

## **Simile as a Powerful Visual Language Tool in Advertising Effectiveness**

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### ***Abstract:***

We live in a fast-paced world where we're repetitively bombarded by numerous types of advertising visuals through different medias. The main challenge facing communication professionals is how to make their message stand out. Figurative language tools may seem more appropriate for writers as they make language more interesting, descriptive, and creative. However, figurative language tools can also be powerful solutions for visual design problems. In the world of advertising creativity, there is a tool that holds immense potential; the visual simile. Whereas the key to communicating visually is finding universal visual symbols that need no verbal explanation to reach your target audience faster. Visual similes are a brilliant way to connect two thoughts with minimum similarities, and use these similarities to smartly convey thoughts in a creative way that can captivate and engage audiences like never before. This paper explores the world of visual simile and explains its concept and how it can unleash extraordinary creativity in advertising campaigns, it also discusses the benefits and techniques of incorporating visual similarity in creating appealing advertising key visuals and or ideas that are surprising, visually appealing and communicate effectively. How is simile incorporated successfully in advertising ideation through looking closely at selected international campaigns that incorporated visual simile effectively. Finding that visual Similes allow designers to present ideas in a way that target audience can immediately relate to and establish effective connections with their audience, Visual figurative language through similes is as an excellent communication tool that helps convey complex ideas or advertising concepts quickly and effectively. Incorporating visual similes in advertising creativity leads to effective recognition and association of brands or products easily leading to a faster communication process.

### ***Keywords:***

Simile, Visual Simile, Figurative language, Visual figurative language, Key-visual, Visual Grammar.

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