

**THE APPLICATION OF RASTER GRAPHIC IN
DEVOLPINGAN ADVERTISING AND PUBLICITY
CAMPAIGN OF NEWLY LAUNCHED PERFUME
BRAND ARMAGHAN**



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**DEPARTMENT OF ART AND DESIGN
UNIVERSITY OF PESHAWAR
Session 2022-2026**

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BRAND ARMAGHAN**



*A thesis submitted to the Department of Art & Design in partial fulfillments
for the requirements for the award of degree of BS Art & Design in
Communication Design.*

By:

ABID ULLAH

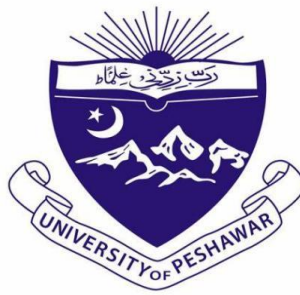


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*Thesis project Report was submitted to the Department of Art & Design in partial
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**DEPARTMENT OF ART AND DESIGN
UNIVERSITY OF PESHAWA
Session 2022-2026**

DECLARATION

I hereby declare that this thesis, titled **“The Application of Raster Graphics in Developing an Advertising and Publicity Campaign for Newly Launched Perfume Brand Armaghan”**, is my original work and has not been submitted for any degree, diploma, or other academic qualification in any institution or university.

The research, design process, and findings presented in this report are based on my own work. All references, concepts, and contributions from other sources have been properly acknowledged. I further declare that the corporate identity system, vector graphic designs, branding materials, and promotional assets included in this thesis were developed by me as part of this research project, and any visual or written sources consulted during the study have been appropriately cited.

This thesis was carried out under the supervision of Ms. Farah Javed.

ABID ULLAH

Date: ____ / ____ / 2026

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Finally, I would like to thank everyone who directly or indirectly contributed to the successful completion of this thesis entitled “The Application of Raster Graphics in Developing an Advertising and Publicity Campaign for Newly Launched Perfume Brand Armaghan”

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ABSTRACT

This study explores “**The Application of Raster Graphics in Developing an Advertising and Publicity Campaign for Newly Launched Perfume Brand Armaghan**”. Raster graphics play a significant role in modern visual communication by enabling designers to create detailed, high-quality, and visually appealing promotional materials. The primary objective of this research is to examine how raster-based design techniques can enhance brand identity, product presentation, and audience engagement within the perfume industry.

The study focuses on the development of a complete advertising campaign for Armaghan, including posters, social media advertisements, standees, packaging visuals, and other promotional materials. Through the use of raster graphic software and digital design principles, the campaign emphasizes product aesthetics, luxury appeal, and effective communication of the brand’s values. Elements such as color schemes, image manipulation, typography, lighting effects, and composition are analyzed to demonstrate their impact on consumer perception and purchasing behavior.

A qualitative design approach was employed to evaluate the effectiveness of raster graphics in creating compelling visual content. The findings indicate that raster graphics provide designers with extensive creative flexibility, allowing for realistic imagery, enhanced product visualization, and strong emotional connections with target audiences. The study concludes that raster graphics are an essential tool in contemporary advertising and publicity campaigns, particularly for newly launched brands seeking to establish a distinctive market presence. The Armaghan campaign demonstrates how strategic application of raster graphics can contribute to successful brand awareness, customer attraction, and overall marketing effectiveness.

Keywords: Raster Graphics, Advertising Campaign, Publicity Design, Perfume Branding, Digital Design, Visual Communication, Armaghan, Graphic Design.

CHAPTER 1

INTRODUCTION

1.1 Introduction

In today's highly competitive market, advertising and publicity play a vital role in establishing brand identity and attracting consumers. The perfume industry, in particular, relies heavily on visual communication because fragrance itself cannot be experienced through digital or printed media. As a result, brands must use attractive and persuasive visual designs to communicate the essence, quality, and personality of their products. Graphic design has become an essential tool in achieving these objectives, enabling businesses to create memorable impressions and emotional connections with their target audience.

Raster graphics are among the most widely used forms of digital imagery in modern advertising and promotional design. Raster graphics consist of pixels arranged in a grid, allowing designers to create highly detailed and realistic images with rich colors, textures, lighting effects, and photographic quality. Software applications such as Adobe Photoshop provide powerful tools for manipulating raster images, making them ideal for advertising campaigns that require visually appealing product presentations. The flexibility and realism offered by raster graphics make them particularly effective in industries where aesthetics and visual appeal significantly influence consumer purchasing decisions.

The newly launched perfume brand **Armaghan** seeks to establish a strong market presence and build brand awareness among potential customers. As a new entrant in the perfume industry, Armaghan faces the challenge of competing with established brands while creating a unique identity that reflects elegance, sophistication, and quality. To address this challenge, a comprehensive advertising and publicity campaign is required that effectively communicates the brand's values and attracts consumer attention. Raster graphics offer an ideal solution by enabling the creation of high-quality promotional materials that enhance the visual representation of the perfume and its brand image.

This project focuses on the application of raster graphics in developing an advertising and publicity campaign for Armaghan. The campaign includes the design of posters, social media advertisements, standees, packaging visuals, banners, and other promotional materials. Through the strategic use of image manipulation, color correction, retouching, lighting effects, typography, and composition techniques, raster graphics are utilized to create visually engaging designs that reflect the luxury and appeal of the perfume brand.

Furthermore, the study examines how raster graphic techniques contribute to effective branding, consumer engagement, and marketing communication. It explores the relationship between visual aesthetics and audience perception, highlighting the importance of professional graphic design in influencing consumer behavior. By analyzing the development process and outcomes of the Armaghan advertising campaign, this research demonstrates the practical value of raster graphics in contemporary advertising and brand promotion.

Ultimately, this project aims to showcase how raster graphics can be used as a powerful design medium to create compelling advertising content that enhances brand recognition, communicates product value, and supports the successful launch of a new perfume brand in a competitive marketplace.

1.2 Statement of the Problem

The perfume industry is highly competitive, with numerous local and international brands competing for consumer attention. Newly launched perfume brands often face difficulties in establishing brand recognition, communicating their unique identity, and attracting potential customers in a crowded marketplace. Since fragrance cannot be directly experienced through visual media, perfume brands must rely on effective advertising and publicity strategies to convey the product's qualities, emotions, and appeal.

Armaghan, as a newly launched perfume brand, requires a strong visual presence to create awareness and develop a positive perception among its target audience. However, without professionally designed promotional materials, the brand may struggle to differentiate itself from competitors and effectively communicate its value

to consumers. The challenge lies in creating visually compelling advertisements that represent the brand's identity while capturing customer interest and encouraging engagement.

Raster graphics provide designers with the ability to produce realistic, detailed, and aesthetically appealing visuals that can enhance advertising effectiveness. Despite their widespread use in commercial design, there is a need to explore how raster graphic techniques can be strategically applied to develop a cohesive advertising and publicity campaign for a new perfume brand. Therefore, this study investigates the application of raster graphics in designing promotional materials for Armaghan and examines how these visual solutions can contribute to brand awareness, audience attraction, and effective marketing communication.

1.3 Aim of the Study

The aim of this study is to explore and demonstrate the application of raster graphics in developing an effective advertising and publicity campaign for the newly launched perfume brand **Armaghan**. The study seeks to utilize raster graphic design techniques to create visually appealing promotional materials that enhance brand identity, increase brand awareness, and attract the target audience. Through the development of various advertising media, including posters, social media advertisements, standees, packaging visuals, and other promotional content, the research aims to highlight the role of raster graphics in communicating product value and supporting the successful market introduction of a new perfume brand.

1.4 Objectives of the Study

1. To examine the role and importance of raster graphics in modern advertising and publicity campaigns.
2. To develop a cohesive visual identity for the newly launched perfume brand **Armaghan** through the application of raster graphic design techniques.
3. To design a series of promotional materials, including posters, social media advertisements, standees, packaging visuals, and other branding elements using raster graphics.

