

CASE STUDY ON VISUAL COMMUNICATION IN CONTEMPORARY GRAPHIC DESIGN WITH SPECIAL EMPHASIS ON START-UPS

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Tamilnadu, India**ABSTRACT**

To depict the combination of graphic design and visual identity branding together with the design. Design plays a significant role in the impression of the product to the consumers. It is very important for a product to be showcased in an ideal design to visually pull the consumers towards the product that they make. In this study, we are going to identify consumer behavior based on the design, packaging of the product, price, and quality. Websites, social media, and all the advertisements. Nowadays online marketing is overcoming the traditional market. Consumers started preferring to order more online which they can do from any place and time. The online website is more interactive and easier for the consumers to buy the products they need. Through digital marketing, it is easier to reach the target customers than traditional marketing. Digital marketing is also cost-efficient when compared to traditional marketing. Online marketing gives the customers to choose between the brands and they can also see the reviews for the products which helps them to choose the products. We are concentrating on the start-up brand that uses social media, particularly Instagram which helps to promote the business online. This research will be based on how visuals help brands to promote their brand and how the customers react to the promotions, videos, and posts about the brands they follow. People's choices differ in the professional background, age group, and requirements taken into consideration. Therefore, design and visual presentations are also important and the most vital parts of the consumption of any product.

Keywords:

Brand study, Graphic design, Digital Marketing, Case Study

INTRODUCTION

Visual communication plays an important role in all fields. Nowadays there is a rise in e-commerce marketing. Before the pandemic situation, only Tier 1 consumers were preferring to online marketing but after the pandemic situation consumers from tier 2 and tier 3 are more in numbers to buy products online. In online marketing or physical marketing, it is more important to tell the consumers about the brand, and product values. In order to increase sales, it is also important to visually pull the customers to the brand. Consumers started to be more conscious about the products they buy. After the pandemic situation, people started following self-care routines and there is a rise in choosing sustainable products.

Brands are re-inviting to stay relevant in the 21st Century with social media, Quirky Ads, and Eco-friendly Sourcing and Manufacturing practices. Social media is also playing a major role in selling products and keep updating about their brands. They are always connected to the consumers through social media. Through digital marketing, it is much easier to reach the targeted customers when compared to physical marketing. Companies are actively trying to reduce their carbon footprint and some brands have set up Non-profits to offset their environmental damage. Brands understand that Business as usual will not work in the 21st Century. There are more increments for sustainability products including the packaging materials. Some of the brands like Juicy Chemistry, Vilvaah, Tribe concept, and Skinkraft have reached customers more due to the social media advertising. Due to brand visuals, website interface and design, package types, sustainability methods, affordable range, advertisements, and offers they gain more customer traffic to their company.

OBJECTIVES

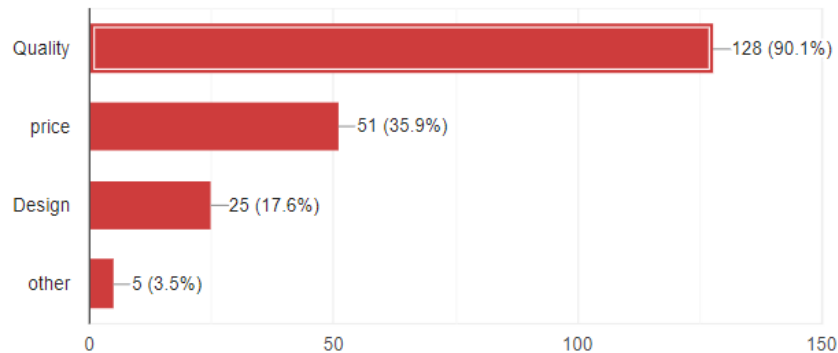
Nowadays there are a lot of sales increases because of E-commerce, and social media. It is so simple for consumers to order from any place and time. It has come to note that because of a lot of advertisements on the online platform by digital marketing consumers started to click the button that shows to see what the products are

about to say and about their brand. This increases the sales to the brand and there is more consumer traffic in the E-commerce.

METHODOLOGY

Primary research is a qualitative approach conducted with college students and we visited some malls to collect the data. We collected data from 150 people

Questions are asked like how you will choose the products when you buy, do you give importance to the visuals



of the product?

