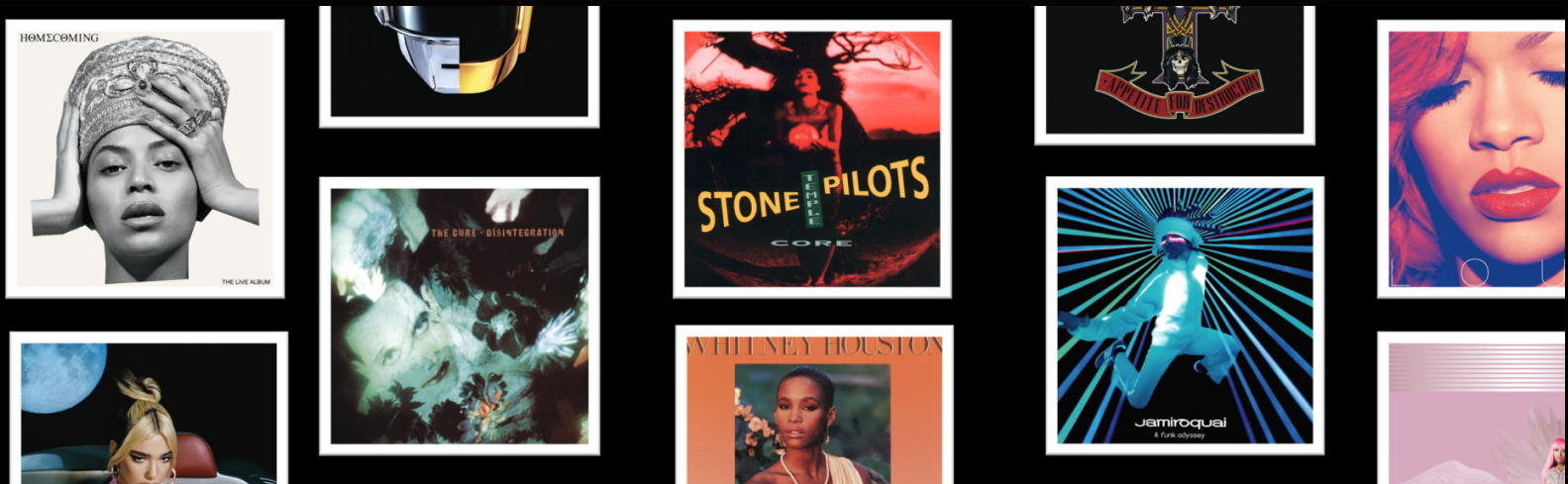
