A NEW LOOK FOR THE UNIVERSITY VILLAGE:

An honors thesis promotional campaign with advertising suggestions

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"Advertising is the life of trade."

—— Calvin Coolidge
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I. Introduction and presentation of new logo design with explanation of design principles concerning the logo and its uses.

Logos are marks which consist of pronounceable words. They are most often a single word. They make excellent identity devices because they are related to visual and phonic codes with which we are familiar, unlike abstract symbols. Logos must be designed to be effective, understandable, and inoffensive. Ideally, they are one word because the shorter the better to prevent misunderstanding. The designer must consider how the logo sounds and how the letterforms relate to each other.¹

The purpose of this thesis is to develop a logo and show its practical persuasive uses that will begin a new look in promotion campaigns for the University Village. The Village is a marketplace of approximately 30 shops and businesses. It creates an ideal environment for the shopper.

The logo is designed to be clear and simple, to catch the interest and attention of the reader, and to appeal to the target market of the Village. The word University is left out of the logo to provide a simple design, and also because it is superfluous to the meaning of the logo.

The logo is easy to read and creates a mood fitting the Village. I chose the lamppost because I feel it says Village: various shops in the Village display similar lampposts; the architecture suggests such a time period and design. It creates a warmth, an appeal and a friendliness in its design. Its image is bright yet classy. I also feel it is simple but interesting; it adds to and does not clutter the
signature created. The combination of art and signature is attractive and informative. It is easily reproduced while remaining effective in many different sizes. I created the logo to be clear, not vague or 'cute' so the reader does not have to try to figure out what it is supposed to represent. If the piece is too confusing, the client could lose potential customers who give up trying to figure out what it is saying. Detailed art or type is avoided for the reason that it can not only clutter and confuse, but could also eventually go out of style. A logo should be able to stand the test of time. It needs to last long enough with little revision to give it time to be incorporated, not only physically, but into the consumers' minds as an established recognizable symbol. I feel this image can last through that test as it represents an old-fashioned look that will not get outdated.

I feel the logo reflects the flavor of the Village, and provides a unifying element to the group of merchants. It is shown here in black and white, but can easily be adapted to provide beautiful color advertisements.
"Doing business without advertising is like winking at a girl in the dark. You know what you're doing, but nobody else does."

— Steuart Henderson Britt
II. Presentation of the situation.

The situation presently at hand concerning the Village is one of confusion. The many varied merchants have a common element in that they share a small marketplace near Ball State University. Each shop is different and special. The stores cater to a shopper similar to that in a mall—a person who can shop around in one area for a variety of items.

At the present time, the Village merchants share the name Village most commonly among themselves. People refer to the area by the name Village, but have no concrete image associated with it. This thesis is an attempt to culminate these images and create an instant association with the shops in the Village and their quality.

The past logo is virtually unknown. Students, when asked, cannot recognize it as belonging to the Village. Most could not tell whether the Village even had a logo of its own let alone know what it looked like. The problem here is such little exposure. The logo is not used in major promotions. It does not appear in ads. Some stores include the words "In the Village" in their ads, but not in any uniform specified type, and do not use the logo. It does not appear on signs, bags, posters, flyers, etc. received or distributed from the merchants in the Village. The value of the logo is among the consumer, not the executive board of directors. My plan is to put the logo back where it gets the desired attention. The purpose of this thesis is to create the logo and suggest an advertising campaign which can correct this situation. The purpose is to provide unity.
This logo, if used consistently, will do just what is needed. It expresses the Village (which is already referred to by name, causing little problem in introducing the new logo) as a whole entity, but giving it the name associated with specialty, variety, uniqueness. The plan is to stress the all-in-one capacity of Village shopping, (perhaps even state this in some institutional advertisements), yet capitalize on the variety and importance of each individual shop. These shops should then use the logo on all of their advertising and promotional material along with their individual logo to show that they are a part of the Village. The benefit of the unity theme will be great in drawing people to "The Village" but into the different shops and businesses.

I will provide a variety of samples, to promote ideas and suggest uses for the logo, stimulate creativity and emphasise variety with consistency.

Explanations of each different type of ad and the benefits will be included along with the samples.
"Advertising is the essence of public contact."