4. To utilize image editing, photo manipulation, color enhancement, and visual composition techniques to create attractive and professional advertising content.
5. To evaluate how raster graphics contribute to enhancing brand awareness and audience engagement.
6. To explore the effectiveness of raster-based visual communication in conveying the quality, luxury, and unique characteristics of a perfume brand.
7. To demonstrate the practical application of graphic design principles in solving real-world advertising and branding challenges.
8. To assess the overall impact of raster graphics on the successful promotion and market positioning of the perfume brand Armaghan.

1.5 Scope of the Study

This study focuses on the application of raster graphics in the development of an advertising and publicity campaign for the newly launched perfume brand **Armaghan**. The research is limited to the use of raster-based design techniques and software, primarily for creating visually appealing promotional materials that support brand awareness and marketing communication.

The scope of the project includes the design and development of various advertising and publicity materials such as posters, social media advertisements, standees, banners, packaging visuals, business cards, and other promotional graphics related to the Armaghan perfume brand. The study emphasizes the use of image manipulation, photo retouching, color correction, lighting effects, typography, and composition techniques to enhance the visual appeal of the campaign.

Furthermore, the study examines how raster graphics contribute to establishing a strong brand identity and effectively communicating the product's characteristics to the target audience. It focuses on the visual and creative aspects of advertising rather than the business, financial, or manufacturing processes of perfume production.

The research is restricted to the design and evaluation of promotional materials developed specifically for Armaghan and does not include comparative analysis with other perfume brands. Additionally, the study concentrates on digital and print advertising applications and does not cover television commercials, radio

advertisements, or other non-visual marketing channels. Through this scope, the research aims to demonstrate the practical value of raster graphics in contemporary advertising and brand promotion.

Chapter-2

RESEARCH METHODOLOGY

2.1 Research Approach

This study adopts a **qualitative and practice-based research approach** to explore the application of raster graphics in developing an advertising and publicity campaign for the newly launched perfume brand **Armaghan**. The qualitative approach enables an in-depth examination of visual communication, design aesthetics, branding elements, and audience appeal. The practice-based aspect focuses on the creation of actual design outcomes, allowing the researcher to apply theoretical knowledge to a real-world design project.

2.2 Research Design

The research follows a **design-oriented methodology**, where the development of advertising materials serves as the primary method of investigation. The study involves analyzing branding requirements, developing creative concepts, and producing a range of promotional materials using raster graphic techniques. The effectiveness of these designs is assessed based on visual communication principles, brand consistency, and audience engagement.

2.3 Data Collection

Data for this study were collected from both **primary and secondary sources**.

Primary Sources

- Observation of existing perfume advertising campaigns.
- Analysis of consumer preferences and visual trends in perfume branding.
- Development and evaluation of original design concepts for Armaghan.

Secondary Sources

- Books, journals, and research articles related to graphic design, advertising, branding, and raster graphics.

- Online resources, design portfolios, and industry publications.
- Case studies of successful perfume advertising campaigns.

2.4 Design Process

The design process for the Armaghan advertising campaign consisted of the following stages:

1. Research and Analysis

A detailed study of the perfume market, target audience, competitors, and current advertising trends was conducted to understand consumer expectations and design requirements.

2. Concept Development

Creative concepts were generated based on the brand identity of Armaghan. Mood boards, color palettes, typography selections, and visual themes were developed to establish a consistent design direction.

3. Digital Design Production

Raster graphic software, particularly **Adobe Photoshop**, was used to create promotional materials. Various techniques such as photo manipulation, image compositing, retouching, color grading, lighting effects, and texture enhancement were applied to achieve professional-quality visuals.

4. Design Refinement

The developed designs were reviewed and refined to improve visual appeal, readability, and consistency with the brand identity. Adjustments were made based on design principles and project objectives.

5. Final Presentation

The finalized advertising materials, including posters, social media posts, standees, packaging visuals, and branding collateral, were prepared for presentation and evaluation.

2.5 Tools and Software

The following software and tools were used during the research and design process:

- Adobe Photoshop
- Adobe Illustrator (for supporting vector elements)
- Digital photography resources
- Online mockup and presentation tools

2.6 Target Audience

The advertising campaign was designed for individuals who appreciate premium fragrances and luxury lifestyle products. The primary target audience includes young adults and professionals between the ages of 18 and 40 who are active consumers of personal care and fashion-related products.

2.7 Evaluation Criteria

The effectiveness of the advertising campaign was evaluated based on the following criteria:

- Visual appeal and aesthetic quality
- Consistency of brand identity
- Effective use of raster graphic techniques
- Clarity of communication
- Audience engagement potential
- Professional presentation and market relevance

Chapter-3

DESIGN PROCESS

3.1 Research Board



3.1.(I) Research Board Explanation

The research board for **“The Application of Raster Graphics in Developing an Advertising and Publicity Campaign for Newly Launched Perfume Brand Armaghan”** visually presents the conceptual foundation, design inspiration, and creative direction of the project. It serves as a guide for understanding the visual language, branding strategy, and design elements used throughout the advertising campaign.

The board includes a collection of reference images, color palettes, typography styles, perfume photography, advertising examples, textures, and visual inspirations that reflect the identity of the Armaghan brand. These elements were carefully selected to communicate luxury, elegance, sophistication, and premium quality, which are the core values of the perfume.

The color scheme primarily consists of rich gold, black, white, and warm neutral tones, symbolizing exclusivity, refinement, and prestige. Typography choices focus on clean, modern, and elegant typefaces that enhance readability while maintaining a luxurious appearance. High-quality perfume photography and raster graphic effects such as lighting, shadows, reflections, and photo manipulation techniques are incorporated to create a visually compelling presentation.

The research board also highlights current trends in perfume advertising, including minimalist layouts, premium product visualization, dramatic lighting effects, and emotionally engaging imagery. These references help establish a creative direction for developing posters, social media advertisements, standees, packaging visuals, and other promotional materials.

Furthermore, the board demonstrates how raster graphics can be effectively used to enhance product presentation through detailed image editing, retouching, color grading, and compositing techniques. It acts as a visual roadmap for the design process, ensuring consistency across all campaign materials and supporting the overall branding objectives of Armaghan.

In conclusion, the research board provides a comprehensive visual analysis and creative framework that guides the development of the advertising and publicity campaign. It ensures that all design decisions align with the brand identity and effectively communicate the essence of Armaghan to its target audience.

Color Scheme

The color scheme selected for the Armaghan Perfume Brand is inspired by luxury, elegance, nature, and sophistication. The logo primarily uses a rich golden-brown color that reflects premium quality and exclusivity, making it suitable for a high-end perfume brand. Overall, the combination of Luxury Golden Brown, Champagne Gold, Ivory White, and Black creates a strong and memorable visual identity that effectively represents the Armaghan perfume brand.

Visual Style and Promotional Direction

The visual style of the **Armaghan Perfume Advertising and Publicity Campaign** is centered on luxury, elegance, sophistication, and modern aesthetics. The design approach aims to create a premium brand image that appeals to consumers seeking high-quality fragrances and refined lifestyle products.

The campaign utilizes a minimalist yet impactful visual style, ensuring that the perfume bottle remains the focal point of every advertisement. Clean layouts, balanced compositions, and strategic use of negative space help emphasize the product while maintaining a professional and contemporary appearance.

High-quality raster graphics are used to create realistic product presentations through photo manipulation, retouching, color grading, and lighting effects. Dramatic highlights, soft shadows, reflections, and glowing accents enhance the visual appeal of the perfume bottle and communicate a sense of exclusivity and luxury.

The visual language incorporates premium textures such as glass reflections, metallic gold finishes, smooth gradients, and subtle background effects. These elements contribute to a rich and sophisticated atmosphere that aligns with the brand's identity. The use of elegant typography further reinforces the premium nature of the campaign by providing clarity, readability, and aesthetic harmony.

Photography and graphic elements are carefully combined to create visually engaging compositions that evoke emotions associated with confidence, prestige, attraction, and personal style. Consistent use of colors, imagery, and design elements across all promotional materials ensures a unified brand experience.