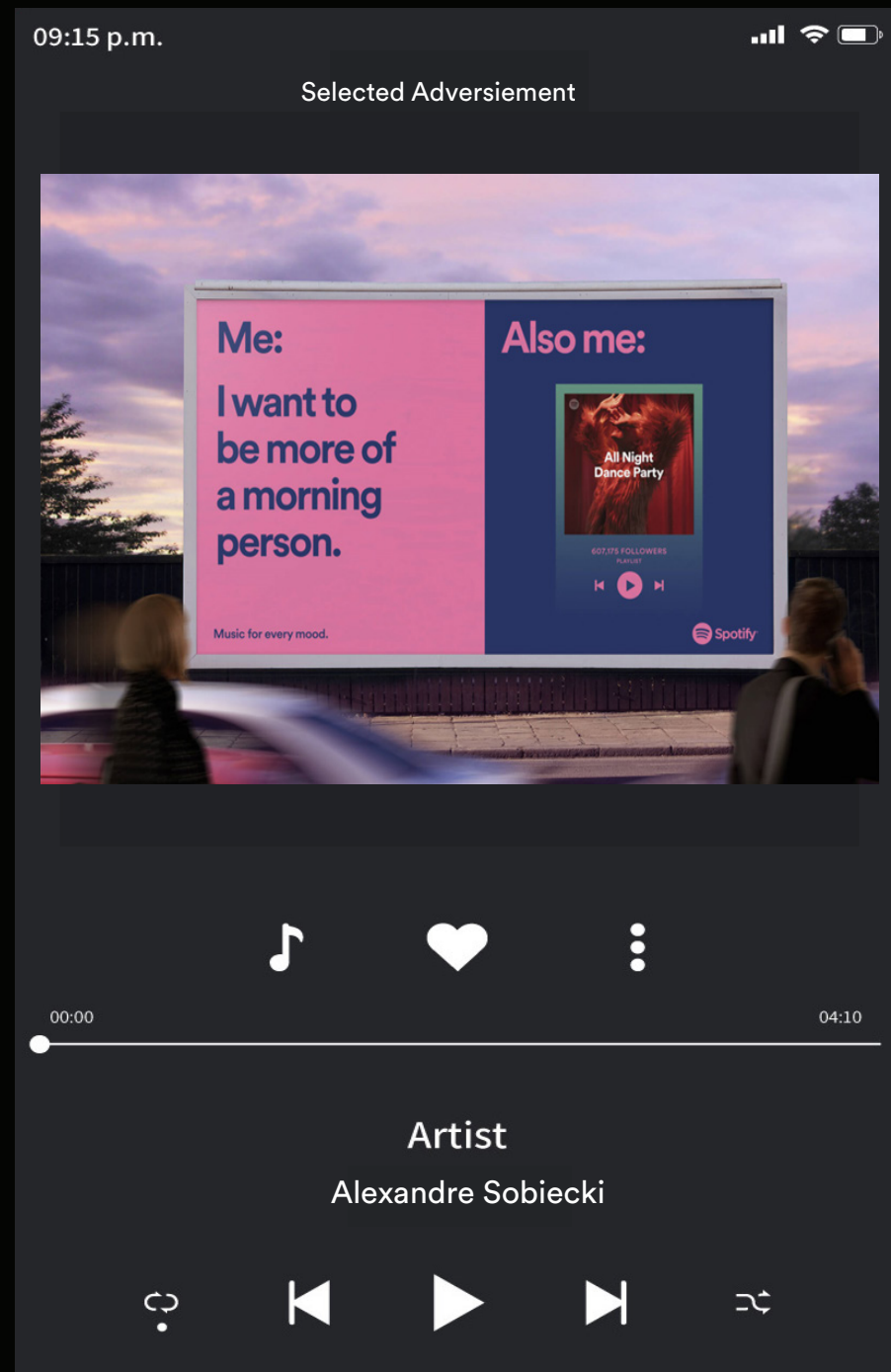


