

Investment of the art of animated infographics in advertising on social media sites.

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Abstract:

Daily exposure to advertising on social media sites, where the usage of these sites become a daily habit according to the increase of the daily usage that stimulate the purchase and the acquisitions. The infographics art act as advanced introduction for presenting the products catalogue sequentially for illustrating all the product related information with access to all the product characteristic that facilitates user purchase decision that satisfy his desires and tendencies. Furthermore, commercial Internet pages display many products that have high selling features, and the research focuses on the multiple promoting pages on Facebook, Tweeter and Instagram with multiple characteristics that presented poorly and lack for the visual attractions. Hence, the research problem emphasize the ability of the infographics of illustrating different level to charm the users positively. The perfect presentation is one of the attraction means for the consumers. The research follows search descriptive analytical method in the presentation of a set of advertising templates and product demo design, some models display using the art of info graphics for marketing on social networking platforms that notably stimulates the buying due to the dazzling visual impact.

Key words:

Info graphics – info-photographer – mobile advertising – social media – marketing – Digital Media
Summary:

Introduction:

The social networks have been spread and prevailed all over the world and the early interest during logging the world web is to surf them. The main using of these social networks differ from society to another according to their merits and attractive means.in addition to friendly usage of them at any time and at any place even logging it via mobiles, therefore surfing the daily advertisements becomes a daily habit to any one, which leads to increase buying ratio for users balanced with the daily views.so the motion infographic becomes a suitable-developed means for showing and monitoring products which pictured in sequences subtitled with all information needed about the product. This helps user to make his decision to buy the product according to his needs and attitudes.

Thesis problem:

Commercial and attractive pages on social networks like (Facebook, Twitter, Instagram) which allow a huge and massive amount of competitive products with several and distinguish prices but lack of visual attractive .

Thesis importance:

Using motion infographic to show all merits of product via an effective and influenced on user which induce him to buy the product. Good design of the product is a good way to attract user's sight.

Thesis aim:

The art of motion infographic is a new technique in advertising field to show the merits and cons of products in no time on social networks.

Thesis supposes:

This thesis supposes that the art of motion infographic is a modern technique to advertisement.

Thesis method:

This thesis uses the analytical descriptive searching of showing some advertising samples, and the pilot/experimental method of designing some advertising samples using the art of motion infographic in marketing on social networks.

The art of infographic:

It is an art of turning information, data, and complicated concepts into attractive-amusing pictures and photos. This way is a good way to show and clear complicated concepts into an easy way to readers.

The motion infographic is considered the golden time of picturing data, and this is spread in marketing and advertising field. In 2016, LinkedIn has found that the most requested jobs are the statistical analysis and prospecting, on contrary to the main thoughts that infographic is only picturing data, analytical reports, or tables of statistics in MS power point. But infographic is a mixed between mental contact and difficult data. It is a masked story with masked data.

Unfortunately, although the art of infographic is an important tool, most of factories and companies don't get benefit of it. This is happen because of less usage of designing for the team work. Data analysis which done by most of companies isn't used by marketing interests, and if so, the marketing interests are unequipped most of time to work through infographic. This is a huge amount valued data which unused. It is a tragic paradox as data piloting is one of the most effective contacts to the brand.

Some common concepts for this science on sites:

- Infographics
- Information Design
- Data Visualization

The motion infographic:

Is known that knowledge is power, but how can we make knowledge strong. This is a great challenge which cleared in transforming information contains complicated data.so infographic helps to attract the eyes by using motion in data and pictures which makes data more amusing via designing, and then attract public to the content.

The skill of turning text-data into infographic:

Using diagram or infographic has been spread in different fields, also I had discussed- in previous search (infographic and data)-the ways of using and designing data in drawing and paintings so all began of use infographic in advertisement on social networks.

The enhance and development of designing programs like (Adobe Photoshop, Adobe Illustrator, Motion, Adobe After Effects) leads to change the infographic into motion infographic even if videos, pictures, or even Gif.

The simpler motion infographic you make, the easier to convey data and more dynamics. This will lead to get more users and consumers. e.g. the warriors Infographic as shown in figure (20)

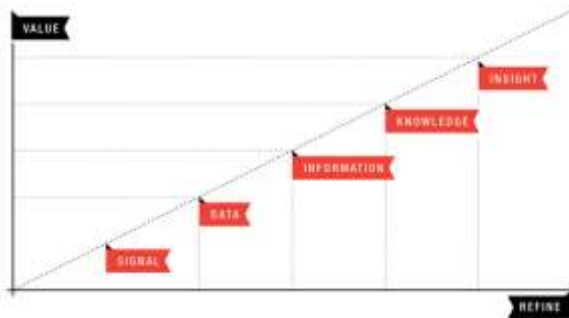


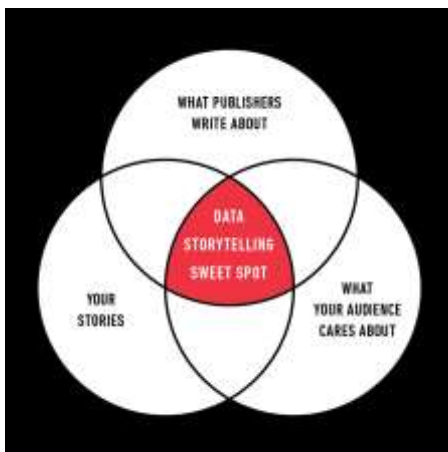
Figure 25: Dave Campbell's model illustrates the refinement of information

Brands benefits form the infographic:

There are several methods of communications, but usually the infographic is shown as a scientific content to get its values and get the communications aims of marketing brand.

1- we live in a world surrounded by data and several complicated information, and we need to make an efficient link between all of those. Brands need to have all of these combinations of data to get all marketing values, so consumer will see this content of the brand in an amusing way. Some think that the content is form mind, but the precious content will provide more than knowledge, it provides the vision of taking decisions.

2- infographic will be easy if it is provided with data and information, especially to brands, as it will support the consumers and clients with true and valid information about the brands- as it is shown on the diagram- the important of brands with infographic to the clients. Figure (26)



Research results

1- Announce that the motion infographic is a good way to advertise the product to the recent clients and consumers which use social networks.

2- We can use advertising with infographic in several shapes and forms like, animation, and story boards provided with amusing visual data.

3- Infographic is a instant tool to reach clients, and has many economic incomes to the product, services, and financially on marketing.

Research recommendations:

- 1- Infographic is a modern tool needed in marketing and advertisements.
- 2- It is recommended to teach new advertising media curriculums in faculties of Art.
- 3- It is recommended to educational institutions to use infographic as an educational method to all ages, especially to the ages who use digital information and complicated statistics.

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