

Design in Sports Brand Advertisements:

An Original Sports Brand Company Collection Designed with People in Mind

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Abstract

Do the names Nike, Adidas, and Reebok sound familiar? Well I have used these companies as a jumping off point for my own sports brand company. I have created a survey using these companies advertisements to see what is working in the world of sports advertisements and what is not. This survey was given to students at Missouri Southern State University who are enrolled in Intro to Physical Activity classes and athletes. Based off of the survey's results, I have created my own company along with its very own set of advertisements which compare the differences in female and male audiences.

I always had a passion for art. When I was younger, I was constantly drawing, whether it was on paper or my parents' dining room walls. When anyone would ask me what I wanted to be when I grew up, I had many different answers. However, there was one constant in all of the answers: art. With art burned into my heart, I knew I wanted to get a college education that somehow involved this subject. But, the next question was, in what did I want to major? Studio art? No. Looking at today's society, I knew that I wanted to do something that would bring me the most success in this day and age. This led me to graphic design. Initially, I had no real understanding of exactly what I would be doing in graphic design when I enrolled in the classes; however, I felt this was the right direction for me. Once I began my classes, I fell right into pace with the courses. I was in heaven. I knew I had made the right decision.

My education at Missouri Southern State University has helped guide me in my dream of pursuing an art career. My time as an athlete at MSSU also played a huge role in my decision to focus my thesis in the sports world. With the help of my advisors, I was able to determine how I could combine the world of art and sports together. Creating my own company, along with its advertisements, has been a great challenge, and I am extremely excited with the final product.

### **Where to Start?**

When I began to search for options for my thesis, I knew I did not want it to simply be a research paper. I wanted to show what I have learned in the design world, and I felt this would be the best time to do just that. Previously, I felt I would combine elements of Sociology with graphic design somehow, but nothing seemed to work just right. Finally, after talking with my main advisor, Burt Bucher, I found a new direction for my thesis. Burt told me about two artists named Komar and Melamid (Komar) who used survey results to create paintings. They titled their project, "Most Wanted Paintings". The survey they created enabled them to determine what types of paintings people preferred. Each painting they created represented the results of one specific country. The results turned out to be humorous at times and very entertaining. Based on this project, I knew I wanted to use a similar idea for my thesis. I

decided to create a survey that would determine what made an advertisement successful, with an emphasis on separating the differences in advertisements made for men and advertisements made for women. Using the results, I created my own advertisements. For each set of ads, I made one ad with a female audience in mind and its partner ad with a male audience in mind. The next step was to figure out what the advertisement would cover. After going over several ideas, the topic of sports arose. I instantly knew this was the perfect topic for me. With this idea in mind, I then talked to my graphics teacher, Devon Estes, who helped me tremendously in narrowing down my thesis to its present day form. Together, we were able to determine that I would create my own original sports brand company using the results from my survey, then creating the company's logo and advertisements. With everything planned out, it was now time to begin the project.

### **The Survey**

Before I could think about what advertisements I would be creating, I had to choose what existing sports brand companies I would use to determine what people like about the advertisements that are being done today. I selected the top three sports brand companies in the United States for my survey: Nike, Adidas, and Reebok. With these companies selected, I then reviewed their advertisements to see what choices they made for their design and content. I already had a vague idea about certain items to keep in mind, such as color choices in ads made for women versus those made for men, but I was anxious to see if I was right in thinking those were key selling factors. Along with the advertisements I would be putting in the survey, I knew I would need to determine the level of physical activity of each person taking the survey. Keeping this in mind, I asked several questions concerning their exercise regiment as well as their sport preference. Below are some of the questions from the survey given to the participants:

1. Are you an athlete?
2. How many hours a week do you exercise?
3. What activities do you do for exercise?
4. What is your favorite sport to watch?

## 5. What sports have/do you play?

(Appendix 18 page 1 of survey)

I felt these questions were important to ask because this would help me discover more about my audience's lifestyle and would be a huge factor in my design choices. For example, an advertisement for a serious athlete would be different than a person who simply exercises to stay in shape. For the latter, this person could be intimidated by a serious looking athlete in an advertisement. They would feel disconnected, unrepresented, and alienated from the ad, thereby making the ad unsuccessful. However, if this same image of a serious athlete was shown to another serious athlete, they would definitely feel a connection. So, these questions were vital to my research.

Nike, Adidas, and Reebok are all very serious competitors in the sports brand world along with several other companies, all vying for a top spot in the market. This means they are all doing something right. I wanted to find out what exactly makes up that something right. With this in mind, I decided to ask the participants of my survey, "What is your favorite sports brand company and why?" "Why?" was an important part of the question. The answer would reveal whether it was the quality of the gear, or possibly a simple matter of the advertisements themselves that draw in these top companies' customers. Either way, I would be able to use these results to my advantage.

In order for an advertisement to be successful, it needs to appeal to its targeted audience. Since this was my goal, I knew to ask specific questions concerning the design of the advertisements:

7. What is your favorite color?
8. What is your second favorite color?
9. What is your least favorite color?
10. Do you prefer realistic (photographs) or illustrations in advertisements?
11. Do you prefer bold and stark or playful and whimsical in design?
12. Do you prefer sharp angles or soft curves?
13. Do you prefer simple or busy designs?
14. In sports advertisement, do you prefer a person moving or standing at leisure?

(Appendix 18 page 1 of survey)

Again, these questions were vital to the end results of my thesis. They would determine the typography that I chose, the layout of the entire design, the logo of the company, along with several other aspects that combined to create my final collection. As I said before, I had an idea of what I thought people would say according to their gender, but this survey would put my ideas to the test. These questions were also important because they would help to show the difference between advertisements made for a male audience versus ads made for a female audience.

The latter half of my survey consisted of a comparison of advertisements from existing companies. A majority of the questions were asked to determine general information such as color, movement, etc., and these questions were geared toward both genders. However, I did have a few questions which were geared toward a specific gender. When looking at ads to include in my survey, certain ads that I came across displayed female products, but the way the female body was portrayed seemed, at times, to be a little revealing. From my own experience, I know that I do not respond to these ads. I feel that the female body is used too many times as a sex symbol, and I was curious to find out if others felt the same way. This played into the first comparison question that I asked.

The following two images have the same text on them but were presented in completely different ways:



(Appendix 1 Image 1 and 2)

I asked my participants, "Which advertisement do you prefer and why?" The answers would let me know what, if anything, was considered slightly offensive to the participant. From a design perspective, image "b" is a better design. There is more color, the shapes in the background are reflective of the shape of the bottom, and the overall look is more professional. However, the close angle of the bottom might not be the preference of the female audience. This is what I wanted to find out.

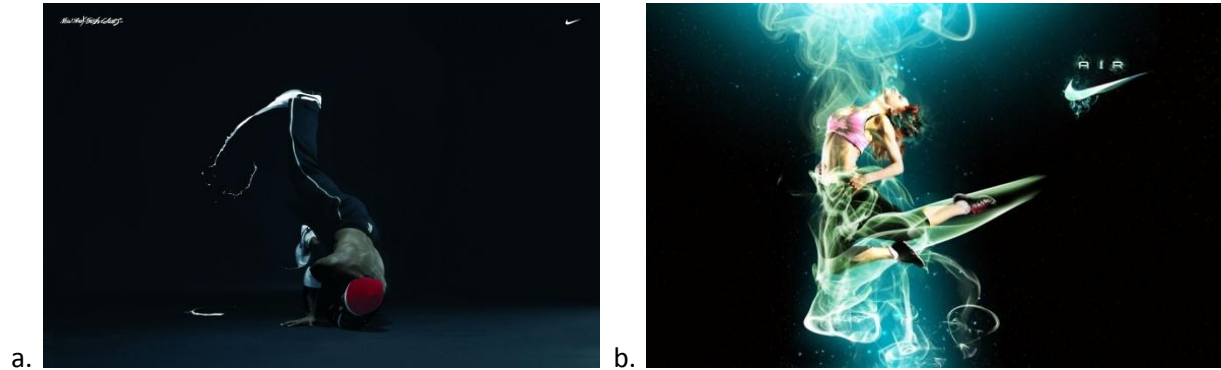
Later on in the survey, I began to ask questions that were geared towards both men and women. The advertisements I picked for this question were selected for the purpose of discovering color preference in an advertisement. I asked the same question for these ads, "Which advertisement do you prefer and why?" The two images compared are below:



(Appendix 1 Image 3 and 4)

You see in one ad a mirage of vivid colors, whereas the other ad is a stark black and white motif.

The idea of the next set of ads was to compare simplicity with a collage of color and movement. It could also reveal if the gender of the model in the picture made a difference to the participants. The following advertisements were chosen:



(Appendix 1 Image 5 and 6)

As you can see, there is a stark contrast between the compositions of each advertisement. Once again, participants were asked which ad they preferred and why.

I then attempted to determine if movement is important in clothing promotion: "Circle which advertisement makes you want to buy the company's clothes." The purpose of this question was to see whether action is more important than a clear view of the clothing. The ads chosen can be seen here:

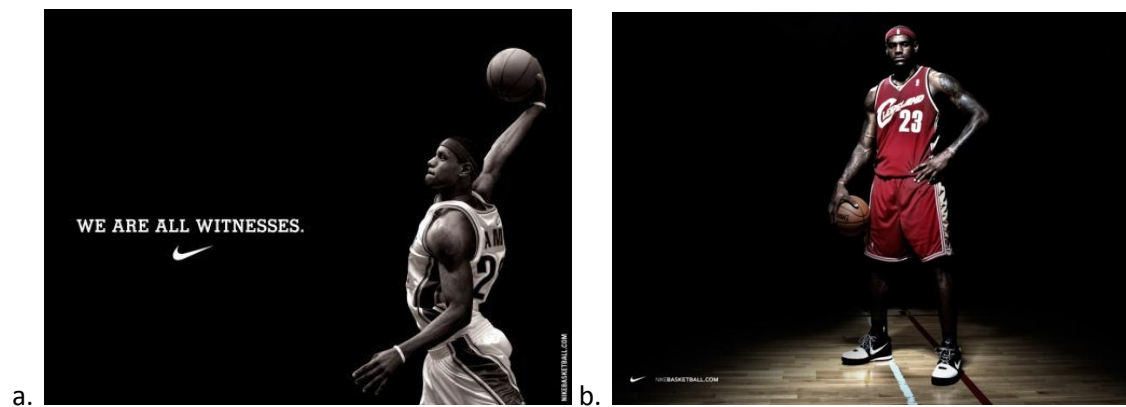


(Appendix 1 Image 7 and 8)

One advertisement is a close up shot of a boy in a hoodie, and the other advertisement shows a soccer player in action.

The next question was also focused on action and movement. A nice feature of these two advertisements is that the same model is in both ads; however, they have a completely different effect and setup. One image has dramatic lighting, which can have a powerful effect in some cases, but he is motionless. In the other advertisement, the athlete is in action creating a very powerful effect as well.

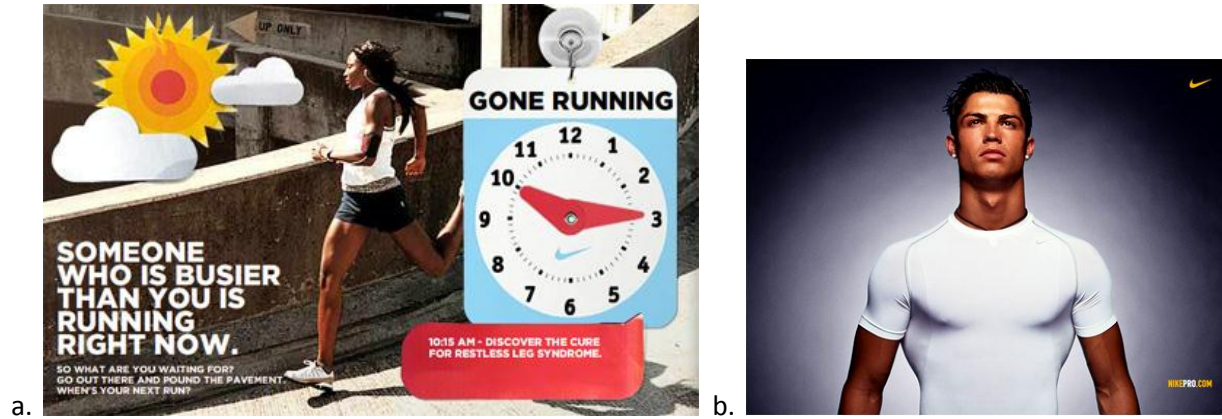
The instructions with these ads were to circle whichever one inspires them to be more active. Below are the advertisements:



(Appendix 1 Image 9 and 10)

Also of note is the use of color, or no color, in these ads.