CRAP Principles, Rules of Thirds & Consistency



Principle of Contrast



Company
Spotify

Ad Purpose
General spotify ad promoting the company and playlist creation.

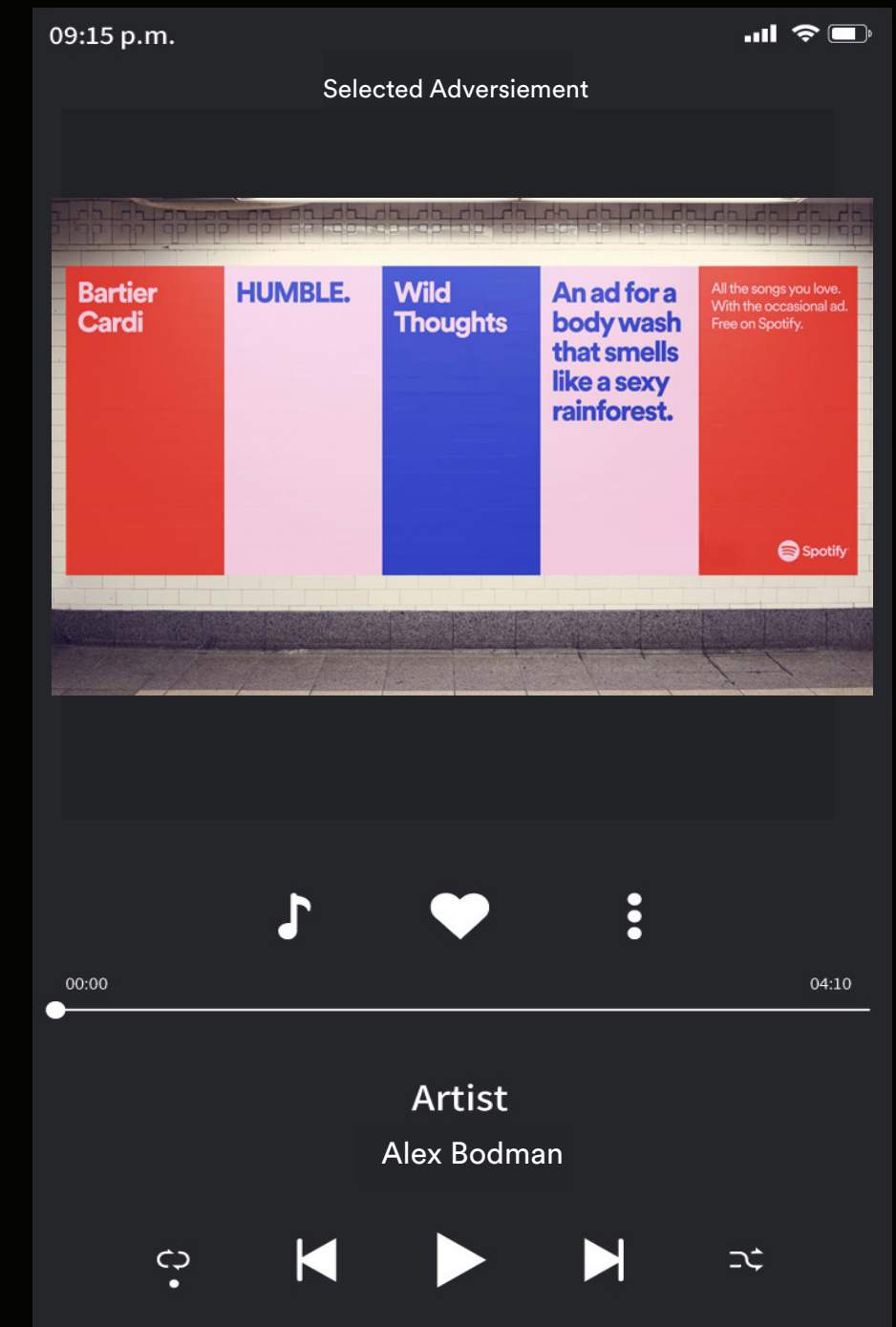
Ad Creator:
Alexandra Sobiecki
(Creative Director)

Link
[Click Here](#)

Rationale: This ad showcases a contrast in colors of blue and pink to showcase the two contrasting moods of the Spotify users. The color palette from each section of the ad is spilled over into the other, emphasizing the contrast.

2

Principle of Repetition



Company
Spotify

Ad Purpose
General spotify ad promoting the various songs available on Spotify for every mood.

