



Images and messages

The fusion of the atom in communication

THE FUSION OF THE ATOM IN COMMUNICATION



In communication there is no energy more powerful nor more persuasive than that generated when the nucleus of a message is fused with the nucleus of an image, releasing an extraordinary eloquent force.

We are unaware of the existence of an ingenious formula to ensure the success of this fusion in every communication project, but we are convinced that good use of "lateral thinking" and the correct choice of rhetoric will set us on the right path.

We will show here three cases, chosen from a period spanning from our early beginnings until this moment in our in our career, in which we use various rhetorical expressions. Three different paths towards the same destination: the cherished «nuclear fusion» of communication.

## THE USE OF HYPERBOLE TO SHOW THE ADDED VALUE OF THE PRODUCT



Photography: Quintas

(Claim: *Unchangeable*)

One of the major projects of Hélice creativos in our early days was the complete renovation of the image of the catalogues, corporate identity and packaging of the manufacturer of kitchenware Esmaltaciones San Ignacio, a long established company in Vitoria with an outstanding international profile at that time in the kitchenware market.

Here you can see one of our earliest works from the beginning of the 90s. The actual photograph shown here, without any retouching, took more than a week to take, as when the frying pans were put into the fish tank, the sand would rise up from the bottom, clouding the water and making it impossible to take the photograph and we had to wait several days until the sand had completely settled.

The top of the range frying pans were one of the manufacturer's star products. The added value of this product lay in the application of a top quality non-stick coating and in the vitrified enamel body of the frying pan, which gave it long life and excellent features for cooking. We wanted to present the product, showing this added value, but the question was how to capture this in a memorable, novel and convincing way in an image.

Hyperbole is rhetorical expression consisting of a deliberate exaggeration with the intention of fixing a memorable idea or image in the minds of the audience. Its use in advertising is as common as, in

our opinion, it is dangerous, as there is a clear risk of questioning the credibility of the product. In this case, we feel that it was the right move.

First of all, we avoid the obvious: the product in its usual setting. A memorable story was created in the minds of the audience: the discovery of the remains of a sunken ship. The San Ignacio frying pans appear untouched, with absolutely nothing sticking to them. The image transmits a profound silence in which time is frozen and a sense of calm is represented by the gentle swimming to and fro of the tiny fishes. This silence is broken by the voice of the message: «Unchangeable».

¿V́ctor...   o Victoria?

Jar zaitez bere lekuan | Ponte en su lugar

(Advertisement message: *Victor or Victoria? Put yourself in their place*)

The Diputación Foral de Álava is the governing body of the province of Alava. In the year 2000 this institution rolled out the First Provincial Plan for Equal Opportunities for Men and Women. This program encompassed a series of internal actions, aimed at people within the administration, along with external actions which were intended to raise awareness among citizens with regard to sharing domestic, family and professional chores and responsibilities.

We prepared three advertisement models for this campaign which reflected three situations of inequality in three areas of responsibility: domestic, family and professional. The common denominator was a well known message, taken out of context: *Victor or Victoria?*, the famous comedy in which a female singer is forced to play a male female impersonator to achieve the success which was denied to her as a woman.

Antithesis is rhetorical device in which seemingly contradictory ideas or images are juxtaposed to strengthen the idea of a message or an argument.

For this project, the use of the this device was particularly effective. Using it with an unexpected reference, *Victor or Victoria?*, in the form of an erotema or rhetorical question, is like a visual punch able to render any opposition defenceless in the face of the dilemma outlined by the advertisement.

The message closed with the phrase *Put yourself in their place*, and had a different meaning depending on whether it was being read by a man or a woman.

# Nuestra estrella más cercana



## 60 años avanzando juntos

Nuestra planta de Vitoria cumple 60 años fabricando vehículos.

Hoy, el mundo nos parece más pequeño que cuando en 1954 salieron los primeros modelos producidos en esta ciudad.

Hoy, los vehículos Mercedes-Benz fabricados en Vitoria se comercializan en los cinco continentes del planeta.

Un gran camino recorrido gracias al trabajo de miles y miles de personas que nos han acompañado y nos acompañan cada día.

Desde hace muchos años, la estrella que simboliza nuestra marca brilla desde Vitoria para hacer el mundo más cercano.

Gracias por los 60 años avanzando juntos.



Mercedes-Benz

«60 aniversario»

Fábrica Vitoria

# Nuestra estrella más cercana



Mercedes-Benz

«60 aniversario»  
Fábrica Vitoria



Fotography: Quintas, Gert Voor in't Holt

(Advertisement message: *Our closest star. Mercedes-Benz. 60 years of progressing together*)

The celebration of an anniversary is a brand experience which aims to identify the brand with its internal and external audience, through the fostering of an affectionate bond which produces loyalty and a sense of pride in belonging.

In 2014 we carried out several communication activities to celebrate the 60th anniversary of Mercedes-Benz Plant in Vitoria. The advertisement we now describe had the objective of creating a bond of affection for the brand with its closest audiences, during a period of crisis and international economic uncertainty.

Metonymy is term from classical Greek which means to 'give something a new name'. It is a rhetorical device, similar to a metaphor, in which an object or an idea is identified not by its own name but by that of a object or a concept with which it is associated.

The symbol of the Mercedes-Benz brand is known as the Mercedes-Benz star. *Our closest star* explored the semantic wealth of the language, associating the brand with different meanings and values of the word «star»:

*Admirable* (star-fame / leadership)

*Guide* (star-orientation / reference point / destiny)

*Brilliant*, (star-light)

*Centre of attraction* (star-orbit)

The image is set at an imprecise time of day which could be either dawn or dusk. The headquarters of Mercedes-Benz Plant Vitoria rises under a deep blue sky. Bathed in the starlight, the structure of

the building appears to emanate a golden glow, contrasting with the glass windows which acquire a metallic texture. The star crowns the building, shining like a heavenly body. It is what calls out from the image, the immediate focus of our attention. At its base the building appears to blur and melt into the city sky, the city lights creating a sparkling carpet, which match the glittering reflection on the building.

The brand message is the answer to its teams of workers, collaborators and to its surroundings of the following questions:

*What is it we share together?*

*What do we mean to you?*

A vital universe shaped by the brand and its closest audience who, each day, share the same destiny. The pride of being a participant while a global brand leader shines its own light.



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