Next, I compared two very different advertisements. One is very chaotic looking with lots of text and illustrations in it. The other was the exact opposite with a plain background and a stationary man in the middle of it. By comparing these two, I would be able to determine if simplicity is preferred to a busy layout. The question I asked with these ads was, "Which advertisement would you rather see in a magazine and why?" The advertisements I displayed can be seen on the following page.



(Appendix 1 Image 11 and 12)

As you can see, they are striking opposites.

I then again asked a question focused on ads for women. The question was, "Which image makes you want the shoes that are advertised and why?" The difference between the two is the amount of clothing on the models as well as what the model is doing. Both were important differences, and the results would play a factor in my own personal advertisements. The images are below:



(Appendix 1 Image 13 and 14)

In this case, it's notable that these Reebok shoe ads do not have their models' faces in them.

The last question of the survey concerned the issue of making sure everyone feels represented in the advertisement. In this case, a man is the main figure in the image. This man is running on a track and he has multiple legs; however, these are all unique legs. There are some with high heel shoes and others with sandals. It is an attempt at including multiple people in the advertisement. My question

was, "Do you feel like you are represented in this advertisement? Why or why not?" Here is the final advertisement in the survey:



(Appendix 1 Image 15)

### **The Participants**

I knew that I wanted to choose an audience that was interested in physical activity. This gave me the idea to choose students enrolled in the Intro to Physical Activity classes on Missouri Southern's campus. I emailed all of the teachers to inquire whether or not I would be able to come to their classes to distribute the survey to their students. Only a handful of the teachers responded, so I knew that I needed to have more options for my participants. I was a little worried that I would not have a lot of men in the classes, and I turned out to be correct. I knew this could potentially be an issue, so I had previously decided to also use athletes on campus as my backup network of participants. I feel that this gave me a good variety of athletic participants for my survey, and it allowed me to get the needed number of both men and women to take my survey. I had a total of forty participants for my survey including 15 men and 25 women.

### **My Results**

After I had completed giving out my survey, I then worked on tallying the results. I initially separated the surveys according to gender. From there, I organized the answers in a Microsoft Excel

spreadsheet. My plan was to make note of every answer in Excel; then, I would calculate the percentages. I was surprised by some of the results. This made me excited because I knew that I had collected good information with my survey.

On the first question, I found that only 32% of the female participants were athletes for MSSU which means that 68% of my female participants were physically active, but not involved in any organized activity on campus. Of the men, 60% were athletes for MSSU, and 40% were not involved with Missouri Southern sports.

When asked how many hours a week they worked out, the average female answer was five and a half hours, and the average male answer was nine hours. Because I had more male MSSU athletes than female, I was expecting the men's work out time to be higher since athletes tend to work out more hours per day than the average student.

When I asked about what type of exercises they do, I found that running and weight lifting was the most common; however, there were several sports such as basketball and cycling mentioned. This information was important to me because it showed me what exercises people would most identify with.

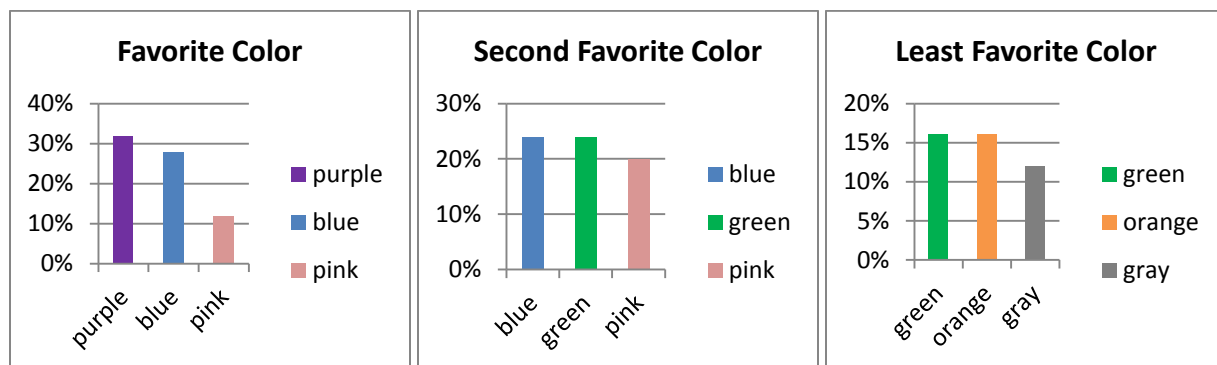
Volleyball and basketball were tied for women's favorite sport to watch, both sports receiving 28% of the vote. The men's favorite sport to watch was football, crushing all the other sports with 60% of the vote. In all honesty, I would have been shocked if football had not won this round. Going hand in hand with this question was the next question, what sports have they played? Each participant had played many sports that typically went along with their favorite sport to watch. If they liked football, then they had usually played football at one point. The same could be said of the women participants and the sports that they liked to watch and play.

Now, I had to find out which sports brand company was the most popular. I was interested to find out which one would be the winner and already had one in my mind, perhaps because this

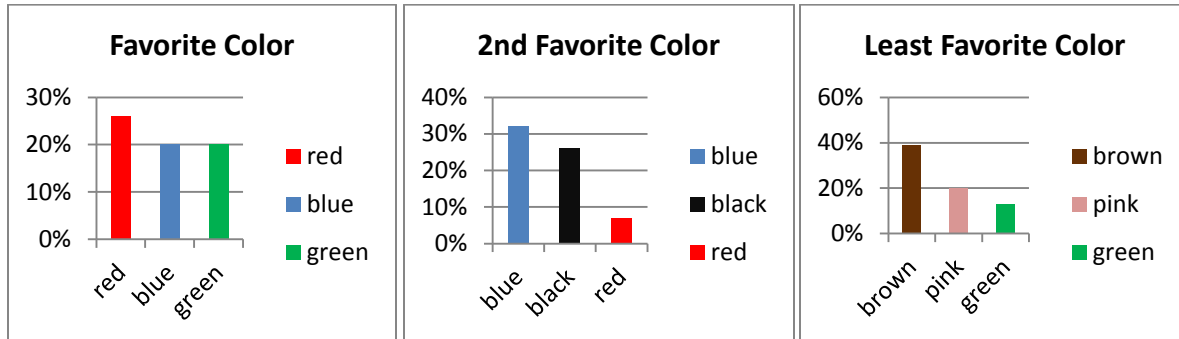
particular company is my own favorite. The winner turned out to be Nike with a total of 46% for the men and 52% for the women. The second place winners were Puma for the men with 20% and Underarmour for the women with 12%. The next facet to this question was why is it the clear favorite? Nike is indeed my favorite, and they are advertised everywhere. This is why I felt they would be the winner. What I was curious to see is why everyone else feels it is the best. The comments that were seen repeatedly throughout the surveys were, "high quality", it "looks good", and it has "proven success".

The last section of questions on page one of the survey dealt with the design aspect of the advertisements, so these answers were important to find out. When asked what their favorite color was, the top three answers for women were purple at 32%, blue at 28%, and pink at 12%. For the men, the top three colors were red at 26%, blue at 20%, and green at 20%. The women's top three second favorite color of choice was blue at 24%, green at 24%, and pink at 20%. The men's top three second favorites were blue at 32%, black at 26%, and red at 7%. When asked their least favorite color, the women listed green at 16%, orange at 16%, and gray at 12%. The men listed brown at 39%, pink at 20%, and green at 13%. Below, you will find sets of graphs illustrating the above information on the colors.

Female Color Choices



## Male Color Choices



For preference on realistic or illustrated ads, 76% of the women preferred realistic, 12% preferred illustrated, and 12% preferred both. Out of the men, 67% preferred realistic, 26% preferred illustration, and 7% preferred both. I was slightly surprised by the overwhelming number of participants who preferred a realistic advertisement.

The following question was about the preference of bold and stark versus playful and whimsical designs. For the women, 48% preferred playful and whimsical, 40% preferred bold and stark, and 12% preferred both. The men came in at 73% preferring bold and stark, and 27% playful and whimsical. I expected the men to have a higher preference for the bold and stark designs, but I was surprised that the women were so close in their preferences. Even though playful and whimsical had the majority of votes, it still did not win by the amount that I had believed it would.

The preference for soft curves or sharp angles in a design came next in the survey. 64% of the women preferred soft curves, leaving 32% preferring sharp angles, and 4% preferring both. The men had another clear winner with sharp angles at 87%, leaving soft curves at 13%.

The last two questions on the first page of the survey were very important to me. When asked whether a busy or simple design was preferred, 76% of women said simple, 20% preferred busy, and 4% liked both. 73% of men also preferred simple, and 27% preferred busy.

The next question dealt with the movement of the model in the ad. This was to reveal who would rather see a model in motion versus one that was stationary. Both men and women had an

overwhelming majority that preferred movement. 92% of women would rather see the model moving, and 93% of men prefer the same. This tells me that for an advertisement dealing with exercise gear, it is very important for the consumer to see it in use. This proved to me that action sells.

With the first page completed, it was time to move on to the comparison pictures to review those results. For the first question on page two of the survey, the bottom advertisement, 64% of women preferred advertisement A and 36% preferred advertisement B. While going through the comments, it became clear that the audience preferred seeing the entire person in the ad. They felt it gave more personality to the image; therefore, they felt more of a connection towards the model. For the men, there was not such a huge difference in the percentages. 53% preferred A, and 47% preferred B. The men's comments revealed a variety of opinions. Several felt that A was better because it was more personal; they could see the face of the model. Others felt that B grabbed your attention more due to the close angle of the bottom. In the end, A was preferred more by both parties because they could see the entire model.

On the third page of the survey, the top question was the comparison of color in the shoe ads. 64% of women preferred advertisement B, and 36% preferred A. The majority's reason for choosing B was due to the amount of color in the ad. For the men, 80% chose A, leaving 20% liking B. Many commented that they felt advertisement A was more simple and clean. This was the result that I had anticipated getting, so I was glad I appeared to be on the right track.

The latter part of page three of the survey showed the two dance advertisements that were being compared. 80% of the women preferred B, and 20% preferred A. Their reasons for choosing B were for the color, it was brighter, and it was easier to see the details. For the men, there was not as clear a winner. 53% preferred B, and 47% preferred A. They felt B was brighter, more pleasing to the eye, and they preferred the color. I was not surprised by the women's choice, but the men's choice was

interesting to me. Advertisement A would have probably won over a majority of the men had it not been such a dark image.

On the fourth page of the survey, the first two questions were all about the movement. This would tell me if movement really does sell clothes. For the first question on page 4 of the survey, the comparison of the Adidas clothing ads, 64% of the women preferred B, and 36% preferred A. 73% of the men preferred B, and 27% preferred A. On the next movement or not question, with the same athlete in each ad, 98% of the women preferred A, and only 2% chose B. For the men, there was not as huge a difference in the total percentages. 66% preferred A, 27% preferred B, and then 7% chose neither of options. The results of these two questions confirmed what the participants had answered earlier. Movement was a large factor of what motivates a person to pay attention to the advertisements.