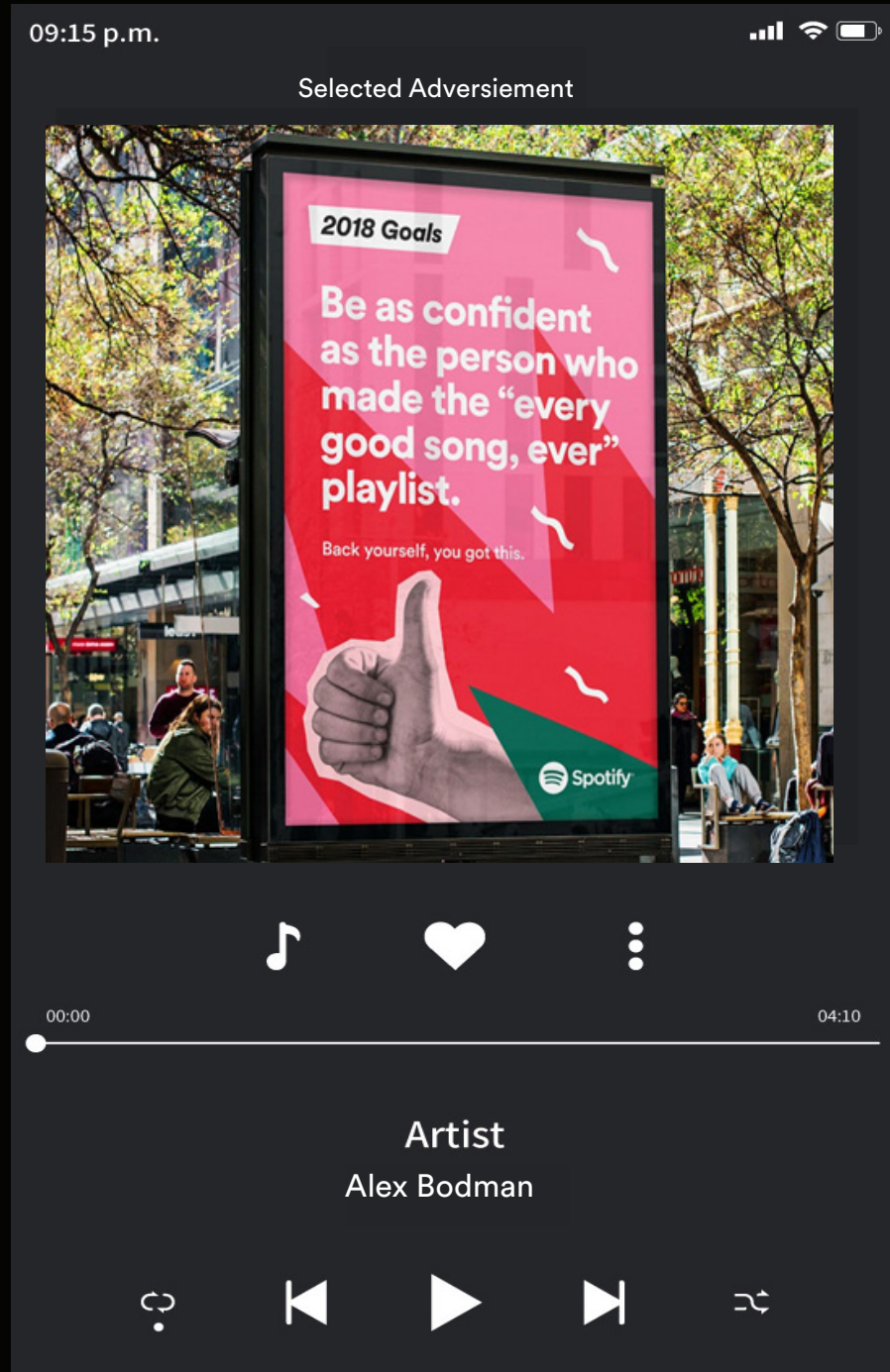
Ad Creator
Alex Bodman
(Creative Director)

Link
[Click Here](#)

Rationale: This ad smartly repeats elements to create a smooth and unified look. It uses the same colors, shapes, and size for a harmonious feel. The font is consistent, and a repeating vertical rectangle adds to the overall cohesive design and breaks the principle of repetition on the last box to bring in emphasis of the text.

3

Principle of Alignment



Company
Spotify

Ad Purpose
General Spotify Ad promoting the playlist creation feature of the company.

