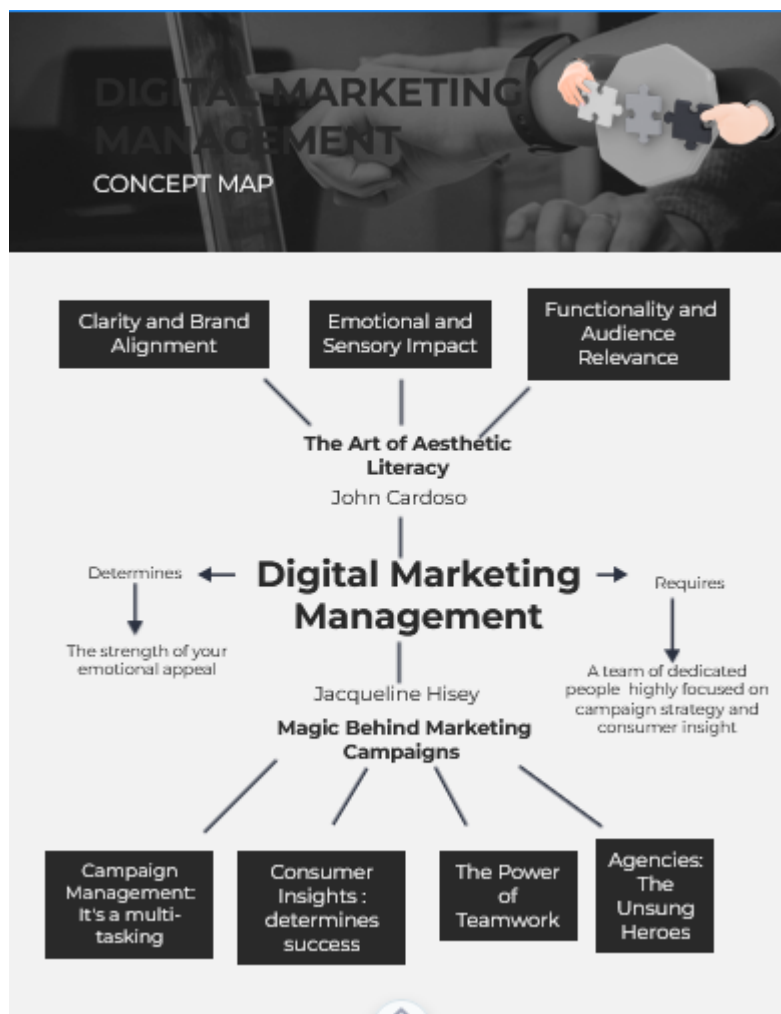


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# The Aesthetic Literacy Skill and Campaign Management in Marketing

*The key to creating genuinely irresistible marketing goes beyond stunning visuals and clever copy. At its core, successful marketing is about building deep emotional connections with your audience and ensuring seamless collaboration behind every campaign. Recently, I attended two insightful presentations that revealed the strategies that top marketers use to craft impactful campaigns. From the power of aesthetic literacy to the role of consumer insights and cross-team collaboration, these sessions provided game-changing takeaways that can transform the way we approach marketing. Here's what I learned and how these lessons can help elevate any marketing strategy.*



As a marketing student, I have learned that the secret to creating unforgettable, successful marketing is less about amazing graphics and gripping headlines. It's learning how emotions, functionality, and clarity all intersect. With this in your toolbox, you don't get people's attention—you create lasting relationships with them. Only recently, I was privileged to have attended two enlightening presentations that changed the way I think about marketing strategies: one by **John Cardoso** on aesthetic literacy and another by **Jacqueline Hisey** on campaign management. Below is a summary of the most significant takeaways from the two sessions.

## The Art of Aesthetic Literacy in Marketing (John Cardoso)



John Paulo Cardoso

Aesthetic literacy, or the ability to create images that engage humans emotionally, may be as effective as—or possibly even more significant than—an ideally executed advertising campaign. During his speech, [John Paulo Cardoso](#), who is a creative Thinker, strategist, and bestselling author, reminded us that the roots of excellent marketing are anchored in clarity, emotional resonance, and usability.

**1. Clarity and Brand Consistency:** "Keep It Uncomplicated"- John emphasized that consistency is key for a brand to be recognizable. These brands have created ads and images that directly align with their core values of innovation and simplicity. Consistency is key for any brand engaging in personal branding. Whatever you use, whether the color you select or the voice you take in your content, all the content should reflect your core values. In my case, when mixing motherhood and personal growth, I ensure my content is warm, welcoming, and authentic.