Overall, the visual style of the Armaghan campaign reflects a modern luxury perfume brand by combining high-quality raster graphic techniques, elegant design principles, and strong visual storytelling. This approach helps establish a memorable brand identity and effectively communicates the essence of the perfume to its target audience.

Typography

Typography is a key element in the visual identity of the **Armaghan Perfume Advertising and Publicity Campaign**. It plays an important role in communicating the brand’s personality, enhancing readability, and creating a sophisticated visual experience. The typography selected for this campaign reflects the luxury, elegance, and premium quality associated with the Armaghan perfume brand.

CAMPAIGN LOOK & FEEL

TYPOGRAPHY

PRIMARY FONT
ETHNOCENTRIC

USAGE:
BRAND NAME / HEADLINES

Δ TIMELESS SIGNATURE

USAGE: SUB HEADLINES

EMBRACE YOUR INNER STRENGTH

USAGE: TAGLINES / HIGHLIGHT TEXT

The essence of luxury captured in every drop.
USAGE: BODY TEXT

COLOR PALETTE

	#D4AF37
	#000000
	#FFFFFF
	#E8DC4
	#5A3E2B
	#F7E7B4

MATERIALS & TEXTURES

GOLD METAL	GLASS	BLACK MARBLE
SILK	OUD WOOD	FLORAL ELEMENTS

MOOD & INSPIRATION

FONT SPECIMEN

ETHNOCENTRIC REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ETHNOCENTRIC MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ETHNOCENTRIC BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

CAMPAIGN APPLICATIONS

POSTER DESIGN

SOCIAL MEDIA POSTS

PACKAGING DESIGN

BILLBOARD

STANDEE

SHOPPING BAG

3.2 (I) Mood Board

A mood board is a visual collection of images, colors, typography, textures, and design inspirations that communicates the overall creative direction and personality of a project. It serves as a visual guide that helps designers establish a consistent style, mood, and aesthetic before beginning the final design process.

For the Armaghan Perfume Advertising and Publicity Campaign, the mood board was developed to define the brand's visual identity and communicate its core values of luxury, elegance, sophistication, strength, beauty, and timeless appeal. The mood board combines visual references, color palettes, typography selections, material textures, and branding applications that collectively represent the essence of the Armaghan perfume collection.

The board incorporates rich gold and black tones to symbolize prestige and exclusivity, while softer pink, blue, and floral elements represent freshness, beauty, and emotional connection. High-quality imagery of flowers, oud wood, moonlit landscapes, luxury materials, and premium perfume packaging provides inspiration for the overall advertising campaign. These visual elements help create a distinctive and memorable brand image that appeals to the target audience.

The selected typography, Ethnocentric, contributes a modern and powerful appearance that strengthens the brand's identity and enhances recognition across all promotional materials. Supporting elements such as gold textures, glass surfaces, black marble, silk fabrics, and floral imagery further reinforce the premium nature of the brand.

Additionally, the mood board showcases potential campaign applications including posters, social media advertisements, packaging designs, standees, billboards, and shopping bags. This ensures visual consistency across all marketing platforms and establishes a unified brand experience.

Overall, the mood board acts as a creative blueprint for the Armaghan advertising campaign. It provides visual inspiration, design direction, and strategic guidance that support the development of a cohesive and effective brand identity while ensuring that

all promotional materials communicate the desired message of luxury, elegance, and sophistication. rebranding process.

3.3 Introduction

A mood board is a visual planning tool that helps establish the creative direction, aesthetic style, and overall design language of a project. It serves as a collection of visual references, colors, typography, textures, imagery, and design elements that communicate the intended mood and identity of a brand. In graphic design and advertising, mood boards play a crucial role in transforming conceptual ideas into a cohesive visual strategy.

For the Armaghan Perfume Advertising and Publicity Campaign, the mood board was developed to define the brand's luxury positioning and create a consistent visual identity across all promotional materials. The board combines elements of elegance, sophistication, strength, beauty, and premium quality to reflect the personality of the perfume brand. It acts as a visual guide throughout the design process, ensuring consistency in color usage, typography, imagery, textures, and overall artistic direction.

The mood board incorporates the Armaghan logo, Ethnocentric typography, a carefully selected color palette, premium textures such as gold metal, glass, black marble, silk, floral elements, and oud wood, along with inspirational imagery that reflects the essence of the fragrance collection. These visual components were chosen to communicate exclusivity, refinement, and emotional appeal while strengthening brand recognition.

Furthermore, the mood board establishes the foundation for the campaign's visual style and serves as a reference for designing posters, social media advertisements, packaging, standees, billboards, and other promotional materials. By bringing together all key design elements in a single visual framework, the mood board ensures that every aspect of the Armaghan advertising campaign aligns with the brand's vision and effectively communicates its message to the target audience.

Overall, the mood board functions as an essential creative tool that guides the development of a unified and impactful advertising campaign, helping Armaghan establish a strong and memorable presence in the competitive perfume market.

3.4 Conceptual and Design Development of Corporate Identity

The corporate identity of Armaghan Perfume was developed to establish a distinctive and memorable brand image that reflects luxury, elegance, sophistication, and cultural richness. The design process focused on creating a visual identity that would effectively communicate the values and personality of the brand while appealing to its target audience.

The conceptual development began with extensive research into the perfume industry, luxury branding, and consumer preferences. Various visual themes, symbols, colors, and design trends were analyzed to determine the most suitable direction for the brand. The concept of premium fragrance, timeless beauty, and emotional connection became the foundation of the identity system.

The logo was designed using a minimalist perfume bottle symbol combined with a lotus-inspired element, representing purity, beauty, refinement, and luxury. The logo serves as the primary visual identifier of the brand and is consistently applied across all communication materials. Its simple yet elegant form ensures recognition and versatility in both print and digital applications.

Typography played a significant role in reinforcing the brand personality. The Ethnocentric typeface was selected as the primary font because of its bold, modern, and distinctive appearance. The geometric structure of the typeface conveys confidence, innovation, and premium quality while maintaining visual consistency throughout the campaign.

A carefully selected color palette was developed to strengthen the brand identity. Gold symbolizes prestige, luxury, and exclusivity, while black represents elegance, power, and sophistication. Supporting colors such as white, beige, brown, and champagne gold were incorporated to create balance, warmth, and visual harmony.

The visual style of the corporate identity emphasizes high-quality raster graphics, realistic product visualization, dramatic lighting, refined textures, and luxurious compositions. Elements such as gold metal, glass reflections, black marble, silk textures, floral imagery, and oud-inspired materials were incorporated to enhance the sensory appeal of the brand and reflect the characteristics of the fragrance collection.

The corporate identity was further applied across various branding materials, including perfume packaging, business cards, shopping bags, posters, social media advertisements, standees, billboards, and promotional merchandise. Consistent use of the logo, typography, colors, and visual elements ensures a unified brand presence across all touchpoints.

Overall, the conceptual and design development of Armaghan's corporate identity successfully establishes a strong visual foundation that communicates luxury, professionalism, and brand authenticity. The identity system supports the advertising campaign while helping the brand create a lasting impression in the competitive perfume market consistency across various branding applications.

3.5 (I) Theme One: Development of a Distinct Corporate Identity

The first theme of this project focuses on the development of a distinct corporate identity for the newly launched perfume brand Armaghan. A strong corporate identity is essential for creating brand recognition, establishing credibility, and differentiating a brand from its competitors. Since Armaghan is a new entrant in the perfume market, the creation of a unique and memorable identity was a fundamental objective of the advertising and publicity campaign.

The development process began with defining the brand's core values, personality, and market positioning. Armaghan was envisioned as a premium perfume brand that represents luxury, elegance, sophistication, and emotional connection. These characteristics guided all visual and conceptual design decisions throughout the project.