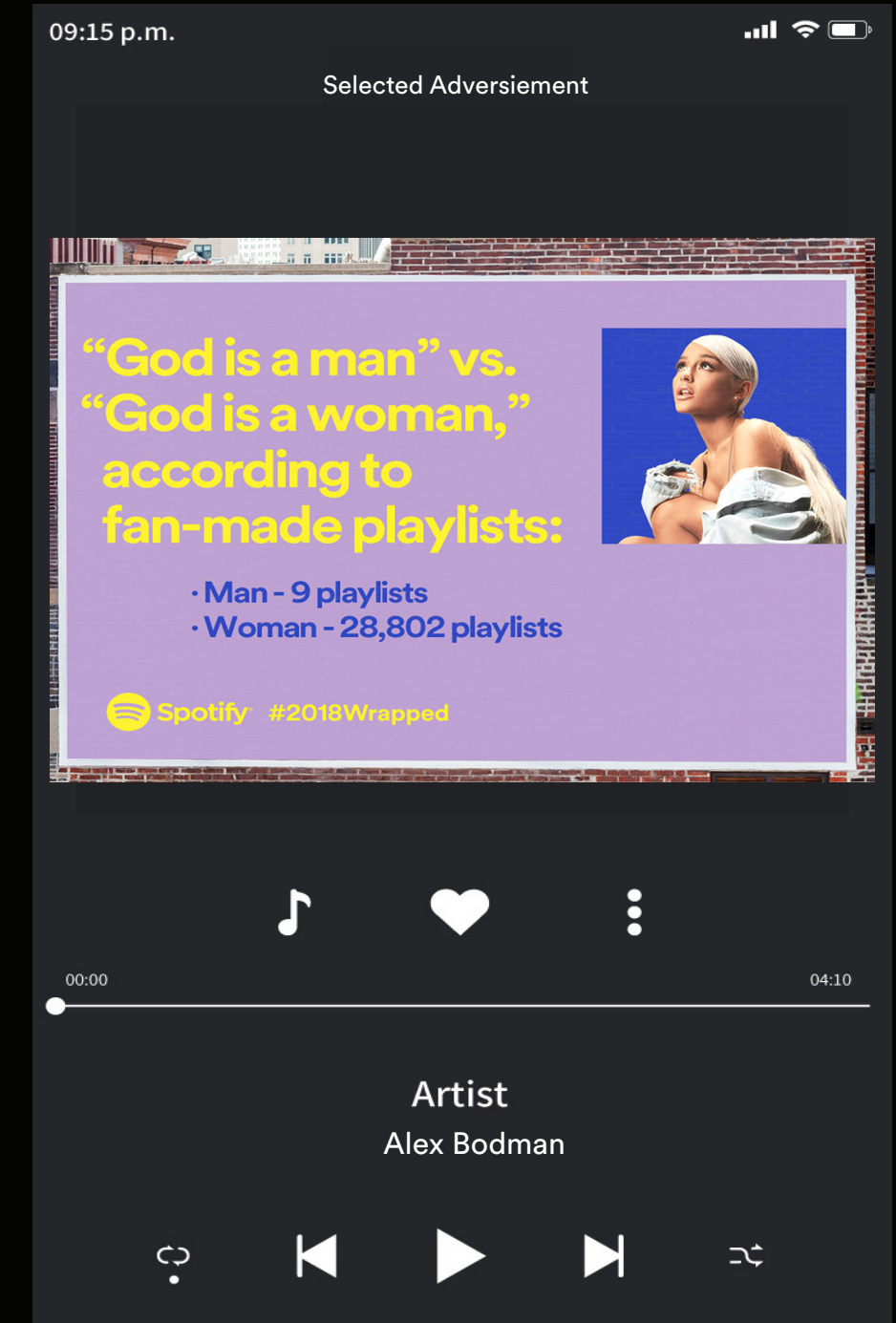
Ad Creator
Alex Bodman
(Creative Director)

Link
[Click Here](#)

Rationale: This ad stands out with a creative touch – everything is aligned to the left. Not just the text, but the whole design flow follows this strategy with all shapes and objects pointing to the left alignment. It's a clever move to guide your eyes to the important text and overall message. This deliberate choice adds a nice and stylish touch to the visuals.

4

Principle of Proximity



Company
Spotify

Ad Purpose
General Spotify Ad promoting the yearly spotify wrapped statistics for premium users of Spotify.

