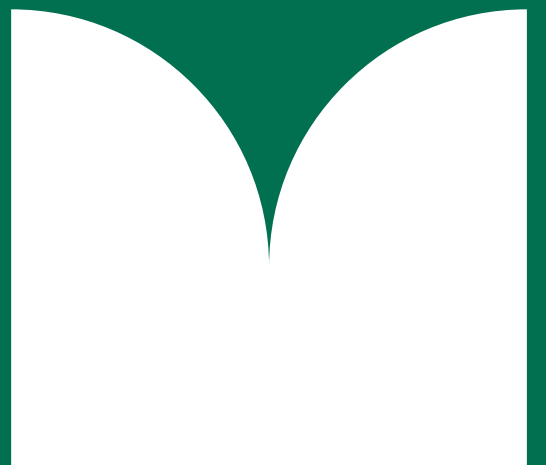
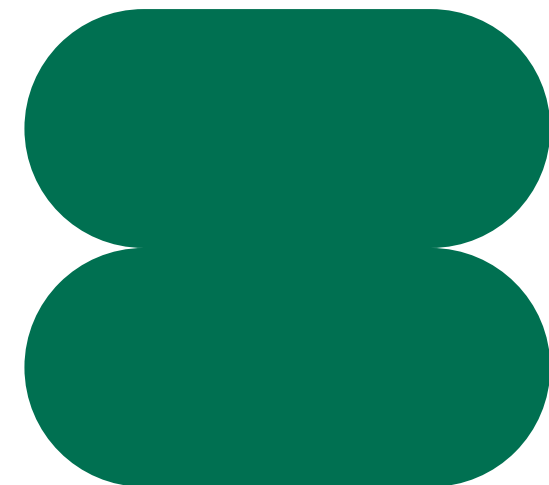
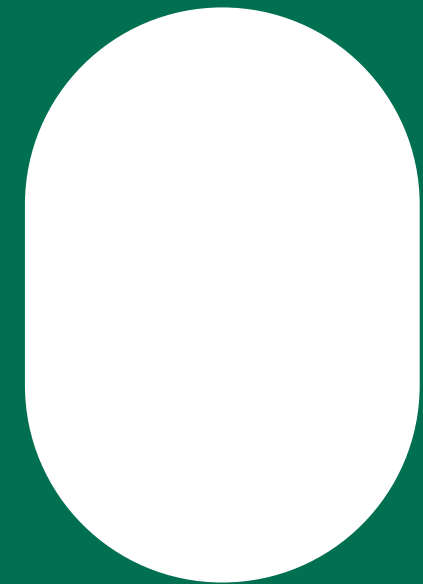


Advertising & Interior Design

Ludovica Apicella

A research presentation



1. ABOUT ME



Good morning everyone! I'm Ludovica, a Master's student in Corporate Communication and Media at the University of Salerno.

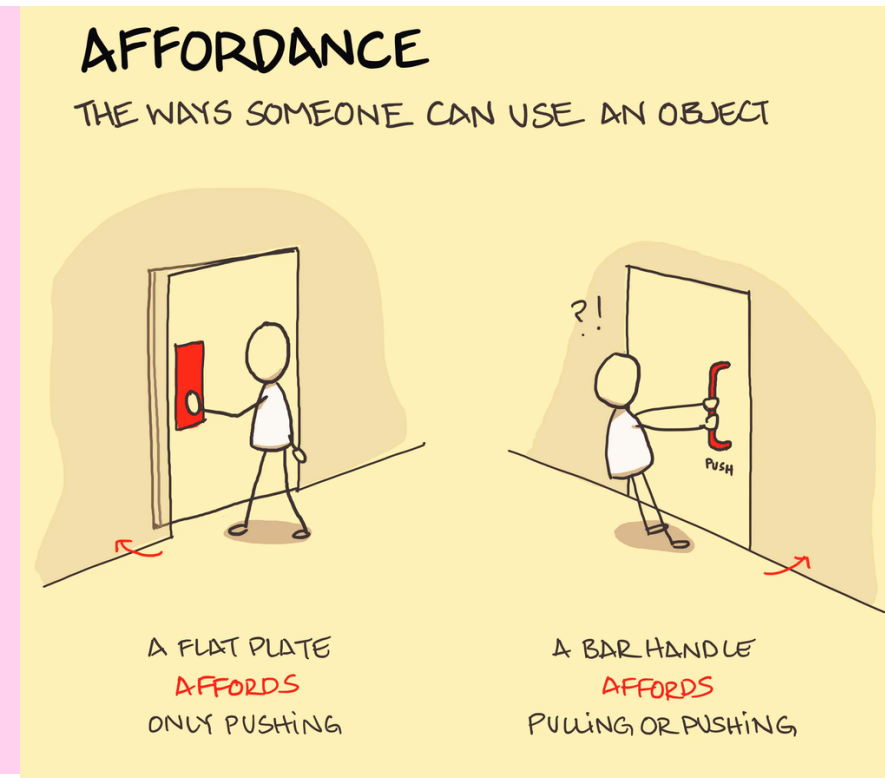
My academic journey started with a degree in Languages for Business in Naples.

