Article

Formal Enrichment in Heinz USA Commercial Advertising Design

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Abstract: This study explores the role of formal enrichment in commercial advertising, emphasizing the use of diverse design elements and vocabulary to create high-quality advertisements that resonate with community memory and local values. The research aims to establish theoretical foundations for formal enrichment in advertising, addressing the gap in understanding how formal relationships in design enhance cognitive awareness and audience interaction. Using an analytical approach, the study examines Heinz Group's ketchup advertisements from 2022, selected for their diverse topics and impact on deliberative aspects. Findings indicate that successful advertisements effectively connect with the social fabric by employing flexible and clear design elements that adapt over time. Formal enrichment, through the strategic use of expressive elements and realistic color significance, enhances the clarity, persuasiveness, and overall appeal of advertisements, thereby increasing their marketing effectiveness. This research provides valuable insights for designers on employing formal enrichment to improve advertising performance and audience engagement.

Keywords: Enrichment, Form, Distance, Pragmatics, Formal enrichment

1. Introduction

Throughout history, man and art go hand in hand in revealing and sorting a circulating cognitive reality that helps determine meaning through the effort and performance provided by the graphic designer to be reflected in the product with functional capabilities that may be described as rich, which generates relationships with clear meanings and truer expression. Assembling shapes according to certain laws and regulatory foundations that will stimulate our feelings to achieve distinct marketing results that are consistent with the rules of beauty and also to become familiar with the implicit meanings behind the shape that reflects the identity of the individual and society.

Formal enrichment represents the new situation in the cognitive dialectical process because it establishes a mechanism of balance between the need and the goal to show new formal products that will create excitement for the recipient's sensory perceptions by employing structural elements and vocabulary in abundance and expressive profusion [1], enabling humans to influence Each other's thinking and behavior through the strategic use of symbols, but sometimes it leads to negative results due to the complexity of formal relationships and ambiguity in the meaning of the form, which raises boredom and aversion. This is what prompted the researcher to study cases of formal enrichment and what distinguishes it from other artistic creations in a way that requiresdisclosure and benefit. Including achieving new creative approaches in how to stand on philosophical foundations that allow the use of these elements. In order to reach the crystallization of

this study, it is necessary to get to know the concept of enrichment in its general form by resorting to Arabic dictionaries and previous studies and to derive a preliminary conception of formal enrichment [2]. Providing the design with various and multiple capabilities to show the functional and aesthetic aspects through innovative development by activating the design elements and foundations that make up the overall composition structure and developing theoretical concepts as a strategic representation tool to employ enrichment in advertising design to help designers integrate form, reality and meanings [3]. Make us We realize that there are relationships that clearly and uncomplicatedly mimic reality.

This study aims to employ formal enrichment in the design of commercial advertising according to pragmatic dimensions with new meanings selected from the cultural environment to achieve the specific function of helping to define the cultural identity of the advertisement according to the following objectives:

1. The contribution of formal enrichment in producing a metaphorical conceptual representation of commercial advertising.

2. Developing the recipient's cultural and cognitive awareness and directing his awareness to achieve satisfaction with the product.

3. Conduct an analysis and determine the pragmatic vocabulary that contributes to the formalenrichment of the commercial advertisement.

2. Materials and Methods

The study revealed the role of formal enrichment in clarifying most of the questions within the graphic visual composition and the mutual relationship between the elements and how they affect each other [4]. The results show, through the use of the analytical approach, that the ideal choice of advertising formats has an effective connection in the social fabric, given that they are different and flexible and adapt to the changes of time. The current research population included commercial advertisements for the Heinz Group American Specialized in various food industries Headquartered in Pittsburgh, Pennsylvania, the company was founded by Henry John Heinz in 1869. It manufactures thousands of food products on six continents and markets these products in more than 200 countries and territories. The researcher intentionally chose the advertisements for ketchup for the special time period 2022 until the 11th month. There are 3 advertisements that serve the purposes of the research analysis. According to the following justifications:

1. It is issued by one party with different and diverse topics.
2. Multiple topics affecting deliberative aspects

Table 1. Models of scientific research methods

NO	Advertisement name	Advertisement source	Advertising
1	Diversity is the secret of life	Heinz Company https://www.instagram.com/p/ChRRSq7rpFk/?igshid= ZmRlMzRkMDU	
2	Stay natural without preservatives	Heinz Company https://www.instagram.com/p/ChZiR9qrDx0/?igshid= ZmRlMzRkMDU	
3	We all know who the real heroes are	Heinz Company https://www.instagram.com/p/CjA1IpcIf63/?igshid=Z mRlMzRkMDU	

3. Results

Theoretical Framework The concept of enrichment

Enrichment in general represents the concepts that indicate exceeding the natural limit represented by mediocrity and balance. It represents moving away from the natural state, deficiency, and increase to the point of moderate satisfaction, and exceeding the limit within what is desired by the balanced limit with an increase. Quantity or quality of one or more elements in representing the relationship between the individual and his social environment, which includes a set of material values and beliefs that help clarify the unknown and comprehend the external environment through a process of exchanging perceptions, transferring cognitive ideas and opinions, and creating intellectual development in achieving response..

The diversity of forms,[5] It emphasizes presenting a specific meaning that can be visualized in the mind, the aim of which is to arouse sensory feelings and ambiguity and add vitality and attraction according to an intended structural process that should take place at the appropriate time and place in terms of organizing forms and content, making it easier for recipients from different groups and cultures to perceive and assimilate them by reaching coherence in enriching The aesthetic and visual aspect of achieving the characteristics of push and pull that affect individuals.

Enrichment in advertising

Enrichment contributes to employing elements and vocabulary to provide information in accordance with Adding paragraphs that are consistent with the design in the form of signs and symbols that confirm the meaning by arranging, classifying and sorting all visual data according to the goal of the idea, which is determined in advance according to the levels of assembling forms and organizational foundations that will stir feelings and lead to delivering the message and consolidating it in the mind using common forms with relationships [6]. Interactive, characterized by clarity and the ability to convince

others of the advertising idea, which is characterized by modernity and enables understanding of the advertising message. The deliberative dimensions have an effective effect that combines communication and interaction, regardless of the sources of these forms, whether they are from local or expatriate sources. Through the circulation of global cultures, it ultimately represents the perspective of contemporary reality.

Commercial advertisement

Advertising is an experimental field that aims to analyze all types of images and visual texts as structures of eloquent discourse, and the approach to studying the meanings of symbols in general cultural contexts, as Salama A, says, aims to employ virtual reality in Revealing the meanings hidden in the images and signs that consist of the interrelationships in fully understanding the content of the advertising idea with the value of the forms and the expressive goal and the extent to which the functional content is achieved to reach the desired utilitarian goal.

Visual rhetoric represents that all visible things are rhetorical forms based on the principle of referring those elements to match the real entity to enable people to influence each other's thinking and behavior through the formal signs they carry that include an intellectual connotation consistent with the objectives of the advertisement. It appears through The interconnectedness and consistency of relationships that work to fully understand the content of the advertising idea.

[7] All natural elements are rich in meaning in their forms Selected from a special cultural fabric that has many rules, standards, values and social beliefs that act as an intellectual identity, mimicking the historical approach to which it belongs, to generate a sense of beauty and utilitarian and functional performance, as in Figure (1). A poster representing the advertisement for the African Ecobank, which used the International Day to celebrate the beauty of childhood. For the purpose of enhancing its brand and the content of the special advertisement in emphasizing the bank's function that everything is possible to achieve, this was supported by the written texts and the main title represented by (The Child in Me) with clear expressive connotations.
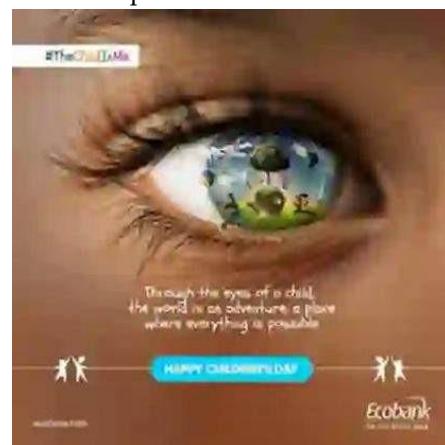

