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El vínculo entre la literatura y la buena publicidad en unos anuncios del mundo hispanohablante de 2017-2022

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Chapman University, Orange, CA November 2022

This investigation will prove that incorporating literary elements into the central structure of advertising leads to success within the discipline. Luis Bassat, the most famous advertiser in Spain, wrote a set of laws that state exactly what constitutes good advertising and how to achieve it. This paper highlights examples of advertisements with distinct literary elements and analyzes them through the prism of Bassat’s laws. Throughout the piece, readers will gain valuable insights into advertising theories and current trends from industry experts and my own experience as an Advertising student at the Dodge College of Film and Media Arts.

Luis Bassat's General Principles of Advertising

1. Good advertising is relevant for all possible consumers of the product.
2. The brand of a company must be integrated in the central idea of an advertisement.
3. Good advertising distinguishes itself from the competition, other advertisements and the entire business landscape.
4. Advertisements should sell the product today and construct the brand for tomorrow.
5. Advertising must be simple, clear, and understood at first glance.

Visit Comunitat Valenciana - “Quien lo ha vivido lo sabe” (2021)

The Visit Comunitat Valenciana Agency promotes tourism in the region. This advertisement showcases breathtaking visuals from the Spanish port city with a narration of a poem from famous Spanish playwright Lope De Vega. At the end of the advertisement, it is revealed that Lope de Vega wrote the poem while he was in Valencia, linking the ad to its purpose.

Audi - “Future Books” (2022)

Audi Future Books is an initiative the Audi Spanish advertising department dreamed up under the “Future is an Attitude” slogan the company operates by. This program allowed Audi fans to read fragments from potential books of emerging authors and vote on which book should be funded in full and published to the world with the automaker’s resources.