A key moment was studying Rhetoric – The Art of Persuasion: it aroused my interest in communication and inspired this research project.

2. Thesis project

- My thesis explores the relationship between advertising and design.
- **Design is not just about aesthetics:** it plays a key role in advertising innovation.
- The research covers how advertising evolved, focusing on techniques like affordance — a concept from **neuromarketing** that explains how our brain instinctively interprets objects and images.

NEUROMARKETING CHALLENGE



STEP 1 The experiment

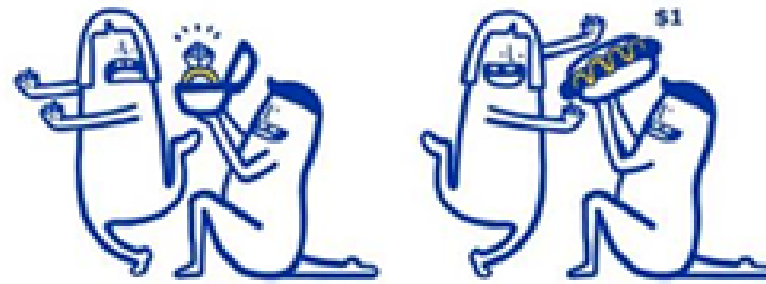
- Imagine two cups of coffee, one on the left and one on the right.
- **80%** of people prefer the one on the right — but why?

The reason behind the choice

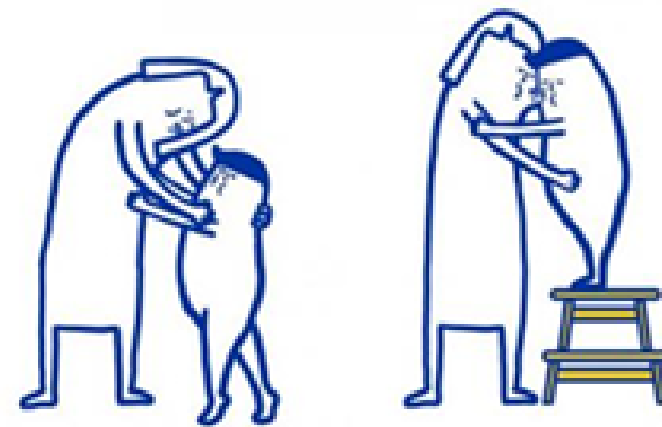
Why? Most people are right-handed. When the cup's handle is on the right side, our brain feels a subconscious sense of ease.

Findings: The power of Design

Gibson's theory explains this: "**The brain affords things**" — meaning, if our brain can quickly recognize an object's function, we stay engaged. If not, we lose interest.