The results for the magazine ad preference were next, and I thought I knew what would win. The two ads were very different. One was extremely busy with the other being incredibly simple. The women's results were 88% for A and 12% for B. The men were 60% A and 40% B. I was shocked to see that A was the clear favorite for both parties, considering how busy it was with all of the text and layered images. It did not match their earlier results when they were asked their preference of busy or simple advertisements. I was very curious to learn why A was the clear favorite. Their comments all said that it was very motivating. This tells me that a motivational statement overrides all of their other preferences. I knew that I would need to use this in my advertisements.

On the final page of my survey were my last two questions. For the Reebok shoe ads, 88% of women chose B, with 12% choosing A. Their reasoning was that B was more realistic and showed the shoes being used versus a girl standing in her underwear in her room. For the men, 80% of them chose B and 20% chose A. Their comments stated that they felt B was also better due to the shoes being shown in motion. They also felt you could see the shoes better in advertisement B.

For the final question, I was interested to see if the advertisement was successful in allowing everyone to feel represented. 64% of women said no and 36% said yes. Even though there were high heels and other feminine legs in the image, it was not enough for a majority of the women to feel represented. A lot of them mentioned that the man was too intense, and they do not run track. For the men, 53% said yes and 47% said no. Those that said yes, they felt represented, had participated in track. The ones that answered no did not run track, so they felt disconnected, showing me that location and setting is another important part of an advertisement.

All in all, I am glad I gave this survey because it showed me what people are really thinking about sports advertisements. I was surprised by some of the results, and it allowed me to use this new information in my final collection. Thanks to these results, I will be able to give my audience exactly what they want to see.

### **The Collection**

With the results tallied, it was time to create my company. I did research on Nike, Adidas, and Reebok to find out the origins of their names. In Greek mythology, Nike is the Greek goddess of victory (Wiki, Nike). Adidas was actually created by a German man named Adolf Dassler. His nick-name was Adi. This left Adidas to be a combination of his nick-name and last name (Wiki, Adidas). Reebok is the African word for antelope (Wiki, Reebok).

With all of these different ideas, it was my turn to decide which direction I would go. I did not want to use my name as directly as Adolf Dassler did, but I still wanted to incorporate it in some fashion. I went ahead and looked into the idea of using an animal name. I wanted to pick something that either represented strength or speed; however, nothing seemed right to me. I did not want to use any feline creature because I felt that it would be too similar to Puma. After running through various creatures of the animal kingdom, I decided to look into a more ethereal name, one that was gender neutral and not initially definable. This led me to look at what outer space had to offer. I looked at several moons and

galaxies, yet I still did not find a name that evoked the thoughts I desired. Many of the names seemed too feminine or too long.

I then turned to Greek mythology. Here, I was able to find several names that were promising. I found that I was drawn towards names of two syllables. Those names are short and quick which would help make the name be more memorable. In the end, I chose the name Eos for my company. Eos is the Greek titan goddess of the dawn, which happens to be my middle name.

### **The Logo** (Appendix 2)

With the name picked out, it was time for the logo. I wanted the logo to depict a quality of the mythological Eos yet still represent a sports brand company. This meant that I needed to do some research on the titan goddess. When I looked up images of Eos, she was often depicted with wings. There were times she was seen with winged horses as well. I liked the idea of using the wings because they represented movement and speed. I was not sure if I would use a winged horse or just wings originally, which left me with much to decide. After several sketches, I chose to use the wings. I felt that it would be the best option for a simple, sleek design.

When I began sketching the wings, I knew that I wanted to take the form and simplify it. The idea was to break down the form to its basic shapes. I did not want to draw every detail and every feather, just the impression of the feathers. After several sketches, I realized I was running into a problem. The wings were looking too feminine. I then looked at NBA logos to see what they are doing since their targeted audience is men. I found that all of the lines were thick and had sharp angles. I took these two ideas and put them into my wing logo. Once I made my simplified version of the wings I felt that it was complete, but at a second glance, I decided to play with the positive and negative space. The image is two wings. The back wing is the outline of the wing, and the front wing is the inside space of the wing. By filling in the shape of the front wing, I was able to create an "E" shape that played along with my company's name.

Once the logo of the wings was complete, it was time to combine it with the name Eos. After looking at several fonts, I chose Gils Sans. It is a sans serif font that adds a sleek look to the name. While I liked the look of Gils Sans, I was still not happy with how the capital E looked in Eos. The sharp angles contrasted too much with the smooth curves of the wings. The answer to this was to create my own E. I used the shape of the O in Eos and created the capital E from that. This gave the logo a completely different look and was exactly what it needed. I placed the name underneath the wings and justified the name to the left side of the wings.

### **The Identity (Appendix 3)**

Along with the logo, it is also good to create an identity set for a new company. This is why I created the stationery set for Eos. I made a letterhead, an envelope, and a business card. I started with the business card. I wanted to create a front and a back for the card. The back would be more decorative with the front containing all the information. I wanted to create a contemporary design that would attract the audience of the people in my survey. I started by deciding the company colors. I first decided on the main color for the company. After looking at the survey, I saw that blue was a favorite for both men and women. With this in mind, I chose blue as the main company color for Eos. Along with a main color, I needed another color that would complement the blue that I chose. I chose a light green, a cool color and harmonious with the main blue, as the complimentary company color. Green is also on the survey as a second favorite color for both men and women. I wanted to use the front wing in the shape of an "E" for the stationery design. On the back of the business card, I layered the blue wing shape at an angle creating a dynamic design. Since the wing was already a part of the logo, I only put the word 'Eos' on the card. I wanted to keep the front of the card simple, so it would not compete with the back of the card. I left the background color white and put the company's information and the logo in blue on that side. This balanced the card well.

After the card was created, I then moved on to the letterhead. I added the business card look of layering the wing to the top of the stationary paper in blue and then made a gradient down the rest of the page with the light green color. At the top left corner, I placed the Eos logo in white. I put the information at the bottom of the paper. For the envelope, I wanted to continue the gradient of green. All of the typed information will be in white on the colored envelope. The end result of the identity set is a harmonious grouping of paperwork. I understand that this design is more costly because of the use of all the ink; however, I imagine my company to be a high-end one.

#### **Website (Appendix 4)**

Any good sports company has a great website. I knew this would be an important piece in my collection since the internet is a very powerful method of advertising. With this in mind, I wanted to see what the professionals are doing. Nike, Adidas, Reebok, and Underarmour all had very clean and organized websites. It is important for a website to have easy access. A customer must be able to navigate their way around the site without any difficulty. If they want to find sweatpants, then they should be led directly to sweatpants. That was one thing that I noticed about all of the sites that I visited. They were all labeled very precisely, and I was easily able to make my way around. Along with easy access, the sports companies all had clean, contemporary designs. Pictures and color were used throughout the design to draw attention to headlines and other categories.

After looking at these websites, I felt that I was ready to combine these designs and styles with the results of my survey. A large majority stated that a simple design is preferred. This goes along with a lot of the websites that I reviewed. Seeing active people is also important to the participants in my survey. This told me that I should show people moving and working out on my website. I had also seen different methods of displaying the clothes on the sports companies' websites. Some had models in the clothes while others had just the clothes. I decided to use pictures with models. I wanted to design three pages for my website. These three are the homepage, women's apparel, and men's apparel.

I created a basic layout to use for all three pages, so the website would look like it all belonged together. I knew that I wanted to create a textured background to give some contrast to the smooth colors and images on the inside of the design, so I used a picture of a cement wall. This gave the website a nice, neutral background to allow the images to stand out on the pages. This background also allows for the website to fill the entire screen since different computers have different screen sizes. The actual information on the website is located in a white square section in the middle of the page. This white square contains all of the typed information, pictures, and different colors; all of these elements serve to break up the white space. Since blue is my company's main color, I chose blue to be the color for the website. Blue was applied to many different areas. It highlights the text that states where the viewer is at on the website. For example, if they were looking at women's clothing, then the women's tab is blue. All of the homepage images are originals, but the images for the men's and women's apparel page were taken from Underarmour's website ([www.underarmour.com](http://www.underarmour.com)). These images helped me represent what I want the website pages to look like.

### **Packaging Design (Appendix 5)**

Another area that can help create a unique identity for a company is its packaging design. This can be a great advertisement area for a company as well because when it is done well, it attracts attention. I wanted to create a unique shoe box for Eos. The idea with this design was to rethink the box. How could I make this visually interesting as well as practical? I knew I would keep the blue color from the other projects in this one. Since I had used the "E" in the wings, I thought it would be great to try and make the box into the shape of this "E". I thought it would be a good use of space to put transparent material in between the spaces in the shape of the "E". This would allow the customer to be able to catch a glimpse of the shoes from outside of the box. I placed one white strip on both sides of the box to allow room for the full logo which is also in blue. I then continued the white along the edge

of the lid. This created a contrast from the lid to the rest of the box. The end result of this is a simple, clean design that represents the company in a unique and eye-catching way.

### **Clothing (Appendix 6)**

Another aspect of advertising is clothing. Clothing is perfect for advertising because you are basically getting paid by your customers to advertise your company. This is why I decided to have two hoodies screen printed with designs for Eos on them. When choosing the colors of hoodies, I looked at the survey for my answers. For the women, pink came in at 12%, and I felt that by choosing this color, it would give me some variety in my collection. For the men, gray was under the second favorite color category at 7%. While gray was not that high, I felt it was a good option because I would be able to showcase another favorite color on the hoodie, red. For the actual design color, I picked a light blue for the women. The combo of pink and blue is pleasing to the eye. Red was the first pick, at 26%, in the men's favorite color category. For the women's hoodie, I chose to use the wings in my logo. I did not want to put the name or anything else on it. This left a simple clean design that would stand out on the hoodie. For the men's hoodie design, I decided to make it more about typography. I simply stated the name and when Eos was established. I chose the date 1989 because that is the year I was born.

### **Shoe Design (Appendix 7)**

I have two pieces in my collection that are geared toward shoe advertisements. I created two gradient meshes in Illustrator and made an image of a shoe for each advertisement. A gradient mesh basically takes a 2-D image and turns it into a 3-D image. One was designed for women and the other for men. I took photographs of Nike shoes that I already had and edited them in Photoshop. I was able to adjust the colors and brightness of them in this program. I then took the photographs and used Illustrator to create gradient meshes out of them. I chose the colors to be a deep pink and a light blue for the women's shoes. This allows them to go with the hoodie design. For the men's shoes, I wanted to keep them neutral. Out of the shoe ads, the men preferred the white and black shoes versus the

ones with color on the survey. Once the mesh was created, I placed them on a solid background with the name Eos. I did not need the image of the wings since I had placed them on the shoes themselves.

### **Print Advertisements**

I created ten total print advertisements. These ten are grouped into five pairs. I have two ads for each group, and these ads are a comparison of how I approach them differently for men and women. I deduced from the survey that the participants would rather see movement, the whole body of the model, and be motivated. With this in mind, I created the final pieces of my collection.

For the first group of ads, I titled them Print Ad 1 and Print Ad 2. Print Ad 1 (Appendix 8) is an image of a girl running outside in a grassy area. We do not see her face because her back is to us. The image is in color, and there is a message at the top of the ad. It says "Discover New Boundaries," with the logo of the wings in pink next to it. Print Ad 2 (Appendix 9) says the same thing, only the wings are red. In this partner ad, the model is a man, and he is running on a track. When I asked the participants of my survey if they felt represented by the man on the track with various types of legs running with him, a majority of the women said no, but the results were the opposite for the men. This is why I chose this background for the men.

The second group consists of Print Ad 3 and Print Ad 4. Print Ad 3 (Appendix 10) depicts a girl doing pushups. The angle of the girl is at her face so you can see the top portion of her body and her feet in the distance. The girl is in color, but the background is in black and white. There is an illustration of swirls in the corners of the piece. These colors are purple and blue. In the top right corner it says, "Keep going because sitting watching TV won't get the job done." I chose to put her in color because it put all of the focus on her. Her looking straight at the camera causes the viewer to feel that she is looking at them. Playful and whimsical came in at 48% on the survey, so I placed the colorful swirls in the image. I also put the type there because the participants in the survey liked being pushed and motivated through text. For Print Ad 4 (Appendix 11), I had the same saying and it was a man running

stairs in a stadium. He also is in color with the background in black and white. The saying is at the bottom of the ad and it is placed in a dark blue box that bleeds (has no border) off of the sides of the ad and the bottom as well. The men preferred bold and stark designs, which is what I created with this piece. The type is bold against the blue background, and there are several sharp angles throughout the image.

