



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Perak
Kampus Seri Iskandar



ART & DESIGN
COLLABORATIVE
PROGRAMME



BEYOND

REDEFINE™

@redefinebyuitm

eISSN 2821-3629



9 772821 362001

A VIRTUAL
**GRAPHIC
DESIGN
EXHIBITION**
2022

IDEAS No 1, Vol 1

Publisher

UiTM Perak Press
Universiti Teknologi MARA
Kampus Seri Iskandar
32610 Seri Iskandar
Perak, Malaysia

UiTM Perak Website
<https://perak.uitm.edu.my>

College of Creative Arts (Perak)
<https://www.adperak.com>

Editor-in-Chief

Mohd Shahril Abd Rashid
Anwar Fikri Abdullah
Ts. Ahmad Sofiyuddin Mohd Shuib

Editorial

Assoc Prof. Dr Nur Hisham Ibrahim
Prof. Madya Dr Muhammad Abdul Aziz
Dr Hanafi Hj Mohd Tahir
Dr Shahrel Nizar Baharom
Dr Shahrnizam Sulaiman
Azlan Zainal
Nurul Nadiyah Jamaludin
Syahrul Nizam Shaari
Mhd. Nor Osman
Mohamad Quzami An-Nuur Ahmad Radzi
Muhammad Fikri Saidi Othman

Project Coordinator

Mohd Shahril Abd Rashid

2022 COPYRIGHT RESERVED REDEFINE BY UITM

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any mean, electronic, mechanical, photocopying, recording, or otherwise permission of copyright holder.

The validity and authenticity of content in every article are the sole responsibility of the respective author/s. Any violations are entirely responsible for the authors.

First Published March 2022

e-ISSN: 2821-3629

TABLE TENT PROMO AD

Table tent advertisements are most likely to be found on top of tables in any type of restaurant, particularly fast food restaurants. Since the table tent ad is generally put on tables, a promotional ad that displays "buy one, free one" for caramel latte can easily capture the customers' attention. Plus, the ad used bold and visible font.



NEWSPAPER SPADEA AD

For this newspaper spadea advertisement, Harian Metro were seen to be chosen as the newspaper brand. Harian Metro, a well-known local Malay language newspaper in Malaysia, is an ideal option because the copywriting of the spadea ad were written in Bahasa Melayu. Since the spadea ad appears on the front page of the newspaper, soft sell advertising were being used to easily capture the attention of the readers.



NEWSPAPER DISPLAY AD

New Straits Times (NST) were chosen to be the newspaper brand for this newspaper display advertisement. Since the copywriting and headline of the display ad were written in English, New Straits Times (NST) is a suitable choice since it is a well-known local English language newspaper in Malaysia. Furthermore, this newspaper brand has a significant amount of readers, making this a good opportunity to advertise the restaurant's newspaper display ad. Hard (promotional) sell advertisement were used for the display ad to catch the readers' attention.

IN-STORE PROMO AD

When it comes to promoting their promotional set of meals, in-store promo ads are perfect, especially in fast food restaurants. As seen above, an in-store promotional ad was used to promote a value set of 2x2 Burger with a perfect combination of hand-cut fries as a side and cold brew black as a drink. Customers can purchase the value set for RM22.00 only.

SOCIAL MEDIA ADS

Instagram is the social media platform used for these social media ads. Aside from that, each menu includes two types of advertisements: hard (promotional) and soft sell advertisements. With the addition of Harley's coffee beans and beverages, the total number of ads is 26. This menu was selected from Harley's best-selling. In addition, to maintain the theme of minimalism and honesty, these ads use minimal colors and visuals.



DOOR SIGNAGE

Customers are more likely to notice ads from the doors or windows first, and most stores, including fast food, are always seen hanging or applying door signages or advertisements inside the store to promote their brand or menus. Besides that, this door signage raises customers' awareness on Harley's coffee beans and beverages. This is because, in addition to serving healthy fast food, customers can also enjoy coffee drinks and buy beans from a fast food restaurant.



**AIDA AFIQAH
ZAINUL AZLAN**



aidaxafiqah@gmail.com

HARLEY'S BURGERS AND ROASTERS HONEST FAST FOOD ADS

Harley's Burgers and Roasters is a Malaysia's own homegrown brand with its "healthy fast food."

The objective of this project is to promote Harley's Burgers and Roasters' healthy fast food, Halal Australian chicken & beef meat and their own home-grown coffee beans and drinks through honest advertisements.



ORGANISED BY

REDEFINE™



Cawangan Perak
Kampus Seri Iskandar



ART & DESIGN
COLLABORATIVE
PROGRAMME