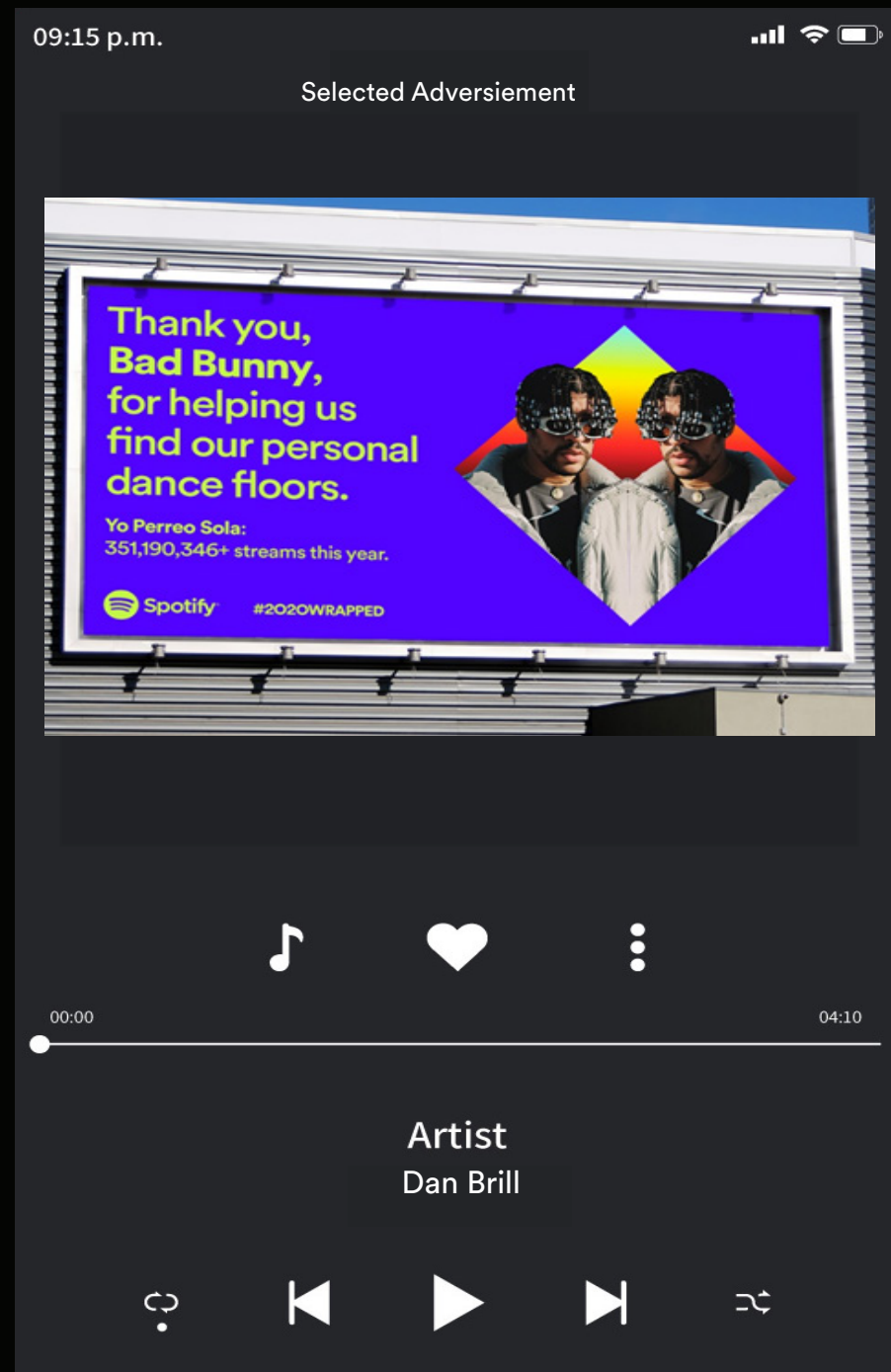
Ad Creator
Alex Bodman
(Creative Director)

Link
[Click Here](#)

Rationale: This ad smartly uses proximity by grouping the song-related text close to the image of the artist, creating a connection between the image and the text. It also applies color and text proximity, using yellow on text related to the discussions about playlists and grouping facts and data together in blue.

5

Rule of Thirds



Company
Spotify

Ad Purpose
General Spotify Ad promoting the yearly spotify wrapped statistics for premium users of Spotify.