Print Ad 5 and Print Ad 6 are in the third group. Print Ad 5 (Appendix 12) is a black and white image of a girl doing yoga. She is up on a hill and is looking up to the left corner where it says "keep going," with the symbol of the wings next to it. The letters are purple, which was the top choice for the women in the survey. For Print Ad 6 (Appendix 13), the image is of a man doing ab exercises. The photo is also in black and white, and the same words are located in the same spot as Print Ad 5; however, the wings are red and the type is white.

Print Ad 7 and Print Ad 8 comprise the fourth group. Print Ad 7 (Appendix 14) is more of an illustration than a photograph. I took the image of a girl stretching and isolated her body while erasing the background. This left just her with a white background. I then duplicated her image three times and made each copy a different solid color. The end result is a repetition of her silhouette throughout the layout. Her image is in black and white, so the colors of her silhouette stand out. The colors are a mix of a dark pink and red, a lighter pink, and a light purple. By her feet, it says "Game Ready," with the logo of Eos in pink. The repetition of the silhouettes in Print Ad 7 can also be seen in Print Ad 8 (Appendix 15). The man is stretching his arms instead of his legs, and the colors are a gradual change from a dark blue to a darker green. The same quote is also on this piece. I created this repetition of the silhouettes because the pose both models were doing was somewhat stagnant, so I wanted to create something that would cause the viewers eyes to move. The color choices were also made because of the results of the survey.

The fifth and final group of advertisements contains Print Ad 9 and Print Ad 10. Print Ad 9 (Appendix 16) shows a woman doing another yoga pose. The angle of her is at her side and she is in somewhat of a push up position. There was a lot of sky in the background and above her is the word "persistence," with the wings. Both of them are white. For Print Ad 10 (Appendix 17), the man is doing tricep pushups on bleachers. In the sky background it says the same thing, "persistence," only in black. For both of these pieces, I wanted to say something motivating, but not too wordy. Instead, I chose to say one word that would represent what was needed to get the desired results.

### **Conclusion**

Looking back at where I was before this process, it is crazy to see how far I have come. I was able to create a survey, determine the results, and create an original sports brand company and advertisements for it. Looking at the results, I feel very pleased by what I have developed. I feel I could find my products in the advertising world, and I believe they would be successful. This process has been very stressful at times, with deadlines and seemingly daunting tasks that were looming over me, but I am incredibly happy that I have completed my goals. I feel that it has pushed me in my world of design, and it has caused me to think in more detail about the audience for whom I am creating various advertisements. I would definitely love to continue this project further. There are so many aspects of advertising where I can dig deeper. I could pinpoint the necessary specifics for advertisements geared toward men and women, as well as clothing and shoe designs. The areas where I can explore are endless, an extremely positive sign for a graphic designer like myself.

## Appendix:

1.

Image 1



[http://www.designyourway.net/diverse/nikeads/advertisement\\_my\\_butt\\_is\\_big\\_by\\_nike.jpg](http://www.designyourway.net/diverse/nikeads/advertisement_my_butt_is_big_by_nike.jpg)

Image2



<http://www.stanford.edu/group/ccr/blog/KarenNikeAd.jpg>

Image 3



[http://th09.deviantart.net/fs71/PRE/i/2011/078/d/d/adidas\\_advertisement\\_by\\_tomtodhunter-d3c17rl.jpg](http://th09.deviantart.net/fs71/PRE/i/2011/078/d/d/adidas_advertisement_by_tomtodhunter-d3c17rl.jpg)

Image 4



[http://www.google.com/imgres?q=adidas+ad&um=1&hl=en&biw=1249&bih=587&tbm=isch&tbnid=yeBFFtcdC7RRXM:&imgrefurl=http://www.designsmag.com/2011/02/38-digital-dazzling-advertisement-examples/&docid=mRakg4LORaj7yM&imgurl=http://www.designsmag.com/wp-content/uploads/2011/02/Adidas\\_Advertisement\\_by\\_StratocasterUK.jpg&w=550&h=883&ei=qkKTT4-tFYPM6QHvuvWmBA&zoom=1&iact=rc&dur=282&sig=113303156139704289354&page=1&tbnh=109&tbnw=90&start=0&ndsp=25&ved=1t:429,r:15,s:0,i:164&tx=72&ty=63](http://www.google.com/imgres?q=adidas+ad&um=1&hl=en&biw=1249&bih=587&tbm=isch&tbnid=yeBFFtcdC7RRXM:&imgrefurl=http://www.designsmag.com/2011/02/38-digital-dazzling-advertisement-examples/&docid=mRakg4LORaj7yM&imgurl=http://www.designsmag.com/wp-content/uploads/2011/02/Adidas_Advertisement_by_StratocasterUK.jpg&w=550&h=883&ei=qkKTT4-tFYPM6QHvuvWmBA&zoom=1&iact=rc&dur=282&sig=113303156139704289354&page=1&tbnh=109&tbnw=90&start=0&ndsp=25&ved=1t:429,r:15,s:0,i:164&tx=72&ty=63)

Image 5



<http://www.adverbox.com/media/campaigns/2006/12/nike3.jpg>

Image 6



<http://cdn.tentblogger.com/wp-content/uploads/2011/04/nike-advertisement-passion-dance-570x359.jpg>

Image 7



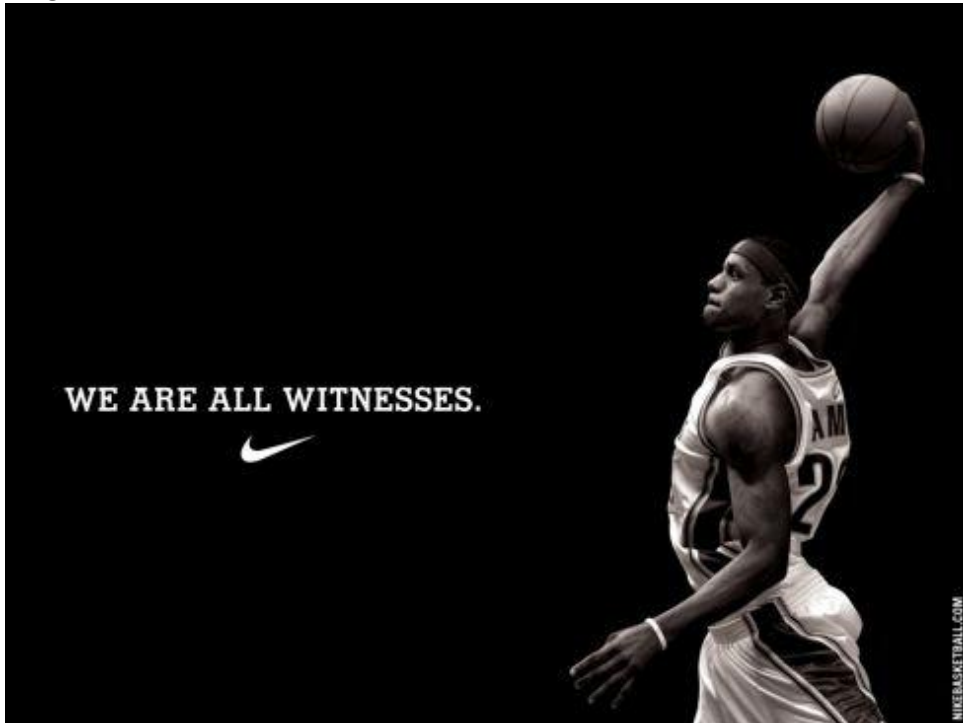
[http://fc07.deviantart.net/fs71/f/2011/054/7/4/adidas\\_advertisement\\_a2design\\_by\\_siu\\_yin-d3a8fvf.png](http://fc07.deviantart.net/fs71/f/2011/054/7/4/adidas_advertisement_a2design_by_siu_yin-d3a8fvf.png)

Image 8



[http://webdesignfan.com/wpcontent/uploads/2009/11/07\\_creative\\_adidas\\_ads\\_predator\\_pulse.jpg](http://webdesignfan.com/wpcontent/uploads/2009/11/07_creative_adidas_ads_predator_pulse.jpg)

Image 9



<http://www.blogcdn.com/www.aoltv.com/media/2010/07/097nikewitness-1278573997.jpg>

Image 10



<http://dimemag.com/wp-content/uploads/2010/01/lebron-james-standing-nike-ad-wallpaper.jpg>

Image 11



<http://www.starling-fitness.com/wp-content/uploads/busyrunner.jpg>

Image 12



<http://www.cristiano-ronaldo.org/photos/nike-advertisement-191.jpg>

Image 13



<http://www.essentialstyleformen.com/wp-content/uploads/2010/05/reebok-easytone-shoes-ad->

Image 14



<http://www.adsora.com/files/media/2010/reebok-print-ads-03.jpeg>

Image 15

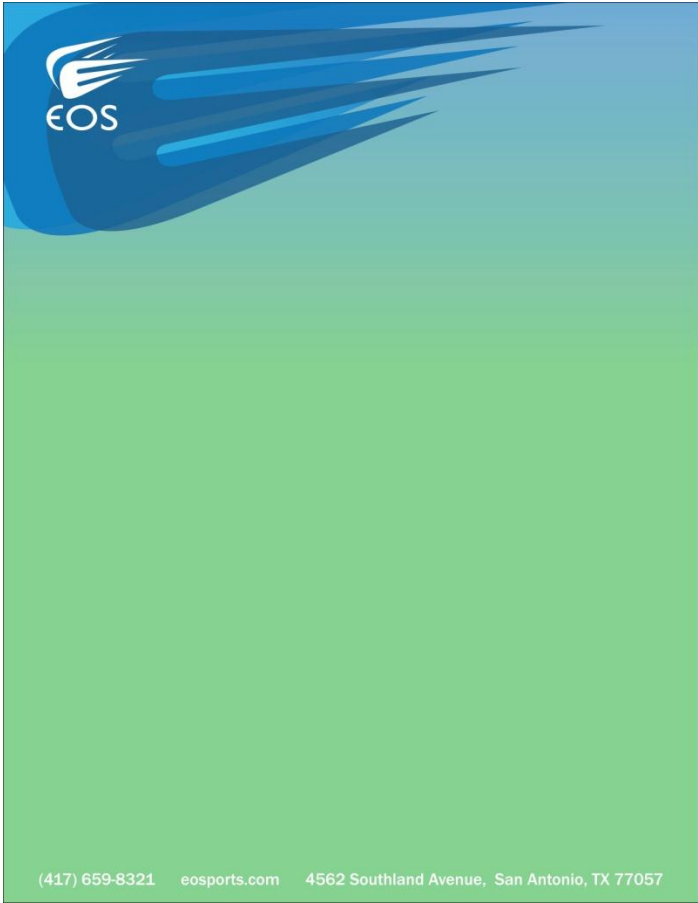


[http://theinspirationroom.com/daily/print/2008/7/adidas\\_wariner.jpg](http://theinspirationroom.com/daily/print/2008/7/adidas_wariner.jpg)

