

# Talk About the Existing Problems and Countermeasures in the Use of Advertising Visual Communication Symbols

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**Abstract:** In the continuous development of society, advertising plays an increasingly important role in brand image building and expanding product popularity. However, unlike in the past, advertising in the new media era needs to strengthen the study of visual communication, especially the study of semiotics. Generally speaking, there are three main types of visual symbols, metaphors and images, and the correct use of them in advertising visual communication is extremely important, and it is also the key to promoting the long-term development of the advertising industry. Based on this, this article conducts research on the problems and countermeasures in the use of advertising visual communication symbols, which is for reference only.

**Keywords:** Advertising; Visual Communication; Symbol; Wield

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## Introduction

Nowadays, more and more products make people dazzled, and the role of advertising is to help people quickly understand the characteristics, value and significance of different goods, which not only helps people choose products that satisfy them, but also promotes the sales of goods, and at the same time has positive significance for promoting the development of the advertising industry. In each advertisement, whether the use of visual symbols is reasonable and correct has a direct impact on the communication effect of the advertisement. Therefore, it is of great practical significance to study the problems and countermeasures in the use of advertising visual communication symbols.

## 1. The problems in the use of advertising visual communication symbols

### 1.1 Homogenization of symbols

From the perspective of the development status of the advertising industry, when a very good creative work appears in the industry, others will directly copy and imitate, so that the use of symbols has serious homogeneity problems. In the case of shampoo advertisements, for example, must-have symbols include hair dryers, dry and frizzy hair that becomes soft and shiny after using their own products. For example, in many car advertisements, it is common to see animals as symbolic meanings to represent cars, and the scenes are also highways, mountains or vast grasslands, and words such as "excellent" and "climbing" are commonly used. If the use of symbols is not innovative, blindly applying templates, it is difficult to fully express the characteristics of the product, so it is difficult to bring better publicity effects to the product.

### 1.2 Inaccurate use of symbols

The use of symbols is mainly to promote their own products, but from the actual use of the situation, there are problems of inaccurate use, such as the integration of products with symbols that have no connection, so that the audience can not effectively identify, and even misunderstanding. For example, Volkswagen once had an advertisement for the protagonist "cheating" another car (Volkswagen), the original car was jealous, and carried out a series of retaliations against the protagonist, such as blocking his eyes, spraying him with water, smashing his head, etc., and finally leaving him. Judging from the feedback of the majority of netizens, everyone likes the jealous and willful car more, and the lack of interest in the Volkswagen that wants to be promoted ultimately does not have the desired communication effect. The reason is that this advertisement does not reasonably associate the symbol with the product, and the symbol is not used very accurately <sup>[1]</sup>.

### **1.3 Lack of in-depth research on consumer groups**

In the use of symbols, it is mainly through meaningization to better attract consumers. Therefore, the design and application of compliance must be based on in-depth research on consumer groups to achieve effective application. However, from the actual situation, many advertising works lack in-depth research on consumer groups, and only rely on subjective experience or consciousness to design and use symbols, which is difficult to gain the attention and favor of the audience. For example, Burberry once released an advertisement during the Chinese New Year, its original purpose was to cater to Chinese consumers, but because it did not have an in-depth understanding of the psychological needs of Chinese consumers and the cultural background of Chinese New Year, the advertisement did not achieve the expected communication effect, but caused many Chinese consumers to be dissatisfied, and eventually had a great impact on its sales in the Chinese market.

## **2. The use strategy of advertising visual communication symbols**

In advertising design, the use of visual symbols is very key, and its clever use can greatly improve the advertising effect, so as to attract more consumers' attention. However, in the past advertising design, there are still some problems in the use of visual symbols, and with the development of the times, higher requirements are put forward for the use of visual symbols. Therefore, in order to achieve good visual communication effects, relevant practitioners must face up to relevant problems and continuously explore countermeasures for the effective use of visual symbols to enhance the influence of advertising.

### **2.1 Use innovative advertising symbols**

In the case of increasingly homogenization of symbol use, in order to give full play to the effectiveness of advertising, innovative advertising symbols must be used, and it is difficult to attract people's attention in such advertising. Taking an advertising work of white and black cold medicine as an example, the use of symbols is to use black and white color matching, just pursue the simple expression of the characteristics of the product, and the text symbol is expressed with "sleep well", the purpose is to let consumers understand that they can sleep well after eating their own products, such advertising works are not innovative, and the content expressed is relatively pale. To this end, this situation should be avoided in the use of advertising visual communication symbols, and innovative advertising symbols should be reasonably used in combination with product characteristics and the psychological characteristics of the public.

### **2.2 Pay attention to the accuracy of the meaning of advertising symbols**

As a brand, we must deeply realize that the success of advertising works mainly depends on whether we can find the symbolic meaning of our products, otherwise there will be situations where the product and symbolic meaning cannot be effectively integrated. In the process of giving meaning to advertising symbols, the most important thing is to find a certain association or connection between symbols and products, especially in line with public cognition, rather than forcibly pulling rigid and making the audience misunderstood. For example, Sun Li is a very good actor, and the audience has formed an inherent impression of her from the film and television works she starred in, that is, fashionable and bold, mature and stable, full of vitality, etc., so the super brand thinks that she is very consistent with the positioning of its own products, so it makes Sun Li the spokesperson of her own products. At the same time, the creative concept of "super woman" was also proposed, giving women a new role, which not only meets the psychological needs of the public, but also avoids misunderstanding to the audience [2].

### **2.3 Look for unique advertising symbols**

There are many types of visual symbols, and there are many visual symbols that can be loved by the audience, but it is difficult to show all the visual symbols that the audience loves in an advertisement, which requires that in the process of creating visual symbols, it is necessary to combine product characteristics to find unique visual symbols for use, which can not only get the favor of the audience, but also avoid the problem of homogenization. For example, Mercedes-Benz uses a different expression technique in an advertisement showing the good safety performance of its own products, that is, a loving and gentle mother holding a sleeping baby, and its symbolic meaning is to express the safety performance of Mercedes-Benz cars like the warm embrace of a mother. Compared with traditional automobile advertising, this advertisement does not use a very exaggerated symbolic meaning, but through the combination of consumers' rational demands and emotional appeals, it uniquely describes the characteristics of their own products, so

that it is easy for the audience to accept.

#### 2.4 Create advertising symbols that consumers like

The main purpose of advertising visual communication is to attract the attention of consumers, so in the creation of advertising works, it is necessary to use the symbols that the audience likes as much as possible, of course, you can also create some new advertising symbols according to the age characteristics, hobbies, personality characteristics, etc. of the audience to attract their attention. Especially for foreign companies, if they want to open the door to foreign markets, they must use symbols that can attract audiences in their advertising creation. In this regard, it is necessary to consider the local cultural background, the local market situation and the symbols that consumers like in the selection and creation of symbols, so as to avoid misunderstandings among consumers, accurately understand the meaning of symbols, and finally achieve a certain advertising effect. Since the consumption psychology of the audience will change with space, time and other factors, it is very important to create new advertising symbols to help make product advertising deeply rooted in people's hearts, so as to have a lasting impact on the audience.

### **Conclusion**

Whether an advertising work can get the ideal communication effect is mainly affected by the use of visual symbols, and from the actual situation, the use of visual symbols in many advertisements has homogeneity problems, inaccurate use of symbols and lack of in-depth research on consumer groups, resulting in a great discount to its application effect. Therefore, relevant practitioners should deeply analyze the problems in the use of advertising visual communication symbols, and constantly explore effective response strategies based on reality, so as to better enhance the influence of advertising.

### **References**

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