

A Picture is Worth 1,000 Words...Only if it's Saying Something

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As any artist will undoubtedly tell you, nothing is unintentional.

There is a clear, defined purpose for the inclusion of a random color or a dramatic shift in a musical arrangement. And while the final result might often be a mystery to us, to the artist their vision is accurately depicted.

Famed photographer Ansel Adams once said, "There are always two people in every picture: the photographer and the viewer." And while his statement might be valid, when marketing your business the last thing you want your imagery to do is confuse the viewer.

It's often been said that any type of advertising has about five seconds to grab a prospect's attention before they're on to the next. That's not a lot of time in this globally competitive market. Choosing the most effective imagery is critical to securing your message and reaching the audience you're trying to connect with.

Remember, advertising is all about appealing to our senses and emotions. It's that personal connection which increases sales and brand loyalty amongst consumers.

Take a moment to think about a recent advertisement you've read online or in print that didn't have an image attached to it. What was going through your mind? Chances are you were internally creating your own "pictures" to fit the headline and the message you were processing. The problem with this scenario is oftentimes the imagery being formed may not be the one you want them to remember.

You need to provide the viewer with compelling images that decisively tell your story. While some industry giants possess the clout to advertise with abstract and sometimes indiscernible imagery, many organizations cannot. Before rustling through images for your website, corporate brochure or print campaign, ask yourself these questions:

- What does the image say about my business?
- What type of emotion will the image elicit?
- Do all the pieces speak fluidly together (headline, message, image)?

The photographer and the viewer may very well be the two people in every picture, but you better make sure you're paying attention to the later. After all they're also called the consumer.