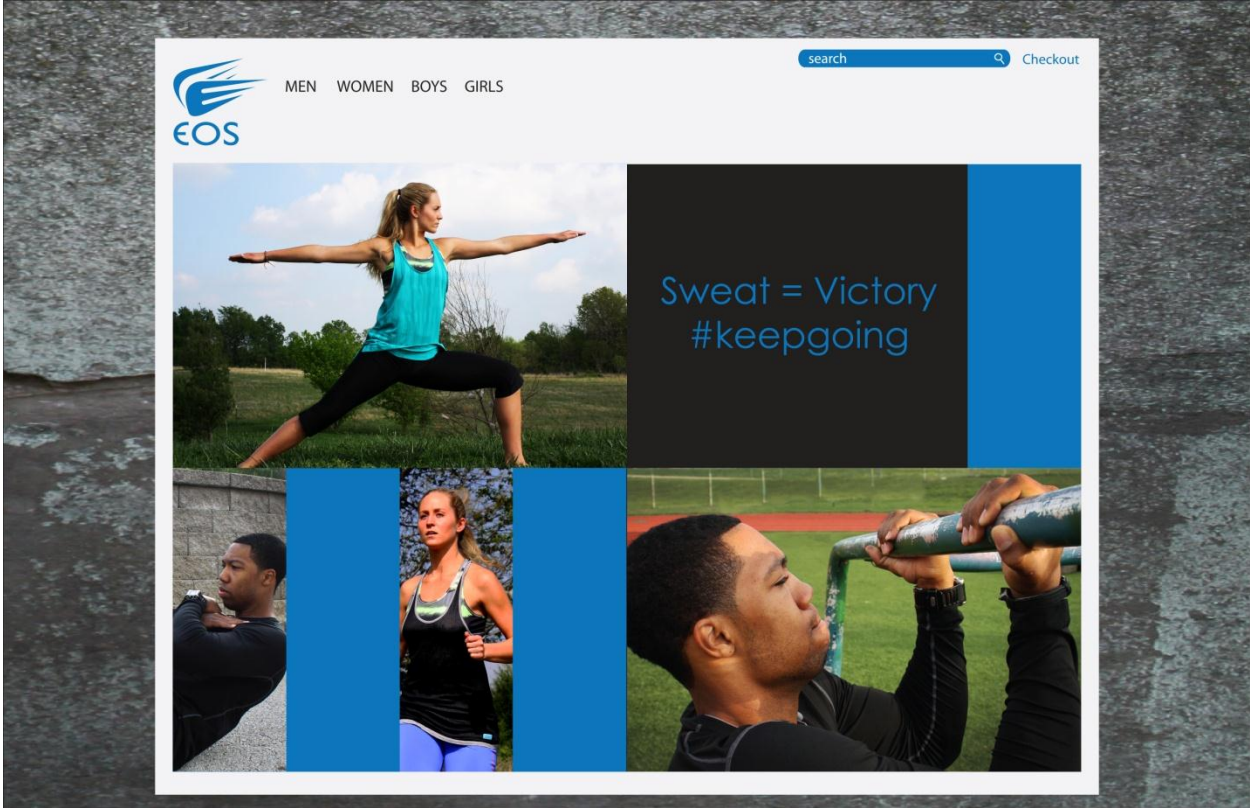
2.



3.

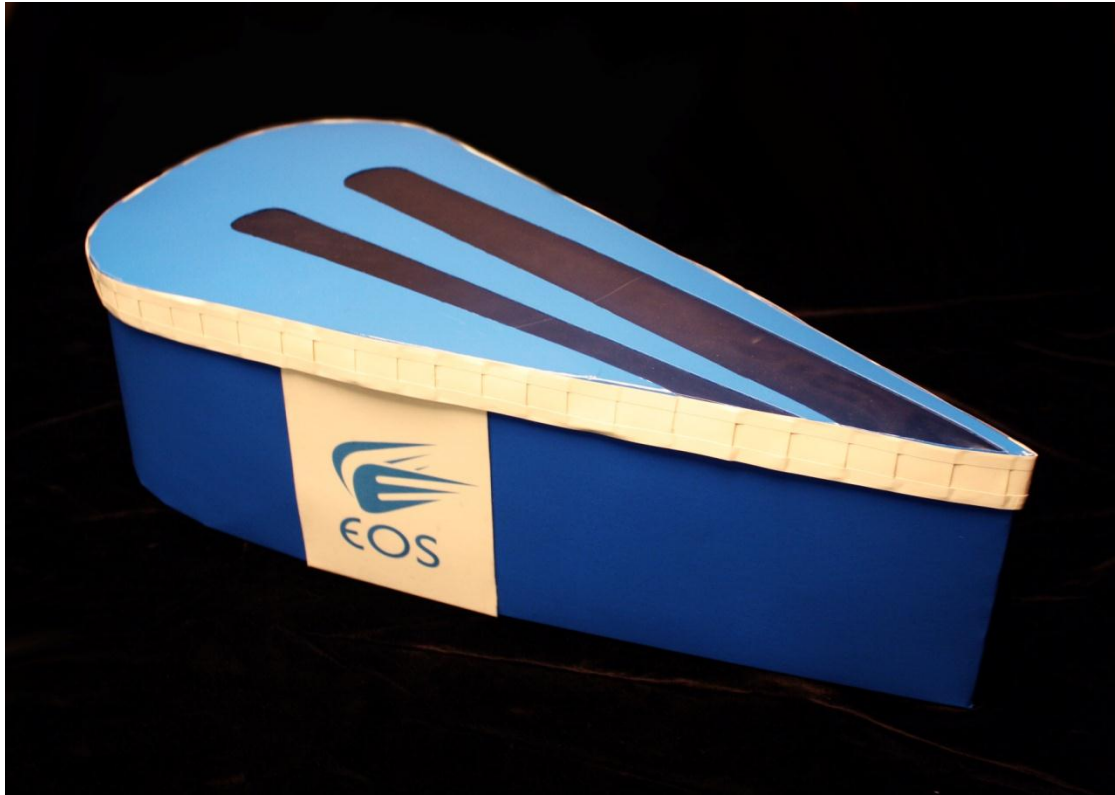


4.



Home page

5.



Shoe Box

6.



Women's Hoodie



Men's Hoodie

7.



Women's Shoe



Men's Shoe

8.



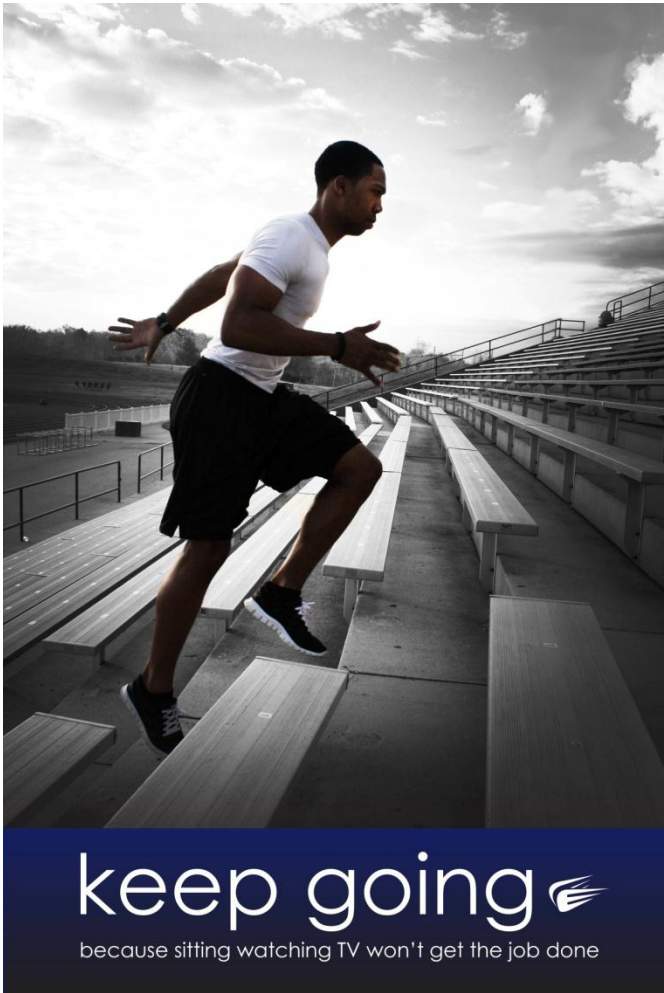
9.



10.



11.



12.



13.



14.



15.



16.



17.



18. Survey:

## Design in Sports Advertisement

Male

Female

Age \_\_\_\_\_

1. Are you an athlete? \_\_\_\_\_

2. How many hours a week do you exercise? \_\_\_\_\_

3. What activities do you do for exercise? \_\_\_\_\_

4. What is your favorite sport to watch? \_\_\_\_\_

5. What sport(s) have/do you play? \_\_\_\_\_

6. What is your favorite sports brand company and why?

\_\_\_\_\_

7. What is your favorite color? \_\_\_\_\_

8. What is your second favorite color? \_\_\_\_\_

9. What is your least favorite color? \_\_\_\_\_

10. Do you prefer realistic (photography) or illustrations in advertisements?

\_\_\_\_\_

11. Do you prefer bold and stark or playful and whimsical designs?

\_\_\_\_\_

12. Do you prefer sharp angles or soft curves? \_\_\_\_\_

13. Do you prefer busy or simple designs? \_\_\_\_\_

14. In sports advertisements, do you prefer a person moving or standing at leisure?

\_\_\_\_\_

15. Which advertisement do you prefer? Why?



A.



B.

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---

16. Which advertisement do you prefer? Why?



A.



B.

---

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---

17. Which advertisement do you prefer? Why?



A.



B.

---

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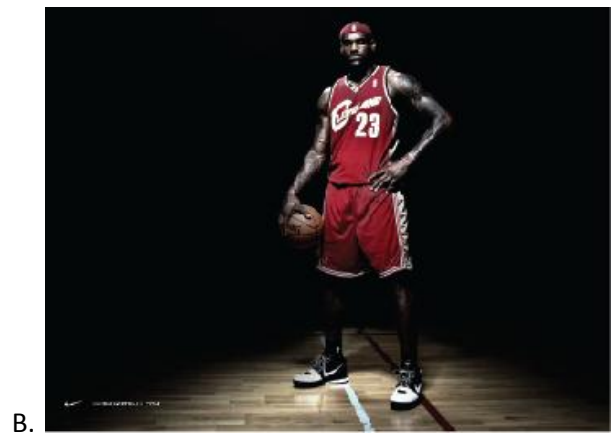
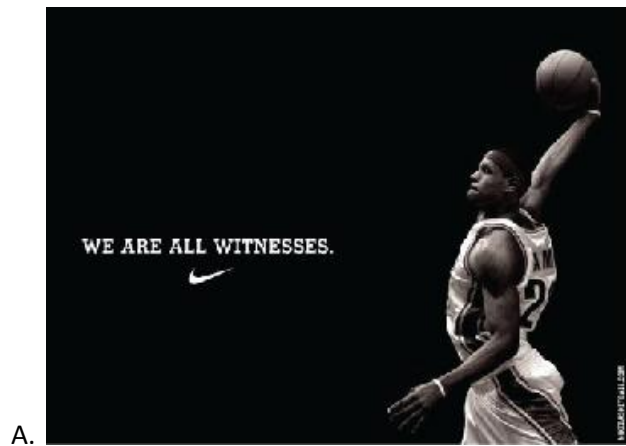
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18. Circle which advertisement makes you want to buy the company's clothes.



19. Circle which image inspires you to be active.



20. Which advertisement would you rather see in a magazine? Why?



A.



B.

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21. Which image makes you want the shoes that are advertised? Why?



A.



B.

---

---

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22. Do you feel like you are represented in this advertisement? Why or why not?