——— Cyrus Herman Kotzschmar Curtis
III. Explanation and description of the target market and its correlation with advertising and the use of the new logo.

The target market consists of the customers and the potential customers for a given store, product, or area. In advertising it is important to pinpoint your audience so you know how to address them. Different ads suit different people. Selective readership can pinpoint a target market to the advantage of the advertiser — he does not waste money on people who simply are not in the audience for your product or service. Ads will hit directly toward people more likely to come into your place of business.

The target market for the Village, and thus for this thesis campaign, consists of two basic groups: upper and upper-middle class (mostly north side) residents of Muncie, and Ball State students. This is because of the type of merchandise and services offered in the Village that fit the lifestyle of these Muncie residents and it being located on the north side of town, and the obvious convenience to Ball State student customer (who many may not have adequate transportation to shop further).

Promotion should be aimed toward both groups and should be done collectively and separately. For example, advertisements in the Daily News would be designed for and aimed toward Ball State students, not the specific Muncie residents described above. Advertisements in the Muncie papers would reach some students, but a much larger number of Muncie residents. Direct mail promotions to Muncie residents on individual shops' mailing lists would exclude students almost totally. Posters and flyers could easily cover both.
If at any given time the Village feels a specific campaign, (for example a sale to fit with a Ball State athletic event such as Homecoming), would be more successful by reaching a narrower section of their target market, promotion can be emphasized there accordingly.

To create effective graphics, the designer needs to know the audience he is "performing" for. How will the individuals perceive the information?

The design, artwork, wording and timing of the ads and promotions in this campaign are designed for the above defined target market. This will involve attractive, simple yet classy appeal with direct messages. My philosophy is to keep it simple. This fits the theme, the mood of the Village itself. Also, clutter often tends to give an ad a tacky appearance. That is avoided here. I want these ads to have a flavor that, like the Village, is unique.
"The business that considers itself immune
to the necessity for advertising sooner or later finds itself
immune to business."

____ Derby Brown
IV. Definition of theme of campaign and how it will be carried out.

Visual identity is the visible essence of a corporation, institution, or agency. Identity, unified and controlled, can provide a positive association of an organization in the eyes of employees, customers and the public. Integrated visual identity can work well to proved unity. The first step in the identity process involves an analysis of existing visual identity of the organization. Target markets are defined.

As stated in the presentation of the situation earlier, the past logo is virtually unknown and the Village has no concrete image associated with it. This thesis is an attempt to create a visual identity that will create unity.

The main theme, then, is unity. The objective here is to create something the shoppers can relate to. I want to create an image of the Village as a place where shoppers can spend their time looking, shopping, eating, and enjoying. The mood is casual yet classy. This is created not only by the logo, but by the shops themselves. The logo, its repeated use, and its style should unify the Village effectively through promotion.

The second goal of the campaign and thesis is to include in the image of unity, that the Village is a place to purchase quality merchandise. I feel unity will help provide this image. It will show customers that the Village is organized and tightly knit. The art and type used (the 'classy' image mentioned earlier) will also promote a sense of quality in the Village and its products and services.
Third, my aim is to draw people to the Village. Placing the name and the logo (the image) in front of the target market at strategic places and times will put a need and desire into their minds to come to the Village, and it will satisfy their desire for quality in the ways mentioned above.

The next objective would be to draw these potential customers into the various shops and businesses. By placing the logo in store windows, on doors and on bags and packages will show these people that the shop is a part of the whole entity "The Village." It will no doubt draw people from one store to the next, following the "path of logos" per se.

Finally, along with these other images, (quality, class, unity) I have established the Village as a warm friendly, fun place to shop.
"Advertising ... brings savings in its wake."

—— Lord Heyworth
V. Advertising and promotion suggestions, possible designs and their uses.

Newspaper print advertising

Local newspapers, college newspapers, publications provide the true mass media access to prospective clients. It can also be one of the most versatile forms of communication. Ads can get attention, give information, remind, greet or urge action. But not all at once. The key to advertising design is simplicity...one dominant idea...not the "everything-but-the-kitchen-sink" syndrome. A single thought has a much better chance of getting the message to the reader and of being retained. I choose to keep the ads for the Village simple, clean and brief.

