

## **AD CLUB CT – Kaleidoscope “Change the Optics”**

From the designer’s (Pam Howard) creative brief:

Thoughts on the theme of perception:

- How a marketing strategy can alter consumers’ perception of a product or service.
- How the perception of the advertising industry (from both internal and external views) has changed over the years.

in part due to the:

- shift from traditional advertising to digital marketing,
- ascent of social media (speaking of optics!),
- increase use of data-driven insights (plus the AI blessing/conundrum),
- and a focus (or at least the perception of) personalization for every consumer.

All this informs how marketing professionals use optics and perception to control the narratives of the stories we tell.

Keeping the Awards Show visuals fun... let's play with perception. Because, who doesn't love a good optical illusion? And, although perceptual illusions are fun, they also have interesting implications about how we perceive the world around us. (Pretty much what a solid marketing strategy can do as well.)

This specialty item, a pocket solid brass kaleidoscope, imprinted with “AD CLUB CT 2025,” packaged in a velvet pouch was sent in a black padded envelope to creative directors and ad agency principals. A “teaser” card was included to “Be on Lookout” for the Call for Entries and “Save the Date” copy. The kaleidoscope generated a lot of excitement and is a “keeper.”

We are always looking for a new way of seeing what we do. So, we have added new categories to our Awards Competition this year.

We used animations of optical illusions in our emails and social media – tying it all together!