① LOVE IS COMPLICATED ② IKEA IS SIMPLE



① LOVE IS COMPLICATED ② IKEA IS SIMPLE

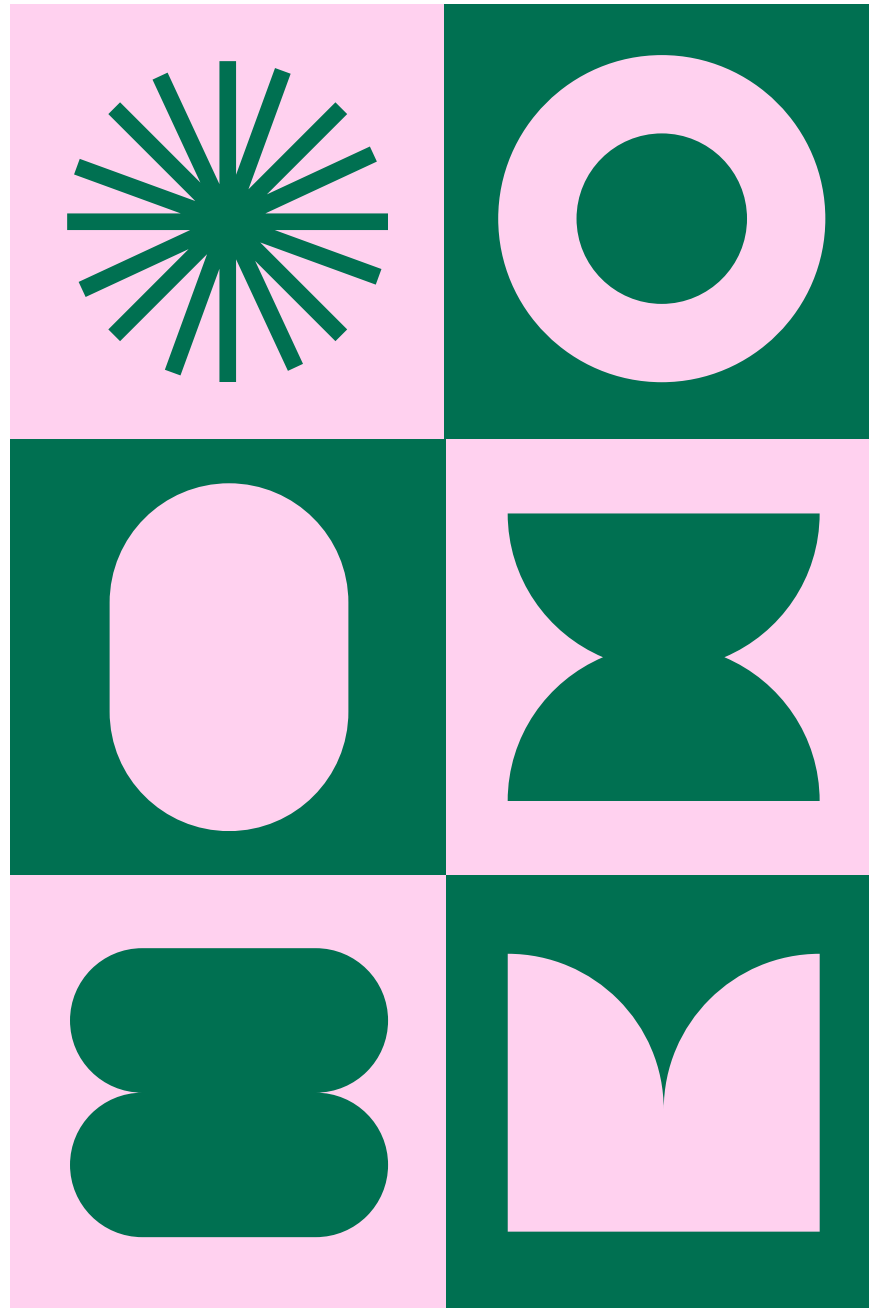
IKEA revolutionized the furniture industry by involving customers in co-creation — letting them assemble furniture themselves.

Their advertising reflects this idea. For example, one ad shows a man as a cartoon character, assembling furniture easily and happily.

The message? **Building furniture is simple, fun, and accessible — anyone can do it.** IKEA turns what might seem frustrating into an empowering, enjoyable experience.

3. Case Study: IKEA

Conclusions



Advertising and design are two sides of the same coin
because design enhances advertising's power to
persuade.



Design generates value by making products not only
attractive but also intuitive and functional, ensuring they
"speak" to the audience's brain.



The background is a vibrant composition of pink and dark green geometric shapes. A large white square is centered, containing the text. Surrounding this square are various shapes: a solid dark green circle at the top, a pink ring on the left, a pink arc on the right, and a dark green starburst in the top right. At the bottom, there are dark green rounded rectangular shapes. The overall style is modern and playful.

Thanks :)

Ludovica Apicella