Elements of design in newspaper advertising are headlines, borders, artwork, halftones, line, effective use of copy and logo or signature. Reverse (white type on black background) can also be used for attention. White space should always be considered when arranging the elements for maximum effectiveness. Some guidelines I have found helpful when laying out ads are:

1. Keep it simple
2. Use a dominant element such as the headline or, for tangible goods, a piece of art
3. Use a benefit headline, one that will tell the reader what's in it for him
4. Use white space to your advantage — don't crowd or clutter
5. Make the copy complete and legible; avoid bullet copy that leaves the reader guessing
6. State a price — shoppers like to know 'how much'
7. State the brand prominently of an advertised item
8. Ask for the sale now!
9. Use continuity. I cannot stress this enough. That is the whole crux of the unity theme in this thesis
10. For emphasis, try large sized ads, color, or local tie-ins (like the Ball State events I mentioned above.)

If an ad works, keep using it until you find one that works better. A campaign can run effectively for years. A logo can create unity for an extremely long period of time. Chances are, the advertiser will get tired of the ad before the public does. Be honest in promotions. Don't try to squeeze around ethical corners and trick your customer into a purchase. This will not pay off in the long run. This campaign is an intelligent look into the future. It should not be risked by using cheap lazy shortcuts or fast sell tactics. This ruins the image and the test of time and quality.
Spring brings out the nicest things...like a sale in The Village.
simple Village newspaper advertisement
newspaper advertisement of event in Village
simple little teaser advertisements
1" each (possible classified display ads)
individual store advertisement using Village logo
individual store advertisement using Village logo
individual store advertisement and coupon both using Village logo
advertisement for individual store
aimed toward Ball State and those associated
with graduates (and perhaps high school)
using logo of Village also
frame suitable for use in advertisement or menu of restaurant incorporating logo
advertisement of individual store with Village logo
Posters

These are basically attention-getters. The Village can use posters to announce any type of event, sale or special. They should have a strong graphic element (possibly the logo could be the main art, depending on the occasion), a punchy, arresting headline that relates well to the illustration, and very little copy. Secondary copy can be small, but headlines should be readable from a distance or while moving. Posters are designed for mobile, high traffic areas where the attention span is a matter of a second or two. Posters are usually in competition in an environment of other posters, so they must really reach out and grab the potential customer.

Poster reproduction relies heavily on silkscreen. The simple design of the logo lends itself readily to such production.

Posters are designed for local advertising to a highly movable audience, pinpointed by the area the poster is placed.
The Village

The all-in-one place to shop for

QUALITY

VARIETY

CONVENIENCE

VISIT THE VILLAGE TODAY

color poster using logo as dominant artwork that also provides necessary information
Direct mailers, stuffers, flyers

Direct mailers, when done thoughtfully and sent to the best market, can produce predictably profitable results. There are three important things to know before starting a direct mail campaign: first, know the product or service (in this case, the Village as a whole entity is both product and service offered); second, determine the product's best market (as discussed earlier); and third, decide what you want this response to do (this will be decided to concur with the event at the time).

-The mailer itself can be one or a number of pieces, but it usually contains some combination of unifying elements. It can inform in a letter, brochure or both. The response vehicle gives the customer the opportunity to act on the offer. It can be as simple as a pre-printed, tear-off card that is, in fact, part of the information piece (as in this example). This is done because it is a real cost-cutter, and it eliminates the possiblity that the customer will lose this vital piece of the promotion.

As in any advertising piece, the overall design of the direct mail campaign should be pleasing, so it appeals to the recipient; purposeful, so it conveys all necessary information; and compatible with the goals of the whole promotion. The design of direct mail should be well-organized. If the reader can't understand it (like the original design of the logo) he will not try too hard before giving up and filing the piece in the trash. Copy space is necessary to explain the goal. Art and color should balance the copy to make the message complete and
appealing.