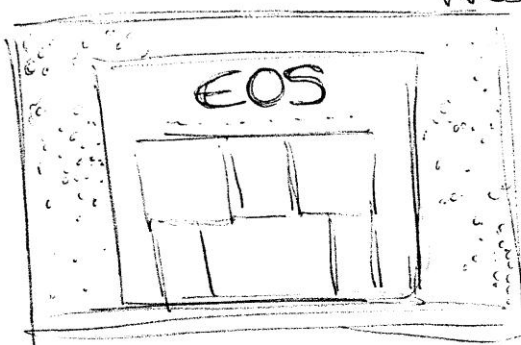
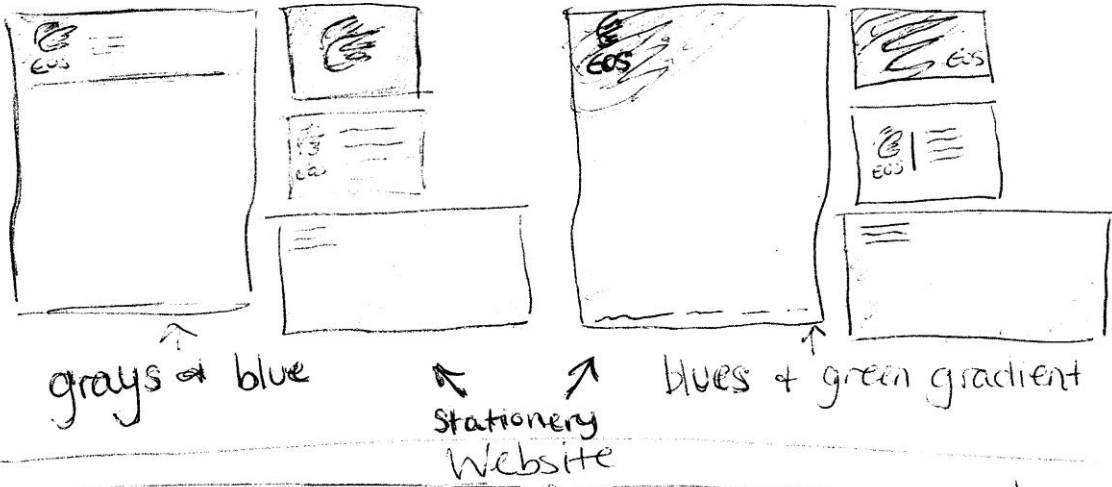


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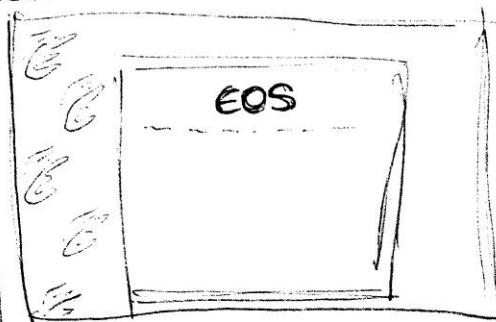
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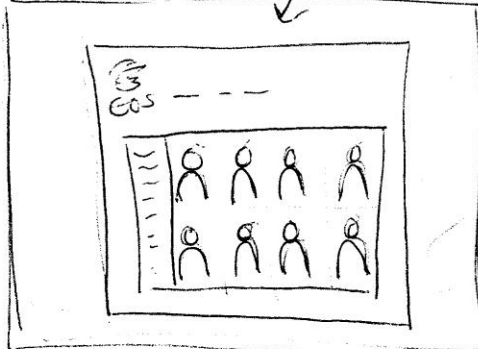
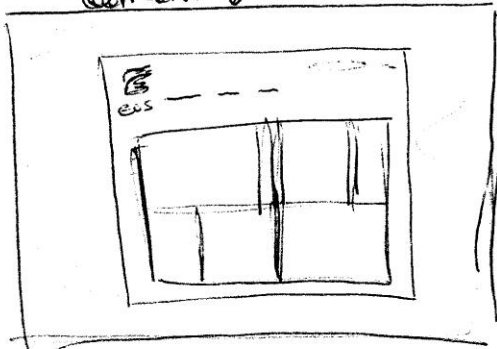
Sketches