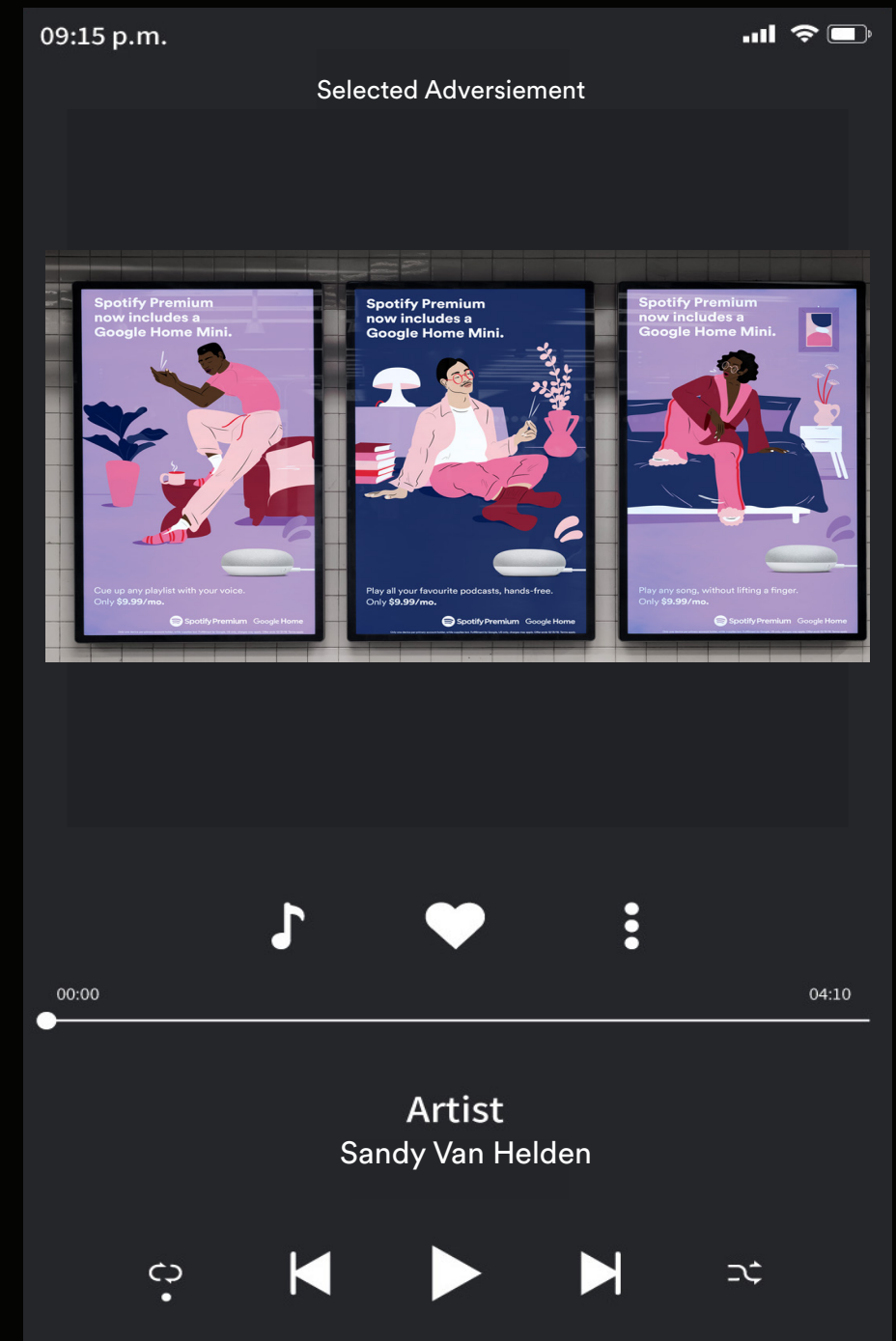
Ad Creator
Dan Brill
(Creative Director)

Link
[Click Here](#)

Rationale: The rule of thirds is at play here, with Bad Bunny's image strategically positioned at the intersections on the thirds at the right side. The concept is emphasized by placing the important text and the artist's name in the upper right corner, which is the first grid box. Less crucial information is neatly placed in the bottom segment of the ad.

6

Consistency



Company
Spotify

Ad Purpose
Series of ads promoting the integration of google home and spotify.

Ad Creator
Sandy Van Helden

Link
[Click Here](#)

Rationale: This series of ads showcase consistency as the designer maintained a consistent theme in terms of layout, images, color pallet, and showcasing the google home device on the bottom right of each image. These ads are strategically consistent.

7

Celestine Unugboji



About Us



Our Album



Playlist



Artists



Podcasts & Shows



Your Library



Trending



Help



Report History



About the Artist

Student ID
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Creative Strategies: Media Tools 1

Section 5