A unique logo was created to serve as the primary symbol of the brand. The logo combines a stylized perfume bottle with a lotus-inspired form, representing beauty,

refinement, purity, and exclusivity. The logo design was developed to be simple, recognizable, and adaptable across different media platforms.

Typography was carefully selected to reinforce the brand personality. The Ethnocentric typeface was chosen because of its modern, bold, and premium appearance. Its distinctive geometric structure helps create a strong visual presence while maintaining consistency throughout the branding materials.

The corporate identity was further strengthened through the use of a carefully planned color palette. Gold and black were selected as the primary brand colors to symbolize prestige, luxury, and sophistication. Supporting colors such as white, beige, brown, and champagne gold were incorporated to create balance and visual harmony.

To ensure consistency, the identity system was applied across all campaign materials, including perfume packaging, posters, social media advertisements, standees, shopping bags, business cards, and promotional displays. The consistent use of visual elements helped establish a cohesive brand image and enhanced recognition among the target audience.

Overall, the development of a distinct corporate identity provided the foundation for the entire Armaghan advertising campaign. It enabled the brand to communicate its values effectively, create a memorable visual presence, and establish a strong position within the competitive perfume industry.

3.5 (II) Theme Three: Visual Communication and Brand Perception

The third theme of this study focuses on the relationship between visual communication and brand perception in the development of the Armaghan perfume advertising and publicity campaign. Visual communication plays a vital role in conveying messages, creating emotional connections, and influencing how consumers perceive a brand. In the perfume industry, where fragrance cannot be experienced directly through advertisements, visual elements become the primary means of communicating product qualities and brand values.

The Armaghan campaign utilized raster graphics to create visually compelling advertisements that effectively communicated the identity and personality of each perfume variant. Through the use of high-quality imagery, color schemes, typography,

lighting effects, textures, and composition techniques, the campaign aimed to create a strong emotional response and positive perception among the target audience.

Each perfume was represented through a unique visual theme that reflected its individual character and fragrance profile. For example, floral backgrounds and soft pink tones were used to communicate beauty, grace, and femininity, while darker colors, fire effects, and strong visual imagery symbolized power, confidence, and strength. These visual choices helped consumers associate specific emotions and qualities with each fragrance.

Typography also contributed to brand perception by reinforcing the premium and modern identity of Armaghan. The use of the Ethnocentric typeface created a bold and distinctive appearance, enhancing brand recognition and maintaining consistency across all promotional materials. Similarly, the gold and black color palette communicated luxury, exclusivity, and sophistication, strengthening the brand's premium market positioning.

The integration of raster graphic techniques such as photo manipulation, retouching, color grading, reflections, shadows, and lighting effects improved the realism and visual appeal of the advertisements. These techniques enhanced product presentation and encouraged audience engagement by making the perfume bottles appear more attractive and desirable.

Furthermore, the consistent application of visual elements across posters, social media advertisements, packaging, standees, and other promotional materials helped establish a cohesive brand image. This consistency increased consumer trust and contributed to a stronger brand identity in the minds of potential customers.

Overall, this theme demonstrates that effective visual communication significantly influences brand perception. Through strategic use of raster graphics and design principles, the Armaghan advertising campaign successfully communicated its brand values, enhanced consumer engagement, and created a memorable and positive impression within the competitive perfume market..

3.5 (III) Theme Four: Importance of Color and Typography

The fourth theme of this study focuses on the importance of color and typography in creating an effective advertising and publicity campaign for the Armaghan perfume brand. Both color and typography are fundamental elements of visual communication that influence audience perception, strengthen brand identity, and enhance the overall effectiveness of promotional materials.

Color plays a significant role in attracting attention, creating emotional responses, and communicating brand values. In the Armaghan campaign, a carefully selected color palette was used to reflect luxury, elegance, and sophistication. Gold was chosen as the primary color because it symbolizes prestige, success, and exclusivity, while black represents power, refinement, and timeless beauty. Supporting colors such as white, beige, brown, and champagne gold were incorporated to create balance, warmth, and visual harmony. The strategic use of these colors helped establish a premium brand image and made the advertisements visually appealing to the target audience.

Different color combinations were also used to represent the unique characteristics of individual perfume variants. Floral and lighter tones conveyed freshness, softness, and beauty, while darker shades and bold contrasts communicated confidence, strength, and luxury. These color choices helped consumers develop emotional connections with the products and improved the overall visual impact of the campaign.

Typography is equally important in shaping brand identity and ensuring effective communication. The Ethnocentric typeface was selected as the primary font for the Armaghan brand due to its modern, bold, and distinctive appearance. Its geometric structure creates a strong visual presence that reflects innovation, confidence, and premium quality. The consistent use of this typeface across all advertising materials strengthened brand recognition and maintained visual consistency throughout the campaign.

Typography also contributed to establishing a clear visual hierarchy. Headlines, product names, taglines, and supporting information were arranged using different font sizes, weights, and spacing to improve readability and guide the viewer's attention. This organized structure ensured that key messages were communicated

effectively across posters, social media advertisements, packaging designs, standees, and other promotional materials.

The combination of color and typography created a cohesive visual system that enhanced the overall branding strategy of Armaghan. Together, these elements helped communicate the brand's personality, differentiate it from competitors, and create a memorable impression on consumers.

Overall, this theme demonstrates that color and typography are essential components of successful visual communication. Their effective application in the Armaghan advertising campaign strengthened brand identity, improved audience engagement, and contributed significantly to the perception of the brand as a premium and luxurious perfume company.

3.5 (IV) Theme Five: Rebranding and Promotional Impact

The fifth theme of this study examines the role of rebranding and promotional impact in enhancing the market presence of the Armaghan perfume brand. Rebranding is a strategic process that involves developing or refining a brand's visual identity, communication style, and market positioning to create a stronger connection with consumers. For newly launched brands such as Armaghan, establishing a distinctive and professional identity is essential for gaining recognition and competing effectively within the perfume industry.

The rebranding process focused on creating a cohesive visual system that reflected the brand's core values of luxury, elegance, sophistication, and quality. Through the application of raster graphics, the campaign introduced a refined logo, premium color palette, modern typography, and visually engaging promotional materials that strengthened the overall brand image. These elements worked together to create a consistent and recognizable identity across all communication platforms.

A key objective of the promotional campaign was to increase brand awareness and attract the attention of potential customers. Various advertising materials, including posters, social media advertisements, standees, packaging designs, shopping bags, and branding collateral, were developed to communicate the unique qualities of the perfume collection. The use of high-quality imagery, photo manipulation, color

enhancement, and professional layouts improved the visual appeal of these materials and enhanced audience engagement.

The promotional impact of the campaign was evident in its ability to create a strong visual presence and communicate the brand's message effectively. The consistent use of branding elements across all promotional applications reinforced consumer recognition and helped establish trust in the brand. The luxury-oriented visual style also positioned Armaghan as a premium fragrance brand, increasing its attractiveness within the target market.

Furthermore, the campaign demonstrated how raster graphics can contribute to successful brand promotion by creating realistic product presentations and emotionally engaging visuals. The advertisements were designed not only to showcase the perfume products but also to communicate lifestyle values, personal expression, and emotional experiences associated with fragrance use.

Overall, this theme highlights the importance of rebranding and promotional design in building a successful brand identity. Through strategic visual communication and the effective use of raster graphics, the Armaghan advertising campaign enhanced brand awareness, strengthened market positioning, and contributed to the development of a memorable and impactful perfume brand.

3.6 Summary of Findings

This study explored the application of raster graphics in developing an advertising and publicity campaign for the newly launched perfume brand Armaghan. The findings indicate that raster graphics play a significant role in creating visually appealing and effective promotional materials that enhance brand identity and consumer engagement.

The research revealed that the development of a distinct corporate identity is essential for establishing brand recognition in a competitive market. Through the creation of a unique logo, the use of Ethnocentric typography, and a carefully selected luxury-inspired color palette, Armaghan successfully developed a consistent and memorable visual identity.