Mailing lists of students, parents, community, all clientel, provide a "direct line" to the prospective (or continued) customer. You can count on reaching a high percentage of your prospects through this medium. The conversion ratio depends on the effectiveness of the proposition, the timing, special offer...whatever the purpose of the piece. This is not a cheap method of persuasion. Envelopes, addressing, postage, all cost and need to be considered when doing direct mail. The advantage of direct mail — the payoff for the cost — is that you get the attention of a very specific target market. It is accurate in its coverage. It can also be very flexible. It can contain free samples, coupons, deals that cannot be done in print. The advertiser also has control of the environment in which the piece is seen — alone. It does not compete with other ads in a newspaper or with other posters on the bulletin board. It can be very personal, with easy to read copy that contains more facts. It must be kept current, however, to avoid wrong addresses, return postage and the like. The problem that must be overcome with a direct piece is that it can also be thrown away (just like a person can turn a page in the newspaper), so it must be clever and informative to make the recipient want to read and perhaps keep it.

This is obviously a special area — much tighter than newspaper advertising. Flyers are for mass distribution, not the tight control of a mailing list. In racks, in the student center, under windshield wipers in the parking lot, in dorms, at your checkout counters, or simply as handouts they can inform, remind, or finalize action.
Newsletters, letterhead

The use of the logo on letterheads and newsletters also has a two-fold purpose. Newsletters can go to employees and families of employees — customers. It can serve as a public relations tool and an ad at the same time.

The logo on letters going to people outside the Village merchants keeps the name in front of the customer (or potential customer), serves as a recognizable element in the letter, and a "no-pitch" ad at the same time. Sending letterhead memos within the Village merchants emphasizes the unity theme so necessary in the Village. Individual store logos could also be included on either.
employee and/or associates magazine
logo without type used on letterhead, envelopes, and business cards
Unique specialty promotions

T-shirts, table tents, book marks, brochures, all fall under a unique category of promotion. T-shirts can be used when sponsoring events as advertising. They can be sold in the Village shops as a promotion piece and sales item at the same time.

Table tents can be set on counters in shops, wherever clientel sit down to eat, meet, study, or just wait. A well-designed table tent will get noticed and read. Here's where they can be informed about the event or the product, the value of the purchase, special features — a reason to come to the Village and shop.

Book marks can be used (especially for the student clientel) in the dozens of text books, and reference material used by students. This is a good way just to keep the name The Village in front of the public. A business such as The Book Shop could put their logo and the Village logo on the book mark and slip them in packages with the purchase of a book. Here the businessmen can make some quick selling points, use an appealing illustration and urge action. Perhaps an athletic or movie schedule can be on the reverse side, too.

Packaging itself is another means of specialty promotion. It is advertising to those who see the bag with the logo on it. It is unique in that it is proof of purchase. It shows that a purchase has been made in the Village and is likely to promote more. If the purchase is seen, others will follow. The logo is easy to place on packages — bags and boxes — and will create a nice looking promotional piece that is easily recognized and read.
Individual store logo T-shirt can include Village logo on back.

Both shirts could be on either front or back, with a possible team name on back for sponsored event.
four page single and 8 page wrap around brochures with different sizes of logo
shopping bag with logo art to capture attention and provide information
Sales pieces

Items such as the calendar, or office supplies, can be used to keep the name The Village in constant eye contact with the community. I included such examples merely as suggestions, and to urge further ideas. The possibilities are endless when redoing an image. The ways to reach the public are also endless. It is valuable to know the opportunities and the varieties of promotions and advertisements.

Perhaps some of these techniques will be useful to the Village in future endeavors, but at the present, the most important, most economical, and covered the most thoroughly in this thesis is print advertising in the local and college newspapers.
calendar with the logo seen every month
"Advertising is the principle reason why the businessman has come to inherit the earth."

— James Randolph Adams
ENDNOTES


2 Berryman, p.20.

3 This information was compiled from notes I took in Mr. David Wesson's class, Advertising I.

Other sources for various helpful hints and design information include:


The following group of designers also contributed through an article called 'The Question of Design' in Clip Bits, February 1981 issue:

Betty Binns, well-known typographical design specialist and instructor of New York.

Dave Epstein, prominent designer and professor at Pratt Institute of New York.

Roy Alexander, accomplished contemporary-realistic designer/illustrator of California.

John Sposato, noted designer/illustrator and graphic arts educator of New York.

Roland Johnson, award-winning silkscreener/designer/artist of Illinois.

Rank Fruzyna, self-taught young studio illustrator/designer of Illinois.