Figure 1. Poster for The African Ecobank

Circulation of enrichment

The common contrast between the components of shapes and their meanings seeks to build harmony between form and content, making it one of the most important and broadest approaches in design, and even one of the best, with the effective procedures it contains, represented by the integration between simile and explanation, as says that the indicative form carries a set of Visual stimuli that can be the subject of choosing conformity with the original to achieve absolute clarity in the circulation of our minds about a subject, to determine what our feelings show in the reflection of what we should expect from those elements, and shapes are processed through [8]. Sensation before it is comprehended at the level of perception and the difference depends on its general circulation and interpretation. The effectiveness of enrichment, includes constructing the commercial advertisement to work on conveying the meaning in a deeper way through the intentionality of selecting and harmoniously assembling several different parts on a regular basis to achieve a specific goal that has significance and effectiveness in influencing, being accepted and circulated. The recipient of the advertisement will not only see the various formal signs, but will see the meanings of things embodied, as meaning is an important part in the process of formal perception [9]. Unless the ideas that arise in the mind have a meaning, a realistic impact, and a beneficial effect on the outside, they are not considered a real idea.

Mechanisms and methods for enriching advertising

The effectiveness of every material group is a formal product, and every expression is achieved thanks to what the formal relationships and their symbols perform in cohesion for a unified meaning whose goal is to influence the recipient by arranging the elements and vocabulary in a logical way that makes it easier for the eye to move from an area To others depending on the mechanisms adopted by the designer, we mention the following:

1.   Reduction mechanism: What we call brief deletion in advertising design to display the most precise details, to make them more exciting, visually attractive, and with an expressive meaning firmly established in the mind [10]. Trimming the ineffective parts or elements, deleting the poorly performing parts of the whole while preserving His identity, works to simplify complexities and helps focus on the meaning of shapes and details, thus serving as confirmation and stability on one focal point.

2.   Repetition mechanism: Repetition enhances the idea of the topic on the condition of avoiding monotony and boredom and increasing the movement in the consistency and harmony of the elements with each other. Striving to find the purpose of the idea of that work so that it becomes familiar with the goals of enrichment and exaggeration, and confirming all of this through the interconnection of the elements within A certain frequency as a variable enriches the feeling and confirms the meaning.

3.   Metaphor mechanism: A mechanism of simile characterized by the eloquence of formal enrichment and meaning identical to the original. It includes a lot of imagination and metaphorical uses. A metaphor is beautiful if the meanings are clear I it to produce an approximate and expressive meaning that shows cultural features.[11] Which constitutes a national face and a national discourse that contains a goal, an idea, and a philosophy to promote the product, as in Figure (2), which borrowed the fingers of the hand in simulating a poem about the head of an elephant, which represents the Indian folklore heritage and roots that is being circulated to show the extent of the durability and strength of its mobile phone products from the (BBDO) Telecommunications and Mobile Phones Company. This creates a connection between the old and the new.

Figure 2. Advertisement for a telecom agency (BBDO) in India

Dimensions of enrichment in graphic design

The formal rhetoric in advertising design is based on the expressive approach. It is of clear importance because it has a great descriptive value that enables us to describe things and their specificity through which we can complete the delivery of the communicative message that is based on major dimensions that are a basic basis for formal enrichment. Among them we mention the following:

Idea : The idea of enriching and performing the graphic work in general and the commercial advertisement in particular is reflected in the designer's effort to enrich the moral aspect and close the gaps that could cause confusion.[12] The idea with the contents is what determines belonging to The world of design meanings, where small communication units are able to build creative works that will develop visual wealth, relying on skill and experience in truly translating global ideas associated with results that match the meaning, as in Figure (3), in which the designer reduces the throne chair made from a group of drinking straws and gives the parts The other is primacy and significance through color and space in an approximate, realistic manner towards the identity of the advertisement represented by the Pepsi Can.

Figure 3. Pepsi Advertisement for Soft Drinks

Function : [13,14] Expanding the range of functional performance of commercial advertising in increasing the effectiveness of enrichment to attract the attention of the recipient to achieve benefit as a common interactive means has a significant impact on communication because the advertisement is linked to the visual features of form, so we find the form appears prominent, giving the design value and effectiveness.