The study further found that raster graphics provide designers with extensive creative flexibility for producing high-quality advertisements. Techniques such as photo manipulation, image retouching, color grading, lighting effects, and compositing enhanced the visual presentation of the perfume products and increased their aesthetic appeal.

Another key finding was the strong relationship between visual communication and brand perception. The use of professional imagery, premium design elements, and cohesive branding helped communicate the values of luxury, elegance, and sophistication, resulting in a positive perception of the Armaghan brand among its target audience.

The findings also emphasized the importance of color and typography in advertising design. The combination of gold, black, and supporting neutral tones effectively conveyed exclusivity and prestige, while the Ethnocentric typeface strengthened brand recognition and visual consistency across all campaign materials.

Furthermore, the study demonstrated that promotional materials developed through raster graphic techniques significantly contributed to brand awareness and market positioning. Posters, social media advertisements, standees, packaging designs, and other promotional applications created a unified brand experience and improved the overall effectiveness of the advertising campaign.

In conclusion, the findings confirm that raster graphics are a powerful tool for modern advertising and branding. Their application in the Armaghan campaign successfully enhanced visual communication, strengthened corporate identity, improved brand perception, and supported the effective promotion of the newly launched perfume brand.

Chapter-4

CATALOGING

4.1 Introduction

Cataloging is an essential process in design documentation and brand development that involves the systematic organization and presentation of all visual and promotional materials created during a project. It serves as a comprehensive record of the design outputs, ensuring that every branding and advertising element is properly documented, categorized, and presented for evaluation and future reference.

In the context of “The Application of Raster Graphics in Developing an Advertising and Publicity Campaign for Newly Launched Perfume Brand Armaghan,” cataloging plays a significant role in showcasing the complete range of design materials developed throughout the project. These materials include the corporate identity, logo design, typography system, color palette, mood board, perfume packaging, posters, social media advertisements, standees, shopping bags, business cards, billboards, and other promotional applications.

The cataloging process allows for a clear presentation of the creative development and visual consistency of the Armaghan brand. It demonstrates how raster graphic techniques were applied across different media while maintaining a unified brand identity. Each design item is documented with its purpose, visual characteristics, and contribution to the overall advertising campaign.

Furthermore, cataloging provides an organized framework for analyzing the effectiveness of the branding and promotional materials. It helps illustrate the progression from conceptual development to final execution and highlights the role of visual communication in establishing a strong market presence for the perfume brand.

Overall, cataloging serves as a valuable component of the project by presenting the complete body of design work in a structured and professional manner. It enables viewers, researchers, and evaluators to understand the scope, consistency, and impact of the advertising and publicity campaign developed for Armaghan.

4.2 Final Logo Design

The final logo design for Armaghan Perfume was developed to represent the brand's identity as a premium fragrance company that embodies luxury, elegance, sophistication, and timeless beauty. The logo serves as the primary visual symbol of the brand and is designed to create a strong and memorable impression among consumers.

The logo consists of a stylized perfume bottle integrated with a lotus-inspired form, symbolizing purity, refinement, beauty, and exclusivity. The minimalist structure of the logo ensures versatility and clarity while maintaining a luxurious appearance. Its clean geometric composition reflects professionalism and modern design aesthetics, making it suitable for use across both digital and print media.

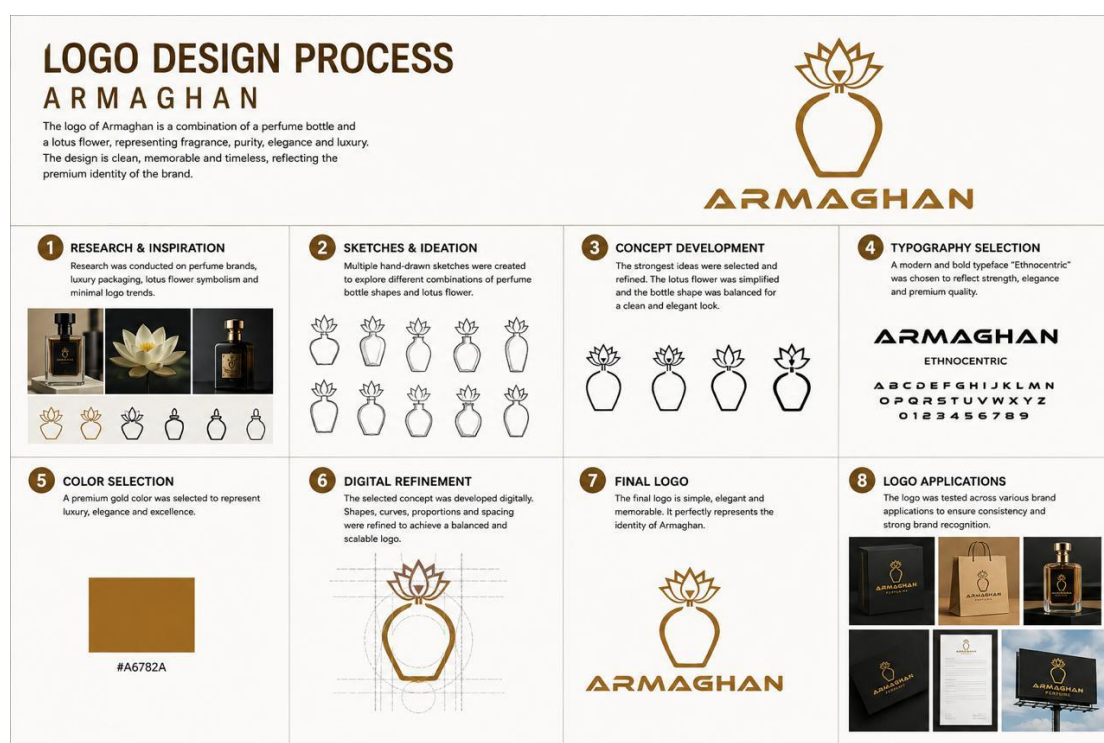
The typography used in the logo is Ethnocentric, a bold and contemporary typeface that enhances the distinctive character of the brand. The geometric nature of the font communicates confidence, innovation, and premium quality while maintaining visual consistency with the overall corporate identity.

The color scheme of the logo primarily incorporates gold and black, representing prestige, elegance, success, and sophistication. Gold highlights the luxurious nature of the perfume brand, while black provides contrast and reinforces a sense of exclusivity and strength. Together, these colors create a visually striking and memorable brand mark.

The logo was designed with scalability and adaptability in mind, allowing it to be effectively applied across various branding materials, including perfume packaging, posters, social media advertisements, standees, business cards, shopping bags, billboards, and other promotional items. Its simplicity ensures strong visibility and recognition regardless of size or application.

Overall, the final logo design successfully communicates the core values and personality of Armaghan. It establishes a strong visual identity, enhances brand recognition, and serves as the foundation for the entire advertising and publicity

campaign, contributing to the brand’s professional image and market presence.



4.3 Color Palette

The color palette developed for the **Armaghan Perfume Advertising and Publicity Campaign** reflects the brand’s core values of luxury, elegance, sophistication, and premium quality. Color serves as one of the most powerful visual communication elements, influencing consumer perception, emotional response, and brand recognition. Therefore, a carefully selected palette was essential in creating a strong and memorable corporate identity for the brand.

The primary colors used throughout the campaign are **gold** and **black**. Gold symbolizes prestige, exclusivity, success, and luxury, making it an ideal choice for a premium perfume brand. It enhances the visual appeal of the advertisements and reinforces the perception of high quality and refinement. Black complements gold by representing elegance, power, mystery, and sophistication. Together, these colors create a timeless and luxurious visual identity.

Supporting colors such as **white**, **warm beige**, **deep brown**, and **champagne gold** were incorporated to provide balance, contrast, and visual harmony. White contributes a sense of cleanliness and simplicity, while warm beige adds softness and warmth to the overall design. Deep brown reflects natural fragrance ingredients such as oud and

wood, creating a connection with the perfume's essence. Champagne gold serves as an accent color that enhances the premium appearance of the brand.