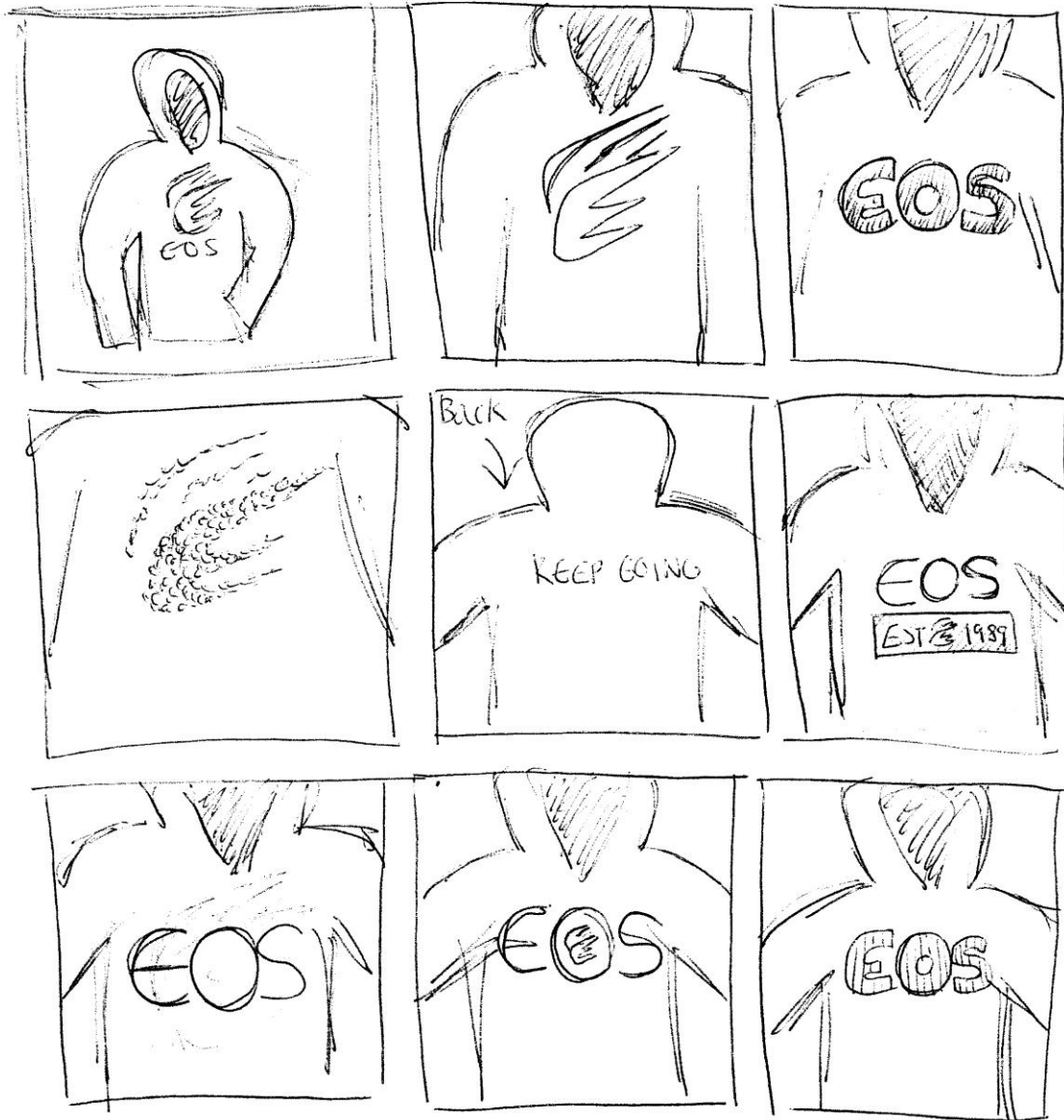


Cement

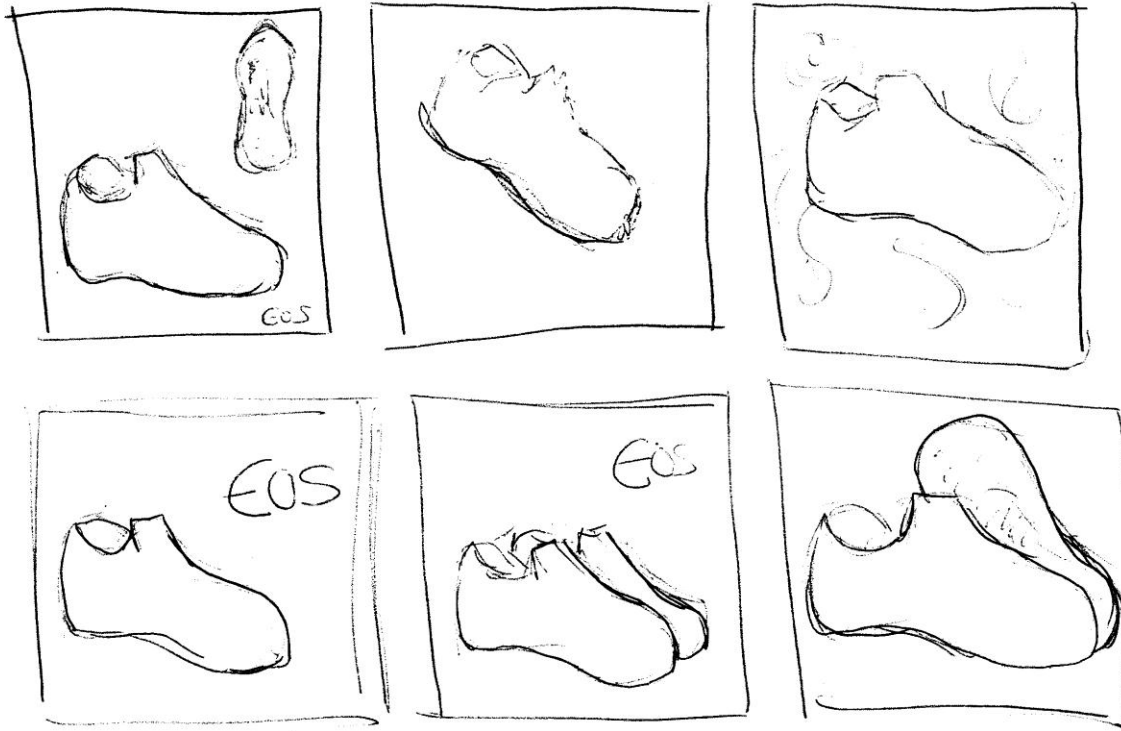


Cement





Colors - Pink & Blue  
Gray & Red



Colors- girl- bright  
boy- neutral  
b/w

# Types of exercise

Abs

Pushups

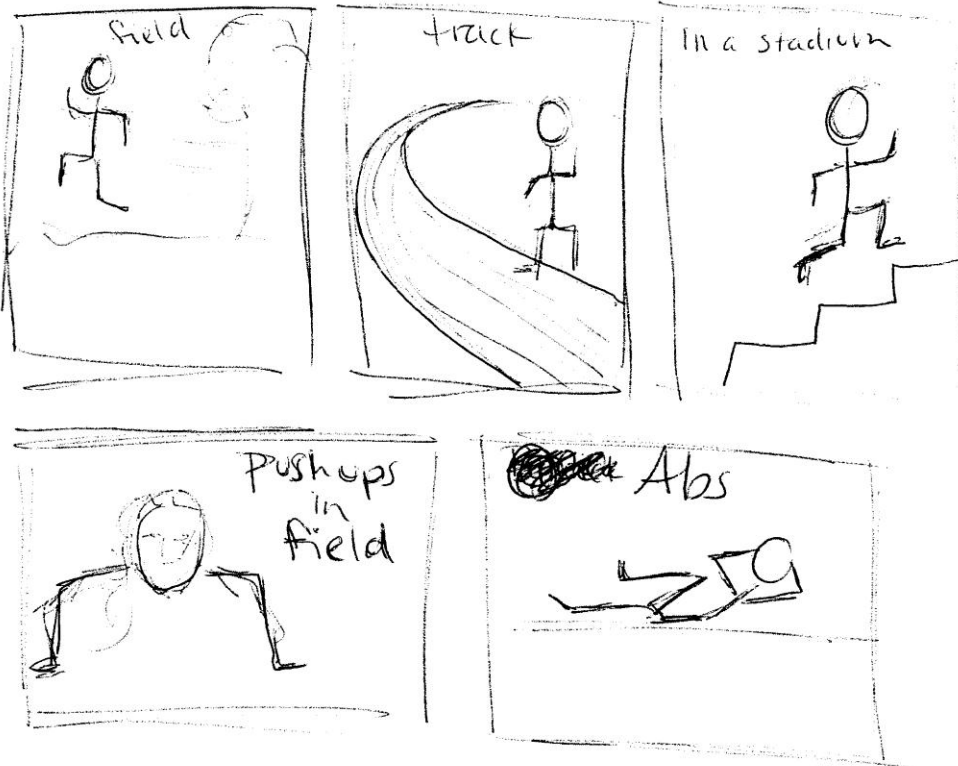
Running - field/track

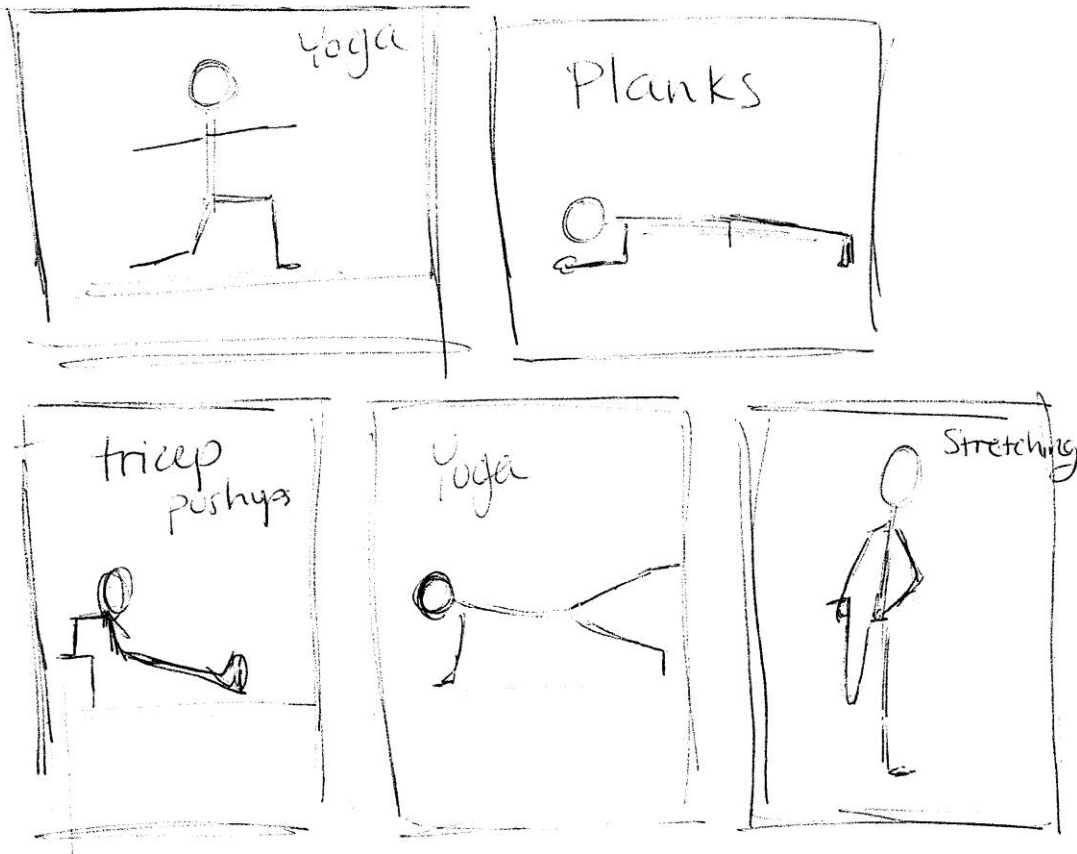
Stairs

Tricep pushups

Stretching

Yoga





\*Add color - illustrations

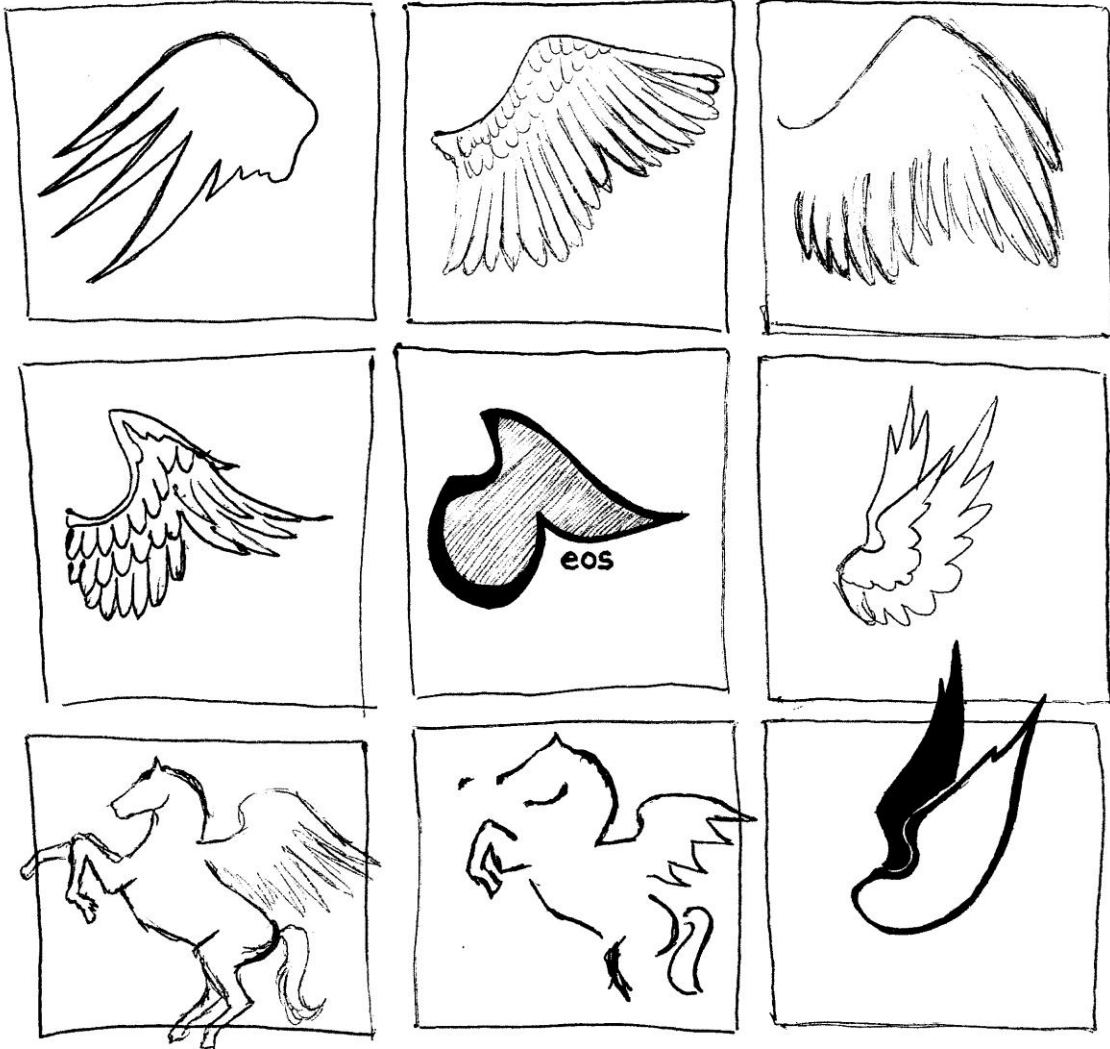
• Playful + whimsical swirls  
vs.