Expression : [15] The shapes, including elements and symbols that indicate implicit meanings with common connotations that are related, are joined to the tools of the enrichment action through the sincerity of the shapes that improve the pattern of response, that they aim to produce an aesthetically acceptable composition that is able to perform The expressive significance in the success of advertising as a means of expression that carries out the task of conveying various ideas and information.

4. Discussion

The research used different methods to achieve the mechanism of formal enrichment in the design of commercial advertising, which resulted in a set of results from which the following emerged in the first analysis: Harmony and formal integration were produced in a realistic simulation of the structure of the Heinz product box advertisement through the tooth emitting a flame of fire rising from its sides with the presence of hot pepper fruit in a clear indication that the advertised product is characterized by a spicy flavor (Figure 4) The meanings of the enrichment varied in multiple readings, embodied in the title, the secondary text, and the use of the widely circulated image of hot peppers in a common, realistic connotation that linked the goal of the advertisement to the vocabulary used[16].

Figure 4. diversity is the secret of life

The study demonstrates the use of forms associated with the recipient's memory that act as abundant visual stimuli that arouse attention within the purpose of the advertisement and emphasize that the advertisement is not only useful and attractive but must also stimulate emotional satisfaction.Therefore, the declaration must seek to adopt a comprehensive cognitive reality that works on the real and unreal aspects of the global cultural and social levels to meet the requirements of life and public taste.

The transformation of features of daily reality into modern products must be viewed as aesthetics resulting from mixing life features with product characteristics as an input that provides advertising designers with modern design guidelines and shapes and meanings stuck in memory, as in (Figure 5) a ketchup product container with a vertical mirror next to it that reflects the image of tomatoes [17]. They are clustered on top of each other in the field in the form of a product box. Show values, meanings and symbols From the cultural and social environment, it carries within it the enrichment of what is hidden behind these representations through an interconnected reciprocal relationship in

harmonious units that leads to realizing the regular meaning of the content of the advertising idea with its aesthetic value consistent with the functional goals.

Figure 5. Stay natural without preservatives

Formal relationships in space give the design a visual illusion of movement by creating shadow areas in the dark gray color value under the ketchup product container and the mirror, giving it visual imagination in the third dimension, adding an aesthetic character to the center of visual dominance. In the third analysis, the advertisement contained two ketchup and mayonnaise containers appearing in the middle of a football field Which is the center of sports and community activities, a clear indication of a competition between two producers who have a distinguished presence at the table The advertising structure included the logo of the producing company in the middle of the two product boxes, an addition and dialogue indicating the spread of Heinz products around the worldIn a realistic simulation with colors that match what is present on the field, as shown in (Figure 6), which facilitates response and speed in reaching the advertising goal and emphasizing the wide spread of the product. The integration of the advertisement with an appearance that resembles the common reality enhanced the act of enrichment in displaying functional and aesthetic values that confirmed its status and the stability of its subject matter, despite the repetition of the metaphor of the shape of the box in two different products, which transformed the advertising message into a rich intellectual dimension that addresses perception in a common embodiment whose goal is that the advertised product is a product that is distinguished [18]. As it is an essential and indispensable element at the table.

Figure 6. We all know who the real heroes are

5. Conclusion

The study demonstrates that formal enrichment in commercial advertising significantly enhances cognitive awareness and audience interaction by employing diverse and expressive design elements. Through the analytical examination of Heinz Company advertisements, it was found that successful advertisements effectively integrate into the social fabric by utilizing clear and flexible design forms that adapt to changing times. The research underscores the importance of aligning the advertisement's title and content,

employing color significance realistically, and diversifying vocabulary and elements to achieve high aesthetic and functional appeal. These findings have crucial implications for designers, suggesting that strategic planning and the use of formal enrichment mechanisms can substantially improve the marketing efficacy and persuasive power of advertisements. Further research should explore the long-term effects of formal enrichment on consumer behavior and investigate its application across different cultural contexts to enhance global advertising strategies.

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