The color palette was consistently applied across all branding and promotional materials, including the logo, perfume packaging, posters, social media advertisements, standees, shopping bags, and other brand applications. This consistency strengthened brand recognition and ensured a cohesive visual experience for consumers.

Overall, the selected color palette successfully communicates the luxurious personality of Armaghan while enhancing the effectiveness of the advertising campaign. The harmonious combination of colors contributes to a strong visual identity and supports the brand's positioning within the premium perfume market.

4.4 Typography System

The typography system of the **Armaghan Perfume Advertising and Publicity Campaign** was developed to establish a consistent and recognizable visual identity across all branding and promotional materials. Typography plays a crucial role in visual communication by enhancing readability, reinforcing brand personality, and creating a professional appearance.

The primary typeface selected for the Armaghan brand is **Ethnocentric**. This typeface was chosen because of its modern, bold, and futuristic design characteristics. Its geometric structure communicates confidence, innovation, exclusivity, and premium quality, making it highly suitable for a luxury perfume brand. The distinctive appearance of Ethnocentric also helps strengthen brand recognition and creates a memorable visual presence.

The typography system follows a clear hierarchy to ensure effective communication across different design applications. Larger font sizes and bold weights are used for headlines and product names to immediately capture attention. Medium-sized typography is used for subheadings and promotional messages, while smaller and more readable text styles are applied for product descriptions, contact information, and supporting content.

Consistency in typography was maintained throughout all campaign materials, including the logo, posters, social media advertisements, packaging designs, standees, business cards, shopping bags, and other branding applications. This consistent use of typography contributes to a unified brand experience and enhances the overall professionalism of the campaign.

The typography system was designed to complement the luxury-oriented visual style of the brand. When combined with the gold and black color palette, the Ethnocentric typeface creates a sophisticated and impactful visual identity that reflects the values of elegance, exclusivity, and modernity.

Overall, the typography system serves as an essential component of the Armaghan corporate identity. It strengthens brand communication, improves visual consistency, and supports the overall effectiveness of the advertising and publicity campaign.

4.5 Stationery Design

Stationery design is an important component of the corporate identity system developed for the **Armaghan Perfume Brand**. It represents the brand in professional and business-related communications while ensuring consistency across all visual touchpoints. A well-designed stationery system strengthens brand recognition, enhances credibility, and reflects the overall personality of the organization.

The stationery design for Armaghan was created using the brand's established visual identity, including the logo, Ethnocentric typography, color palette, and luxury-inspired design elements. The primary colors of gold and black were consistently applied to create a sophisticated and premium appearance that aligns with the brand's positioning in the perfume industry.

The stationery package includes various branding materials such as business cards, letterheads, envelopes, notepads, folders, and presentation documents. Each item was carefully designed to maintain visual harmony while effectively communicating the professionalism and elegance of the Armaghan brand.

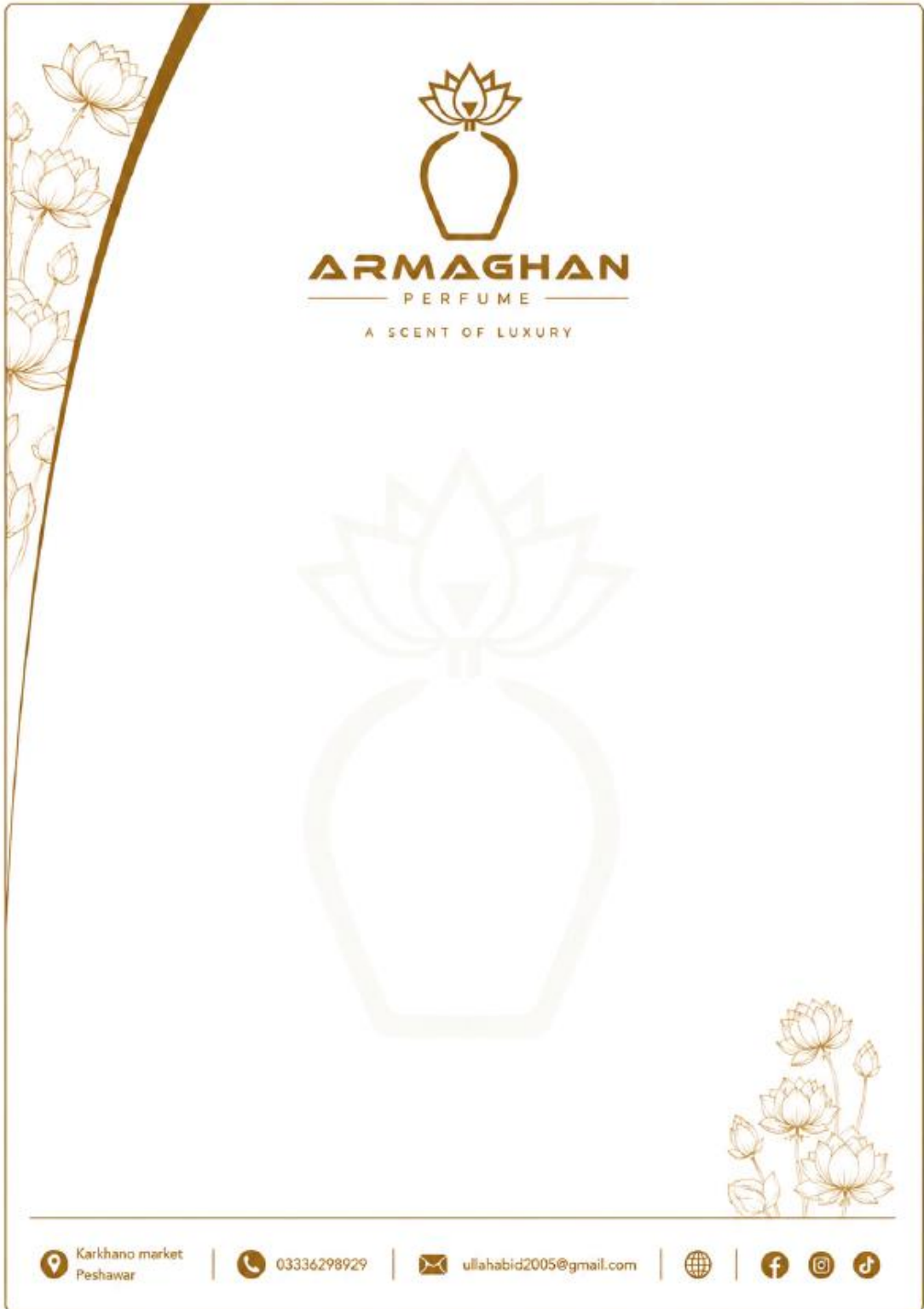
The business card design prominently features the brand logo, contact information, and corporate colors, creating a strong first impression during professional interactions. Letterheads and envelopes incorporate subtle branding elements that

reinforce corporate identity while maintaining a clean and formal layout suitable for official correspondence.

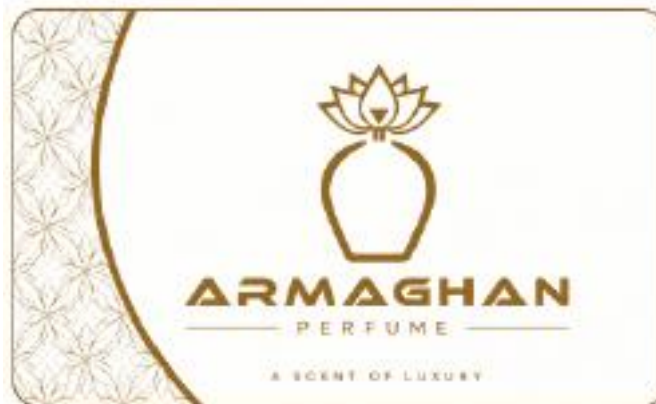
Raster graphic techniques were used to enhance the visual quality of the stationery materials through refined layouts, texture effects, color balance, and high-resolution design execution. These techniques contributed to a polished and professional appearance across all applications.