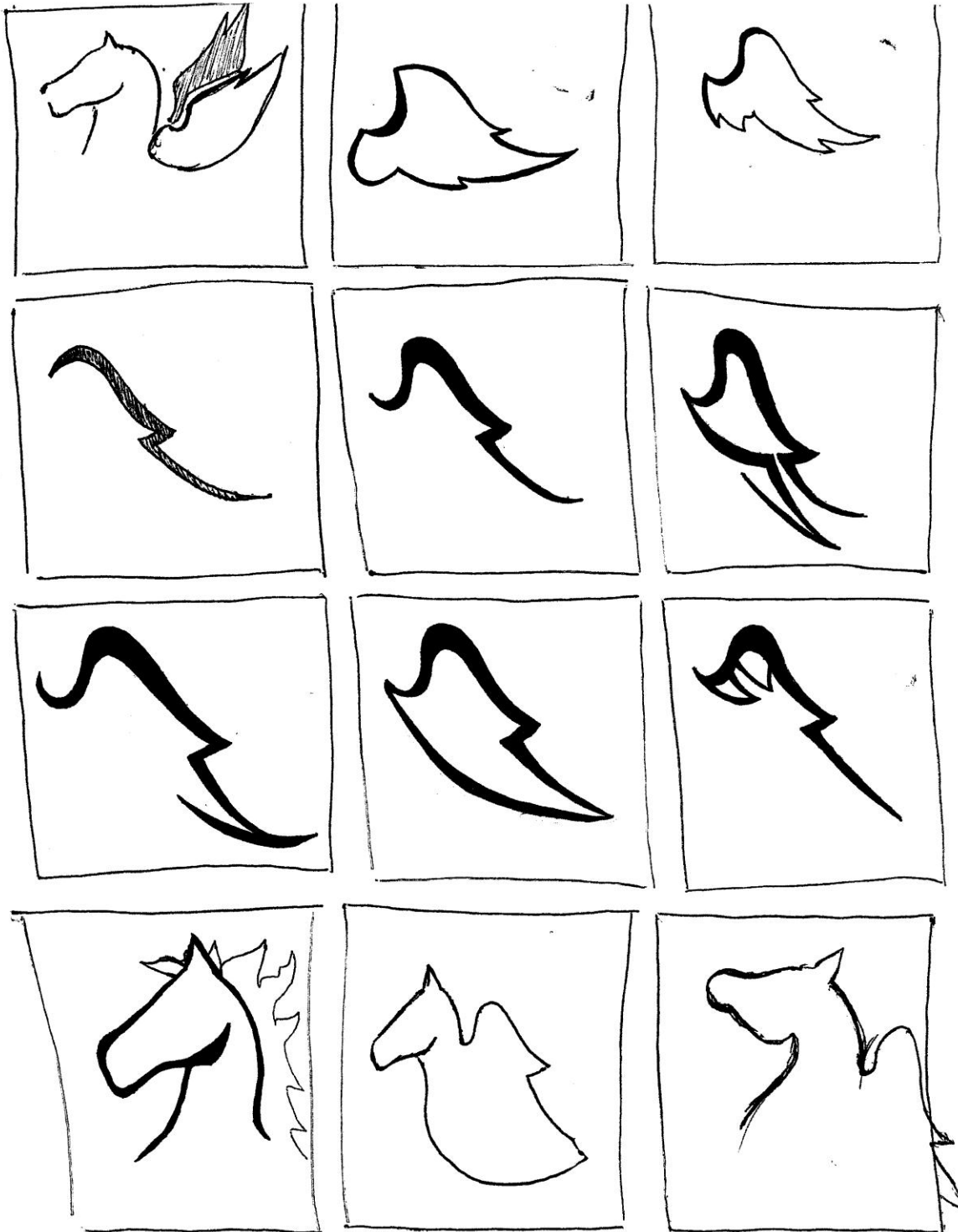
• Bold + stark lines

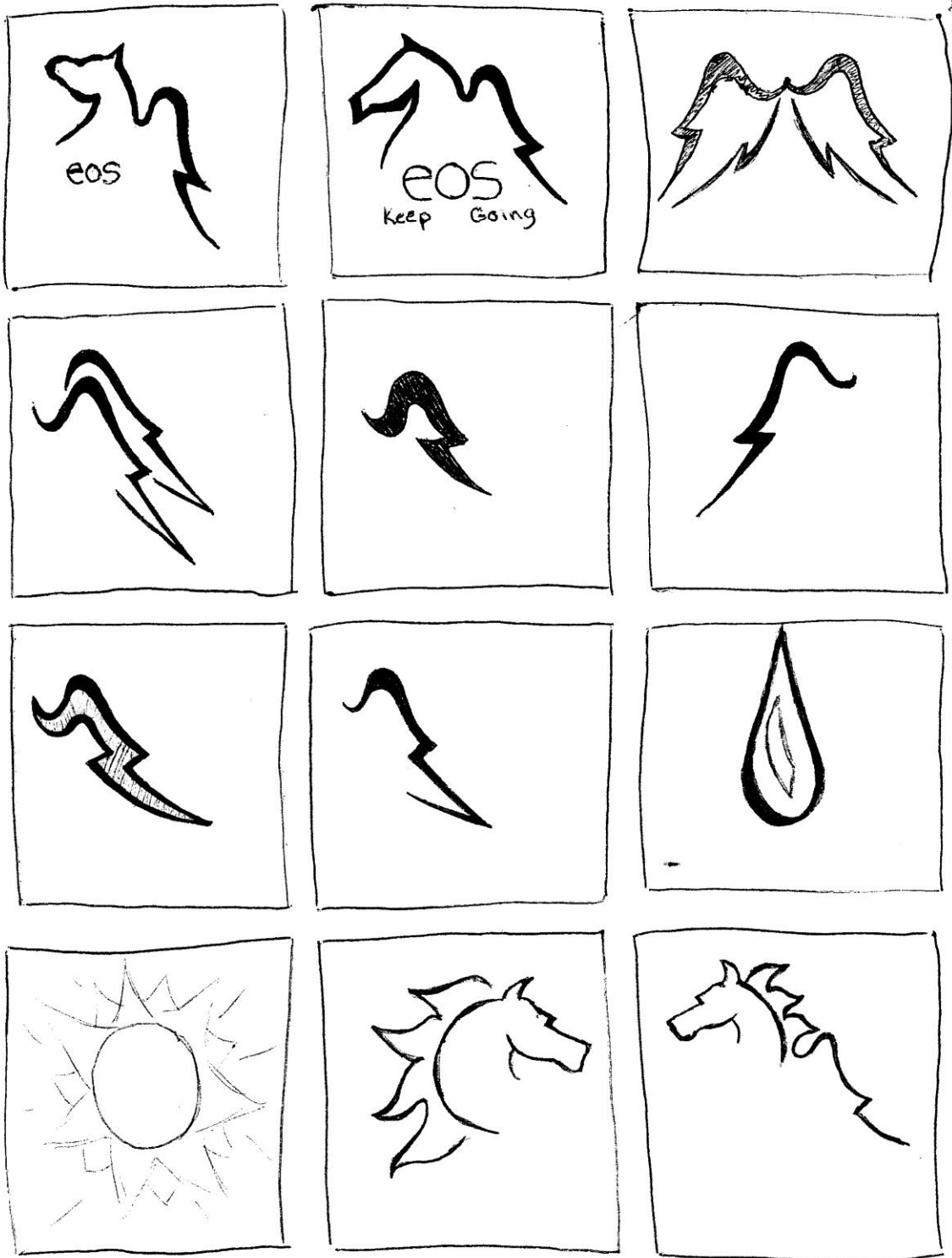
- Black + white images
- Black + white background, model in color
- Add motivational sayings

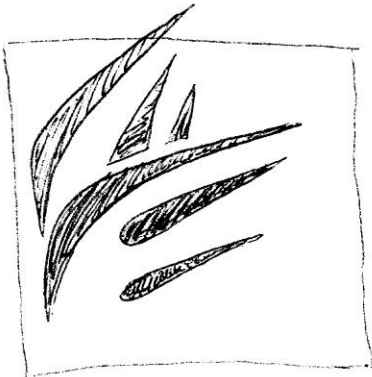
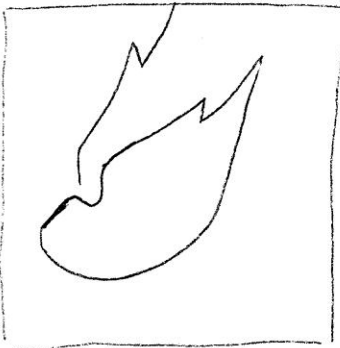
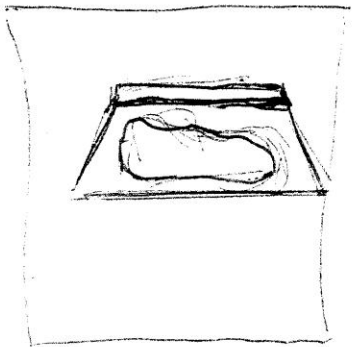
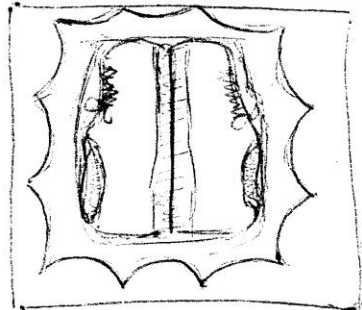
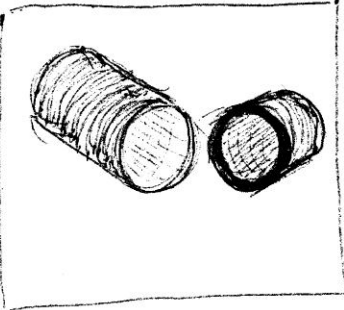
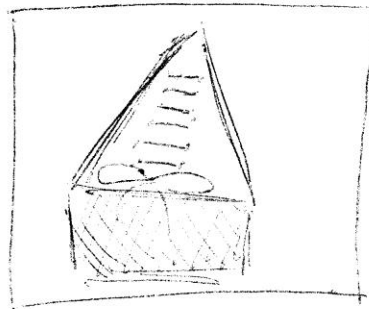
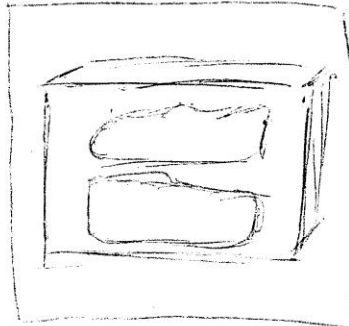
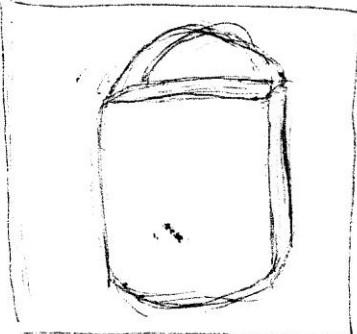
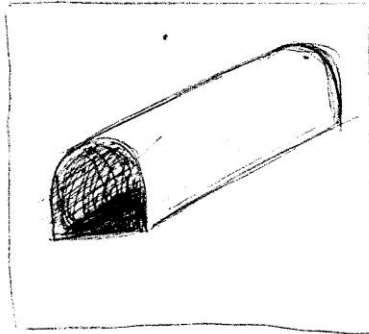
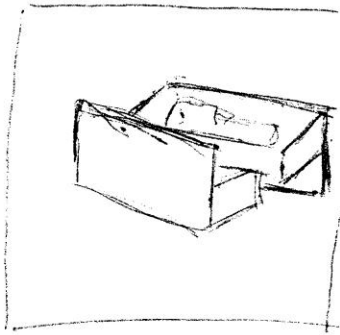
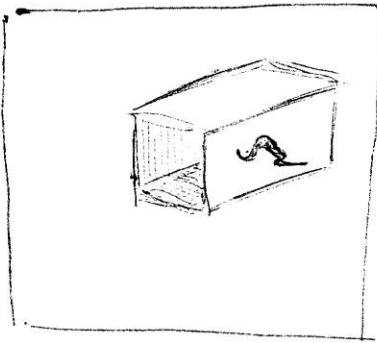
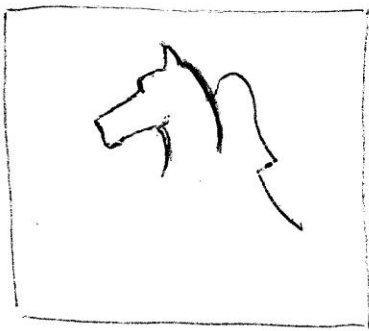
EOS = Titan goddess of dawn

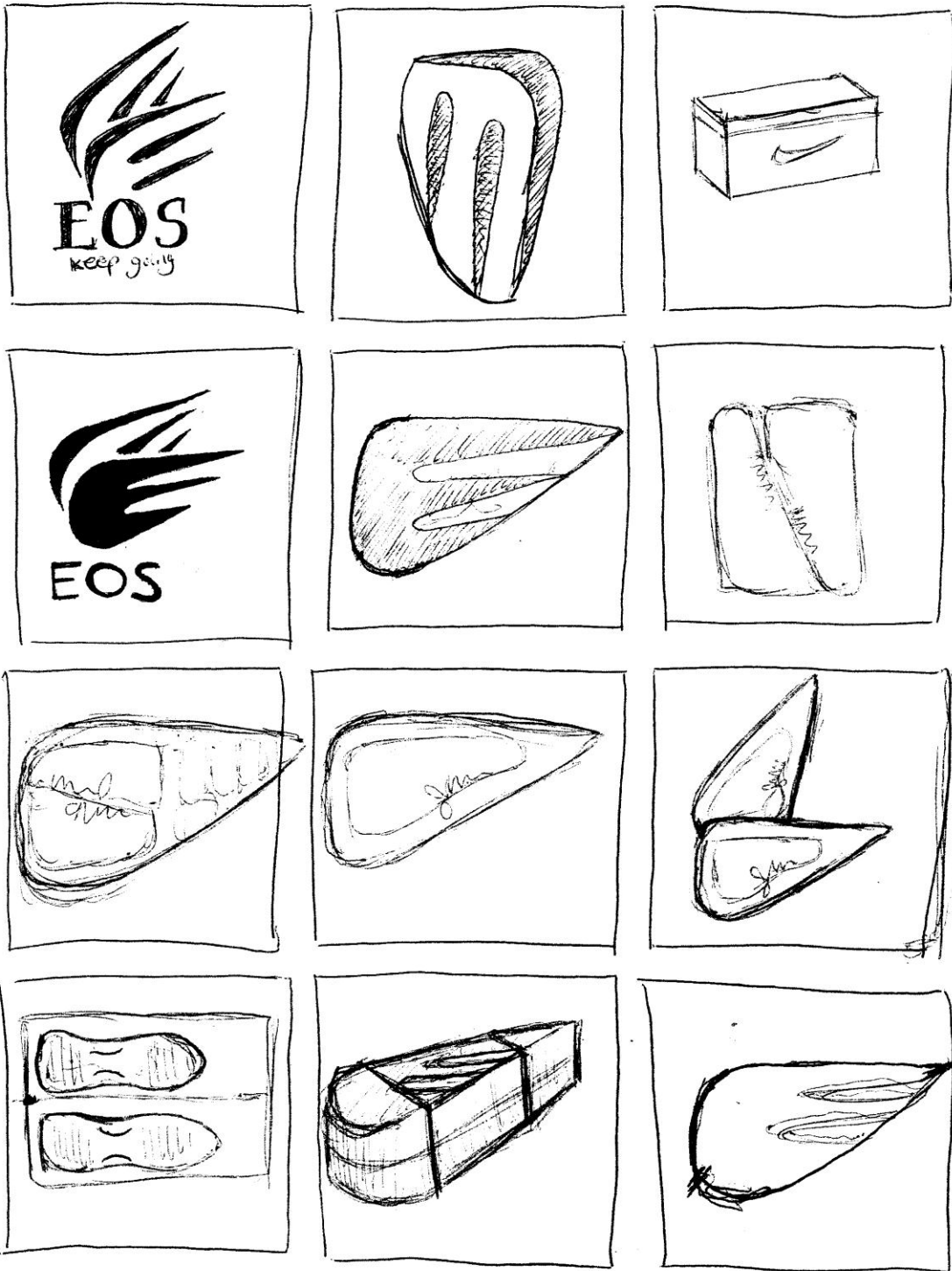
Crowned w/ tiara or diadem w/ large white-feathered wings of a bird, rides in gold chariot - drawn by winged horses











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