Fig.1.1.RESULT FOR THE VISUALS

Have you visited any brands because of their ads on social media?

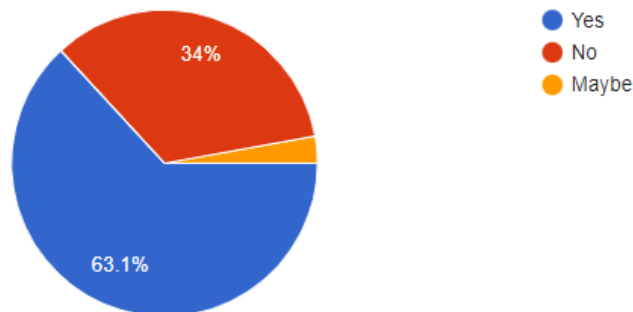


Fig.1.2. ADS VISITED

Do you buy products recommended by celebs, budding artists, or YouTubers on social media platforms?

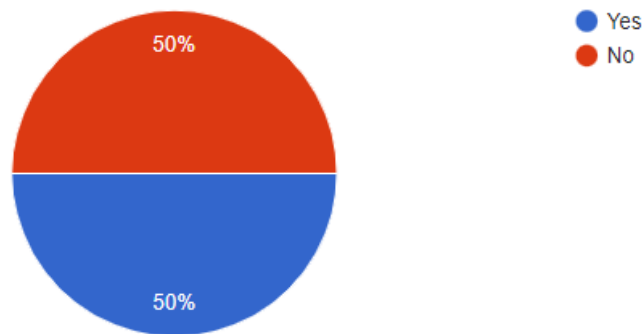


Fig.1.3. PRODUCTS RECOMMENDED BY ARTIST

What makes you remember the brand again?

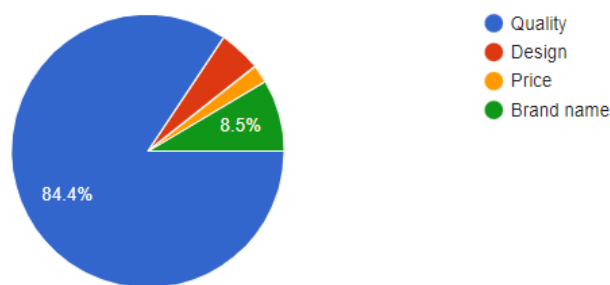


Fig.1.4 QUALITY

Have you been attracted to any particular brand for its visual designs?

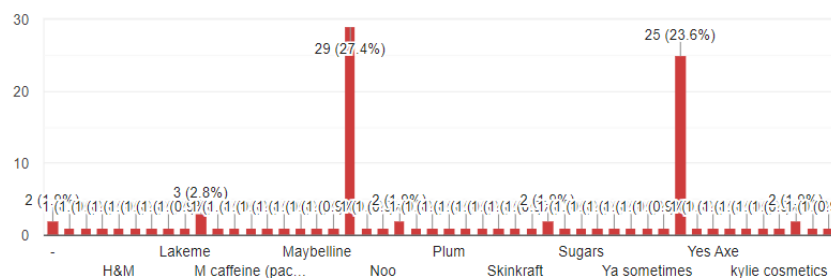


Fig.1.5 ATTRACTED BRANDS

Would you trust upcoming startups and purchase products from them?

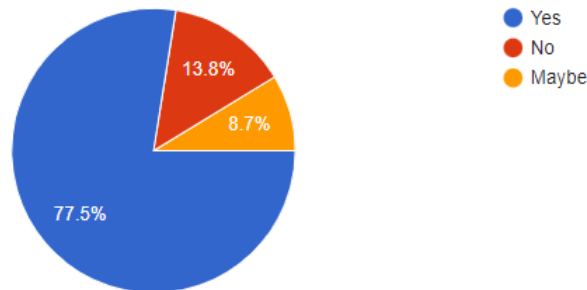


Fig.1.6 TRUST

Does website design and user interface experience drive you to purchase products?