The stationery design not only serves practical communication purposes but also acts as a branding tool that reinforces the visual identity of Armaghan. Consistent use of stationery materials helps establish trust, improve brand visibility, and create a cohesive corporate image.

Overall, the stationery design successfully extends the Armaghan corporate identity into professional business communications, supporting the brand's image of luxury, quality, and professionalism while maintaining consistency across all branding applications.







4.6 Social Media Branding

Social media branding was an essential component of the Armaghan advertising and publicity campaign. In today's digital environment, social media platforms provide businesses with powerful opportunities to connect with consumers, increase brand awareness, and promote products through visually engaging content. For a newly launched perfume brand, maintaining a strong and consistent presence across social media channels is crucial for establishing market recognition and attracting potential customers.

The social media branding strategy for Armaghan focused on creating a cohesive visual identity that reflected the brand's values of luxury, elegance, sophistication, and premium quality. All social media designs incorporated the Armaghan logo, Ethnocentric typography, established color palette, and consistent visual elements to ensure brand recognition across digital platforms.

A variety of social media content was developed, including promotional posts, product advertisements, launch announcements, brand awareness campaigns, story templates, and engagement-focused visuals. These designs were created using raster graphic techniques such as photo manipulation, image retouching, color grading, lighting effects, and compositing to produce high-quality and visually appealing content.

The social media posts emphasized product presentation by showcasing perfume bottles through creative compositions, premium backgrounds, and luxury-inspired visual effects. Carefully selected imagery, elegant layouts, and engaging promotional messages were used to communicate the unique characteristics and benefits of each fragrance.

Consistency was maintained across all social media platforms to strengthen the overall brand image and create a unified user experience. The visual style aligned with other campaign materials, including posters, packaging, standees, and promotional applications, ensuring a seamless connection between online and offline branding efforts.

Furthermore, social media branding provided an effective platform for audience engagement, product promotion, and brand storytelling. Through visually compelling content, the campaign aimed to build consumer interest, encourage interaction, and enhance the visibility of the Armaghan perfume brand.

Overall, the social media branding strategy successfully extended the corporate identity of Armaghan into the digital space, helping to increase brand awareness, strengthen customer engagement, and support the overall objectives of the advertising and publicity campaign.

4.7 Brand Applications and Mockups

Brand applications and mockups were developed to demonstrate how the Armaghan corporate identity functions across various marketing and promotional platforms. These applications provide a realistic representation of how the brand appears in real-world environments and help evaluate the consistency and effectiveness of the visual identity.

The mockups were designed using raster graphic techniques and incorporated key branding elements such as the Armaghan logo, Ethnocentric typography, color palette, and visual style. Through the use of realistic presentations, the mockups showcased the adaptability and versatility of the brand identity across different media.

The brand applications included perfume packaging, shopping bags, business cards, posters, social media advertisements, standees, billboards, product displays, and promotional materials. Each application was carefully designed to maintain visual consistency while effectively communicating the luxury and premium positioning of the brand.

Packaging mockups highlighted the elegance and sophistication of the perfume products through the use of premium materials, refined layouts, and high-quality product visualization. Business cards and stationery applications reinforced the professional image of the brand, while shopping bags and promotional merchandise enhanced brand visibility and customer engagement.

Advertising mockups, including posters, standees, and social media designs, demonstrated how the visual identity could be applied across both print and digital

platforms. These applications ensured a unified brand experience and strengthened recognition among the target audience.

The use of realistic mockups also allowed for the evaluation of design effectiveness before final production. By presenting branding elements in practical contexts, the mockups provided a clear understanding of how consumers would interact with the brand in real-world situations.

Overall, the brand applications and mockups successfully demonstrated the implementation of the Armaghan corporate identity across multiple touchpoints. They validated the consistency, flexibility, and visual impact of the branding system while supporting the overall objectives of the advertising and publicity campaign.

4.8 Posters

Posters were developed as a key component of the Armaghan advertising and publicity campaign to promote brand awareness and communicate the unique characteristics of the perfume collection. As one of the most effective forms of visual advertising, posters provide a powerful medium for attracting attention, delivering marketing messages, and creating a strong brand presence.

The poster designs were created using raster graphic techniques, including photo manipulation, image retouching, color grading, lighting effects, and compositing. These techniques enhanced the visual appeal of the perfume bottles and allowed for the creation of luxurious and engaging promotional visuals. Each poster was designed to highlight the premium quality, elegance, and sophistication associated with the Armaghan brand.

A consistent visual identity was maintained throughout all poster designs by incorporating the brand logo, Ethnocentric typography, and the established color palette of gold, black, and complementary tones. This consistency strengthened brand recognition and ensured that the posters aligned with the overall corporate identity of Armaghan.

Different creative concepts were developed to represent the individual fragrance variants, using thematic backgrounds, textures, lighting effects, and symbolic imagery that reflected the personality and essence of each perfume. These visual elements

helped create emotional connections with the target audience and enhanced the overall impact of the campaign.

Overall, the posters successfully communicated the brand message, increased product visibility, and contributed to the development of a strong and memorable advertising campaign for the Armaghan perfume brand.



ARMAGHAN

ARMAGHAN

ZMARY
EMBRACE YOUR INNER STRENGTH

EMBRACE YOUR INNER STRENGTH
ZMARY

The advertisement features a central glass bottle of ZMARY perfume. The bottle has a rectangular shape with a faceted silver cap. The label on the bottle displays a lion's face, the brand name 'ARMAGHAN' with a crown logo, and the product name 'ZMARY' with the tagline 'EMBRACE YOUR INNER STRENGTH'. The background is a dramatic, close-up image of a lion's face with a fiery, orange-gold mane. The entire composition is framed by an ornate, dark border with decorative corner pieces.





ARMAGHAN

ARMAGHAN
SPOGMAI
EMBRACE THE FRAGRANCE OF MOON LIGHT

EMBRACE THE FRAGRANCE OF MOON LIGHT

SPOGMAI







4.9 Final Display





4.10 Chapter Summary

This chapter presented the practical development and implementation of the advertising and publicity campaign for the newly launched perfume brand **Armaghan**. The chapter focused on the application of raster graphics in creating a strong corporate identity and a cohesive visual communication system that effectively represents the brand's values and market positioning.

The chapter began with the development of a distinct corporate identity, including the creation of the final logo design, typography selection, color scheme, mood board, and visual style. These elements established the foundation of the Armaghan brand and ensured consistency across all promotional materials.

Furthermore, the chapter discussed the conceptual and design development process, highlighting how raster graphic techniques such as photo manipulation, retouching, color grading, lighting effects, and compositing were used to create visually engaging advertisements. The importance of visual communication, color, and typography in shaping brand perception and consumer engagement was also examined.

The chapter additionally presented the various promotional applications developed for the campaign, including perfume packaging, posters, social media advertisements, standees, shopping bags, business cards, billboards, and other branding materials. These applications demonstrated the practical implementation of the corporate identity and reinforced the brand's luxurious and professional image.

The findings of the design process revealed that raster graphics are highly effective in enhancing product presentation, strengthening brand identity, and improving the overall impact of advertising campaigns. The consistent use of visual elements across all applications contributed to a unified brand experience and increased the promotional effectiveness of the campaign.

In conclusion, this chapter demonstrated how the strategic application of raster graphics can support the successful development of a comprehensive advertising and publicity campaign. The Armaghan project illustrates the importance of visual design

in establishing brand recognition, communicating brand values, and creating a memorable presence within the competitive perfume industry.

Chapter-5

CONCLUSION

5.1 SWOT Analysis

Strengths

The Armaghan perfume brand possesses several strengths that contribute to its market potential and overall brand value. One of its primary strengths is the development of a strong and distinctive corporate identity that reflects luxury, elegance, and sophistication. The professionally designed logo, premium color palette, and consistent visual style create a memorable brand image that helps differentiate Armaghan from competitors.

Another significant strength is the effective use of raster graphics in advertising and publicity materials. High-quality product visualization, photo manipulation, color enhancement, and creative compositions enhance the visual appeal of the brand and attract consumer attention. These design elements contribute to a professional and premium brand perception.