**2. Emotional and Sensory Impact:** "Create a Connection"- Marketing isn't just what you can see; it's what you can feel. John discussed how Coca-Cola's Christmas commercials elicit a sense of nostalgia and belonging, creating a powerful emotional connection with their viewers. I attempt to do the same in my content—I either share personal stories or offer coaching tips, and I strive to evoke an emotional response from my readers. This emotional bond fosters loyalty and trust, which are essential for achieving long-term success.

**3. Functionality and Relevance to the Audience:** "Make It Work for Them"-John also emphasized that your content must be tailored to work for your audience. How beautiful content looks is irrelevant if it doesn't work. As a busy mum, I try to create content that is both functional and engaging, such as quick reels of completing household chores while studying or stories offering practical tips on self-improvement.

***The Big Takeaway:***

***Aesthetic literacy is not just about making things visually appealing; it's about creating a visual language that connects emotionally with your audience, aligns with your values, and ultimately enhances the overall experience.***

**The Hidden Magic Behind Marketing Campaigns (Jacqueline Hisey)**



While aesthetic literacy provided me with a deeper understanding of content creation, the second presentation by [Jacqueline Hisey](#), Senior Campaign Manager at Studio71, opened my eyes to the intricate process behind a successful marketing campaign. The presentation focused on campaign management and the essential roles of data, collaboration, and consumer insights in delivering impactful campaigns.

**The Intricate Dance of Campaign Management** Before attending the presentation, I thought a Campaign Manager's job was just about keeping ads running. However, I learned that it involves fine-tuning campaigns, tracking data, and adjusting strategies to meet client goals. It's an ongoing process of optimization and measurement, where every detail matters, from impressions to device usage and demographics.

**Consumer Insights: The Secret to Success** - A key takeaway from this session was the importance of understanding consumer insights. Gathering data through surveys and consumer research allows marketers to craft messages that resonate with real people. By understanding what consumers genuinely think about a brand, we can refine our strategies to create content that resonates with their preferences.

**The Power of Teamwork: A Collaborative Effort** Marketing campaigns require teamwork across multiple roles. From account executives to campaign managers to ad operations, collaboration is at the heart of successful campaigns. As a busy mother balancing home, studies, and work, I found this teamwork analogy incredibly relatable. Marketing is a team sport, and every individual's contribution counts toward the greater goal.

**Agencies - The Unsung Heroes Behind the Campaigns:** I also gained a new appreciation for the crucial role agencies play in marketing. Not only do they help with creative direction and strategy, but they also maintain relationships with publishers and manage ad placements. Agencies ensure that campaigns reach the right audience at the right time, which is vital.

**Key Takeaways:**

***Effective team collaborations are built on strong teamwork. Every person involved plays a critical role in executing a campaign that resonates with its intended***

### **Key Takeaways:**

1. **Aesthetic Literacy:** Master the ability to evoke emotions through visuals that align with your brand and connect with your audience on a deeper level.
2. **Brand Consistency:** Ensure your creative materials reflect your core values and messaging, creating an instantly recognizable and trustworthy presence.
3. **Emotional Impact:** Great marketing is felt, not just seen. Create content that connects with your audience on an emotional level, fostering loyalty and trust.
4. **Data-Driven Strategies:** Utilize consumer insights to shape your campaigns, ensuring that your messaging speaks directly to the needs and desires of your audience.
5. **Collaboration:** Successful campaigns are built on teamwork. Every person associated with creating a campaign plays a vital part in the development of a campaign that will be appealing to its target audience.

### **Conclusion**

Reflecting on these insightful presentations, I've come to realize that successful marketing goes far beyond just flashy visuals and catchy headlines. It's about understanding the emotional connection with your audience, maintaining brand clarity, and ensuring that every piece of content resonates with its purpose. John Cardoso's exploration of aesthetic literacy reminded me that marketing isn't just about what's seen but also about what's felt. Creating long-term connections involves creating content that not only resonates with what you think but also speaks directly to your audience's hearts.

The second seminar on campaign management revealed the hidden layers in every ad that we see. It's not just about running an ad; it's about understanding consumer habits, refining techniques, and collaborating with teams to ensure that every aspect aligns with the client's goals.

As I continue on my path in the marketing career, I am committed to applying these philosophies to my practice, making every campaign I design not just successful but also deeply meaningful. In an industry as dynamic as marketing, the magic lies in bridging the gap between creativity, emotion, data, and collaboration.