-essential gatherings

Fig (16)
https://www.adsoftheworld.com/collection/covid19_ads

University of Oakland USA Poster to convince the people to help prevent the spread of COVID-19 pandemic and enhance the city's ability against coronavirus outbreak. **Key-visual structure creativity** is achieved through implementing fusion metaphor through combination, adaptation along with an optical motion illusion that utilizes the symbol of the Coronavirus as the basic element to compose the main –seem to be- moving snake shape which provides a strong impact

for audiences and interprets the advertising message in a clear and an attractive way. The virus sneaks and spreads easily with gatherings and is as dangerous and killing as a snake. **Color**: An optical illusion of movement is created through the form holding various circles with different contrasting colors. **Line**: Simple font because the priority is to the visual, while rhythm is created through writing each line with colors used in the circles.
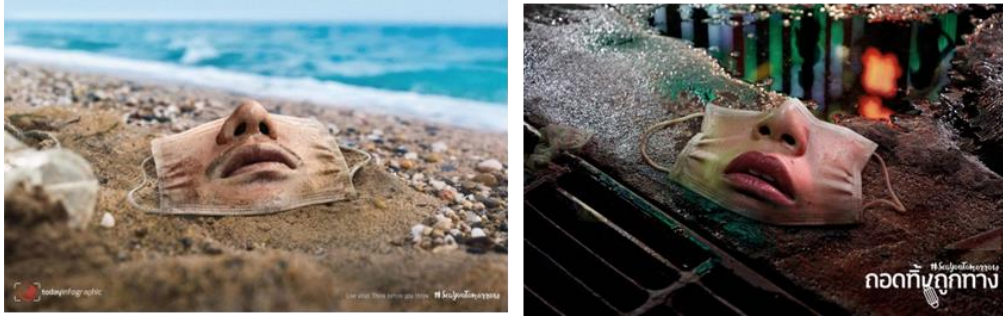
Sea You Tomorrow "Masks Alive"

Fig (17)
https://www.adsoftheworld.com/collection/covid19_ads

A very clever campaign in Thailand from Sea You Tomorrow to raise the awareness and make people take action to dispose masks correctly. The caption says: 'think before You Throw That Mask Away ". The campaign offers up a series of striking key visuals showing discarded used masks. Not only there is an environmental concern, but there is also the issue that the masks could still be home to COVID-19. This awareness campaign aims to educate everyone to dispose of their masks correctly during this time of pandemic, because masks are capable of hiding virus for a long time thus becoming contaminant themselves. Also, these masks will eventually end up in sea polluting our environment. Viruses live longer on masks than we think. **Key-visual structure creativity** is achieved through implementing Fusion metaphors along with substitution and combination of the shape of the mask and an actual living face to stress on the idea that viruses are still alive on disposed masks.

Color: A photographic shot of the original back ground where the idea is revolving around, helping the imagination to live the moment and react differently.

Line: Very small yet contrasting with the back ground to emphasis the message of the slogan.

Vaccine Aid

Fig (18)
https://www.adsoftheworld.com/collection/covid19_ads

As the first hope emerged and vaccines against Covid-19 was introduced, OYO hotel in India created a campaign to drive awareness and social reinforcement among small and medium hotels and homes to get vaccinated against Covid-19. This initiative was crucial to aid the recovery of impacted industries across the world especially tourism, due to pandemic-led restrictions and the worry of stepping out. The message was simple. Vaccination is the most important way to beat the virus. **Key-visual structure creativity** is achieved through implementing Fusion metaphor along with combining a figure of a young lady with her son on a side of the syringe and another figure of an old man on the other tip of the syringe, representing that the jab taken will bridge the gap between loved ones. PP''

Color: Light grey back ground to contrast with the vivid colors of the figures, to convey the message of hope & happiness and reuniting.

Line: Simple shaped font contrasting with the back ground in black.

Vaccine Towers

Fig (19)
https://twitter.com/walidkaram/status/1360896691277299719

A brilliantly designed awareness campaign on Covid-19 vaccination. **Key-visual structure creativity** is achieved through implementing replacement conceptual metaphor through picturing and zooming in on the top tips of well-known buildings from across the globe showing them as vaccine medical syringes needles. From Tokyo in Japan to Canada, New York City to Burj Khalifa in Dubai, the images aim to remind people all over the world that we can overcome COVID-19 if vaccinated.

Color: Blue, the color of the sky, it is strongly associated with tranquility and calmness which are the messages that need to be delivered to encourage people to get vaccinated and feel relieved.

Line: Simple font written in white to contrast beautifully with the sky back ground keeping the attention pointed at the main key visuals.

Fig (20)
555 Shabrawishi Eau de eau de cologne
https://lanetaneta.com/cologne-555-el-perfume-de-egipto-de-hace-un-siglo-resucitado-por-el-coronavirus/

Nearly the only Egyptian print advert that tried to use Metaphorical Thinking method in advertising an Eau de cologne that contains 70% of alcohol, which is considered the ideal way to kill any viruses on the hand or the face. **Key-visual structure creativity** is achieved through implementing pure metaphor through picturing the bottle dressed in a super hero red cape, to represent the strong ability of the Eau de cologne in beating the Covid-19 virus.

<u>**Color:**</u> Blue, the color of the sky, it is strongly associated with products related to cleanliness, efficiency, which are the main messages to encourage buying the product.

<u>**Line:**</u> <u>Simple font written in red to contrast strongly with the sky back ground.</u>

Results

1- There are four main types of visual metaphors; Pure, Juxtaposition, Fusion, Replacement, where Fusion and Replacement are most commonly used by designers in creating key visuals.

2- Thinking with metaphors help in solving design problems, crafting a successful visual metaphor is simply done through identifying two or more key traits behind an idea then select and combine forms that represent these traits. Traits can be physical, conceptual or through using just words.

3- The successful practice of Metaphorical thinking in crafting key-visuals increases audience engagement to the advert, as consumers are more likely to react positively to unusual images.

4- The successful practice of Metaphorical thinking in crafting key-visuals can create a positive persuasive impact, it can also create strong associations that audience can't forget.

5- The key visual should be simple, easily and quickly clutched by the target audience, this is achieved by implementing a metaphor that has a logical connection between the concept of the advert and the image/images that creates the metaphor.

6- Creatively crafted key visuals which are well-thought-out, well-implemented attracts, persuades, and motivates target audience.

Conclusion

It should be concluded that Metaphors are not only literary strategies, but also strategies for thinking to solve design problems resourcefully. Thinking with metaphors creates unusual key visuals in the public's mind, they can also reshape and apprise our common mental images of many issues. When we use well-crafted key visuals using metaphorical thinking we can amplify the adverts impact on the target audience. There is no doubt that the coronavirus has left its mark in history. The question is rather how much things will change and how will the world of advertising look when it's all over.

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