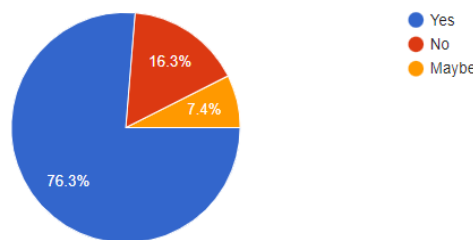


Fig.1.7 USER INTERFACE

What kind of visual ads or posts do you see most frequently?

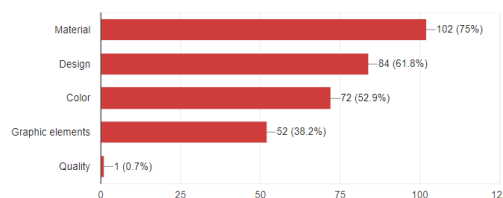


Fig.1.8 PRODUCT ADS

STATISTICAL REPORT

From this survey, we can conclude that ads are helping to recognize brands. youngsters and working people are mostly purchasing online. They visited some brands by clicking ads that showed in the feeds. 50 percent of the people buy products recommended by the collaborators and influencers and 13 percent of people chose that visuals design helps them to remember the brand again. 40 percent of people are attracted to ads posted by brands. 76 percent of people chose that website interface and design that made them buy the products. 75 % percent of people see mostly product images in the ad post.

We can conclude that social media helps brands to reach their target. For consumers also it is easy for them to choose between the brands they want.

RESULTS AND DISCUSSION

In the world of marketing, it is important to create a strategic plan and to look at what other competitors are doing in their profiles. There are so many third-party websites that help to plan social media. Like Hootsuite, Preview, sprout social, etc., these websites help you to handle all the social media platforms from one place. we can schedule the post for one month or more than that in this medium. This will give analytics on how many engagements you got and how many profiles it reached. This can also be done in the Facebook business suit. So planning social media content and also following the trend is also important. Consistency is more important in

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this media platform. You should be remembering your brand values to consumers. The content that brands create should be more specific, measurable, attainable, relevant, and time-bound. This S.M.A.R.T should be your framework for the business. The metrics that social media follows are brand growth can be taken from the count of shares and follow percentage. Engagement can be taken from the count like, comments, mentions, etc. Leads and sales count can be taken as the email signups, and website clicks. Customer relations can be taken count from the testimonials, tagging the brand, and social media sentiments. Instagram will also help to see the demographics of the person who follows. We can have organic followers by just constantly posting the relevant content by understanding consumer needs with the strategic plan. Instagram helps to set goals and target audiences. We can also boost the post with a small payment fee and it reaches the target customer through the Instagram algorithm. It will show ads to consumers who are in need of the products. Brands should use the right hashtag for the post so it will be easy for the consumer who searches for the product. Instagram also made it easy for the brands to visit their website just by adding links to their stories. Consumers who are seeing the ads can click it and redirect to the website link and they can purchase products.

ACKNOWLEDGEMENT

It is not just creating a brand and constantly posting ads that can help the brand to increase its followers. Each brand should have a strategic plan to reach customers. If it is a skincare brand there should be so many videos about the product, they need to focus on the photography, they should set the target levels, the visual should be related to the products, and they can tell the influencers to promote the products, they should plan to give away the products, they can conduct campaigns with the famous budding artist, they should create reel with feedbacks, unpacking video, products use video, customer reviews, specialty about the brands, and make Instagram ads to promote the products to the right target audience. Instagram will give you insightful views and they can work with the results they have.

CONCLUSION

Start-ups can reach the customers if they follow the right strategy. It is important to have an appealing product design and the color palettes and logo they use should convey the message about the brands. They should show how the brand works in the backend. It is also important to showcase their hard work to the customers and how much they care for them. It is concluded that visuals are equally important to convey the message to an audience like Instagram posts, Facebook ads, YouTube ads, and more. Building relationships with consumers is also important. Informative posts like how your will helps their problems. Brands can also create interactive posts and tell the consumers to comment on their personal experience with the product. They can also tell the consumers to tag them back and get discounts on the next purchase. Influencer marketing is also playing a major role nowadays. Brands should be actively present on social media and follow all the trends that are coming up. We conclude that visual communication plays a major role in product design, packages, website design, and social advertising, and video editing and content are also important.

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