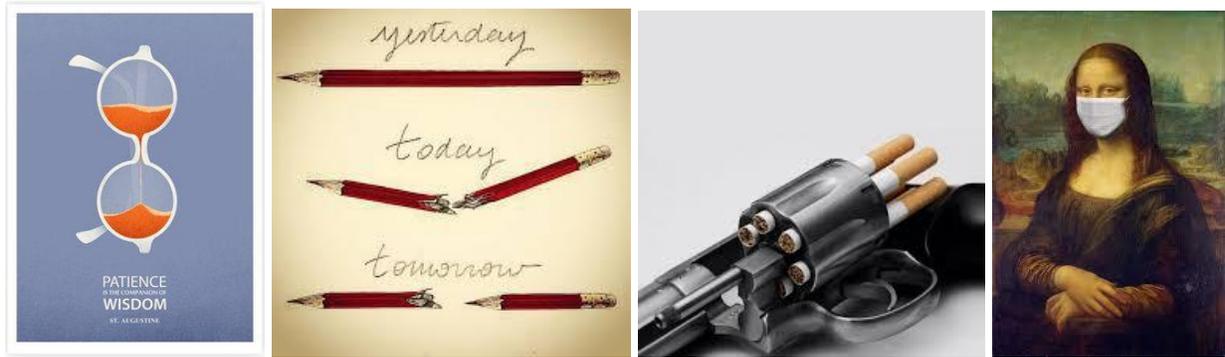




## 7 -WORKSHEET - The Power of Analogies and Metaphors

from Page 94



**Visual Metaphor:** a creative representation of a concept, person, place, thing, or idea through an image that uses analogy or association.



In order to enhance persuasive communication with targeted consumers, a marketing metaphor doesn't just magnify and compliment your product, it sparks attention through intrigue and triggers surprise all the while evoking a positive feeling — a creative departure from the predictable (cartoon bears representing Coca-Cola or Charmin Bath Tissue, an animated fox characterizing Car Fax, Geico's Gecko, and a Cheetah to sell Cheetos to name a few).

More importantly, marketing metaphors interact with viewers and listeners by mnemonically making them work to decipher the answer. Hence, allowing them to invest in the meaning behind your message. Skittles could say, "Our candy is delicious" or they can inject colorful life into their statement by suggesting that customers "Taste the rainbow."

Whether the statement you're creating is explicit or implicit, this metaphor should contain certain linguistic, visual, and/or symbolic components aligned with your business plan and mission statement.

An **analogy** is a comparison between two things, typically for the purpose of explanation or clarification.

A **metaphor** describes a concept or an issue through another more known and familiar matter. Based on describing a fact or object by linking them to concepts of different domains of meaning, metaphors help us make better sense of complex thoughts, concepts, situations, and associations through mental processes. In other words, transferring the meaning of one object or situation by comparing it with something else.

A **visual metaphor** forms the meaning of familiar images by using our previous experiences and cultural backgrounds.

Example of a **Visual Metaphor**



Le Penseur  
The Thinker

A sculpture of a man sitting with one elbow on his leg and his chin resting on his fist suggests he is in deep thought.

Metaphors work through the identification of similarities and differences as long as both items are clearly different. The key is to connect and reinforce the similarity within a paradigm. They can be used as research tools to help organizations redefine and solve existing image problems, educate about complex ideas, and generate new ideas about a subject. More importantly, they can help sell a product or service.

**IMPORTANT:** Interpretations of a visual metaphor can vary according to the content and the background of each viewer, so don't expect every individual will reach the same conclusion about its intended meaning.



**Create a 'mind map' framework to explore and analyze any effective words, phrases, or images that might enhance the desirability of your product and/or service. They should be straightforward and memorable.**

**Producing memorable metaphors for your organization or brand.** (Note: When you mind map, it's better to include others—a group of varying personalities—who don't always align with your thinking. Also, be open-minded to all possibilities. There are no bad ideas at this juncture.)

**1. Choose a setting, object, or character, you may find relatable to your brand.**

(For example; if creating a metaphor about a farmer, he/she might be envisioned as a doctor for plants, earth, or food.)

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2. **Focus on the overall emotions you want to evoke in the viewer/listener. What do you want them to feel when they see or hear your brand?** \_\_\_\_\_

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3. **Think of other objects that may not directly relate to your initial ones that share characteristics you identified in Step 1.** \_\_\_\_\_

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4. **Expand further on this metaphor even if it takes you into unrelatable topics. Simply go with the flow (Remember, there are no bad ideas here).** \_\_\_\_\_

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## ABSOLUT VODKA

Sweden was never rated a likely global candidate in the late 1970s, nor were they remotely considered a top-selling liquor brand in the United States. It wasn't until their Wine & Spirits Corp. CEO Lars Lindmark seceded from draconian regulations to venture into the export market. Absolut brand of vodka began creating conspicuous print ads highlighting some key common elements;



The Product; Absolut's iconic shaped bottle

The Text: "ABSOLUT," accompanied by its particular message.

The Analogy; Lightminded association to attract specific target audiences.



Due to these and an array of stand-out ads, Absolut rose from a back-shelf niche brand to one of the more recognized liquors on earth.

**What is appealing about these visual metaphors?** \_\_\_\_\_

\_\_\_\_\_

**How would this campaign bring you closer to buying the product?** \_\_\_\_\_

\_\_\_\_\_

**Create three additional concepts using this Absolute bottle theme.** \_\_\_\_\_

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**Analogies** help us understand new concepts by pulling context from our past experiences and knowledge. One of the more powerful forms of communication, **analogical reasoning** can raise consciousness well beyond the standard 'bird is to sky as fish is to water' comparison.

Examples of the differences between a metaphor, a simile, and an analogy.

**Metaphor:** Marcus is a bull.

**Simile:** Marcus is like a bull.

**Analogy:** Marcus' physical size and aggressive nature encapsulate a bull whose strong presence can appear intimidating.



Various styles of visual metaphors use extraneous examples of products in comparison to better explain the advertised product.

The Dairy Industry suggests that milk creates strong bones and teeth.



Milk's marketing also alludes to the actual absence of its product.

**Could you create a visual metaphor using the absence of your product?**

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Apple uses a young, hip male to represent a Mac Computer. In comparison, a PC is portrayed by a paunchy, less-fashionable-looking male.

**Develop three different visual metaphors comparing your product/service to the competition.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



**What visual metaphors (not necessarily animals) might represent other style vehicles?**

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The image of a fire extinguisher accentuates the representation of spicy hot tabasco sauce.

**Can you think of more 'hot' metaphors for this product?**

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**Denim jeans or a highway?**

**Is this a successful method to sell the image of a car and how?**

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The new Beetle Denim has arrived. 



**Do you notice any subtle images inside these coffee mugs?**

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**Explain how this depiction can help the image of a running shoe.**

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These ads sell hemorrhoid relief suggesting major discomfort. **Create an analogy where**

**your product/service can help avoid negative situations.** \_\_\_\_\_

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