The campaign also benefits from consistent branding across multiple promotional platforms, including posters, social media advertisements, standees, packaging designs, shopping bags, and other marketing materials. This consistency strengthens brand recognition and improves communication with the target audience.

Additionally, the use of the Ethnocentric typeface and a luxury-inspired gold and black color scheme reinforces the brand's premium positioning. The combination of modern design aesthetics and high-quality visual communication helps establish credibility and consumer trust.

Overall, Armaghan's strong visual identity, professional advertising campaign, effective use of raster graphics, and consistent branding strategy serve as key strengths that support its successful introduction into the competitive perfume market.

Weaknesses

As a newly launched perfume brand, **Armaghan** faces several challenges that may affect its growth and market penetration. One of the primary weaknesses is its limited brand recognition compared to well-established local and international perfume brands. Since the brand is new to the market, it may take time to build consumer trust and loyalty.

Another weakness is the limited availability of promotional resources and marketing reach. Established competitors often possess larger advertising budgets, wider distribution networks, and stronger market influence, making it difficult for a new brand to compete on the same scale.

The brand's success is also highly dependent on visual communication and promotional activities. Without continuous marketing efforts and consistent advertising campaigns, maintaining customer interest and brand visibility may become challenging.

Additionally, the current study focuses primarily on the visual and advertising aspects of the brand and does not include extensive consumer testing or large-scale market research. As a result, audience preferences and responses may vary in real market conditions.

Furthermore, reliance on digital and print advertising alone may limit exposure to certain consumer segments who are more influenced by experiential marketing, product sampling, or other promotional channels.

Overall, limited brand awareness, strong market competition, restricted marketing resources, and dependence on promotional activities represent the main weaknesses that Armaghan may encounter during its initial stages of market development.

Opportunities

The Armaghan perfume brand has several opportunities that can support its growth and expansion within the fragrance market. One of the most significant opportunities is the increasing demand for premium and luxury perfumes among consumers who

seek unique fragrances and high-quality personal care products. This growing market provides a favorable environment for the introduction and promotion of a new perfume brand.

The rapid growth of digital marketing and social media platforms also offers valuable opportunities for brand awareness and customer engagement. Through visually appealing advertisements, influencer collaborations, and targeted online campaigns, Armaghan can reach a wider audience and establish a strong presence in the market at a relatively low cost.

Another opportunity lies in the expansion of product lines and fragrance collections. By introducing new perfume variants, gift sets, and seasonal editions, the brand can attract different customer segments and encourage repeat purchases.

The strong corporate identity and professional visual branding developed through this project provide a solid foundation for future marketing initiatives. Consistent branding can help Armaghan build customer loyalty and strengthen its position within the competitive perfume industry.

Additionally, opportunities exist for collaboration with retail stores, fashion brands, beauty influencers, and e-commerce platforms. Such partnerships can increase product visibility, improve distribution channels, and enhance brand credibility among consumers.

Overall, the growing fragrance market, advancements in digital advertising, opportunities for product diversification, and potential strategic partnerships create favorable conditions for the long-term success and expansion of the Armaghan perfume brand.

Threats

The Armaghan perfume brand may face several external threats that could affect its growth and market success. One of the major threats is the intense competition within the perfume industry. Numerous established local and international brands already possess strong customer loyalty, extensive distribution networks, and significant marketing resources, making it challenging for a new brand to gain market share.

Another threat is the rapidly changing preferences and purchasing behaviors of consumers. Trends in fragrances, packaging, and branding can evolve quickly, requiring continuous innovation and adaptation to remain relevant and competitive in the market.

Economic instability and fluctuations in consumer spending also pose potential risks. During periods of economic uncertainty, customers may reduce spending on luxury and non-essential products such as premium perfumes, which could impact sales and profitability.

The increasing number of counterfeit and imitation products in the fragrance market represents another significant threat. Such products can create confusion among consumers and potentially damage the reputation of legitimate brands.

Additionally, the growing use of digital marketing by competitors means that Armaghan must continuously invest in advertising and promotional activities to maintain visibility and audience engagement. Failure to keep pace with market trends and technological advancements may reduce the effectiveness of its promotional efforts.

Furthermore, changes in market regulations, import costs, raw material prices, and supply chain disruptions can affect production and distribution processes, creating operational challenges for the brand.

Overall, strong market competition, changing consumer preferences, economic uncertainties, counterfeit products, and evolving marketing trends are the primary threats that Armaghan may encounter as it seeks to establish and expand its presence in the perfume industry.

5.2 Introduction

In the context of the **Armaghan Perfume Advertising and Publicity Campaign**, SWOT Analysis was conducted to assess the effectiveness of the brand's corporate identity, visual communication strategy, and promotional activities. This analysis provides a comprehensive understanding of the factors that may contribute to the

brand's success as well as the challenges it may encounter within the competitive perfume market.

The strengths and weaknesses represent the internal factors of the brand, including its visual identity, advertising strategy, and market positioning. Opportunities and threats focus on external factors such as market trends, consumer behavior, competition, and economic conditions that may affect the brand's future performance.

By examining these factors, SWOT Analysis helps evaluate the overall potential of the Armaghan brand and provides valuable insights for future development and marketing strategies. It serves as an important tool for understanding how the brand can maximize its strengths, overcome its weaknesses, capitalize on available opportunities, and minimize potential threats.

Overall, the SWOT Analysis offers a strategic overview of the Armaghan perfume brand and supports informed decision-making for its continued growth, promotion, and success in the fragrance industry.

5.3 Discussion of Major Findings

The findings of this study demonstrate that raster graphics play a significant role in the development of effective advertising and publicity campaigns, particularly for newly launched brands. Through the creation of the Armaghan perfume advertising campaign, the research highlighted the importance of visual communication in establishing a strong brand identity and attracting consumer attention.

One of the major findings was that a well-developed corporate identity significantly contributes to brand recognition and market positioning. The combination of a distinctive logo, Ethnocentric typography, a luxury-inspired color palette, and consistent visual elements helped create a memorable and professional image for the Armaghan brand. This consistency strengthened the overall effectiveness of the campaign and enhanced brand awareness.

The study also found that raster graphic techniques such as photo manipulation, image retouching, color grading, lighting effects, and compositing greatly improved the visual quality of promotional materials. These techniques enabled the creation of

realistic and visually appealing product presentations, making the perfume products more attractive to potential customers.

Another important finding was the strong influence of visual communication on consumer perception. The use of carefully selected colors, typography, imagery, and layouts successfully communicated the values of luxury, elegance, sophistication, and exclusivity. As a result, the advertising materials effectively conveyed the desired brand personality and created a positive impression among the target audience.

The research further revealed that color and typography are critical components of successful branding. The gold and black color scheme reinforced the premium nature of the brand, while the Ethnocentric typeface enhanced visual consistency and brand recognition. Together, these elements strengthened the overall identity of Armaghan and improved the communication of key marketing messages.

Additionally, the findings indicated that integrated promotional materials, including posters, social media advertisements, standees, packaging designs, shopping bags, and other branding applications, contributed to a unified brand experience. This consistency across multiple platforms increased the effectiveness of the campaign and supported the successful introduction of the perfume brand to the market.

Overall, the major findings confirm that the strategic use of raster graphics can significantly enhance advertising effectiveness, strengthen corporate identity, improve brand perception, and support the successful promotion of a newly launched perfume brand such as Armaghan.

5.4 Practical Implications

The practical implications of this study highlight the value of raster graphics in contemporary advertising, branding, and visual communication. The findings demonstrate that raster graphic techniques can be effectively applied to create professional and visually engaging promotional materials that enhance brand identity and improve marketing outcomes.

For graphic designers, this study provides a practical framework for using raster graphics in the development of advertising campaigns. Techniques such as photo

manipulation, image retouching, color grading, lighting effects, and compositing can be utilized to create realistic product presentations and visually compelling advertisements that capture consumer attention.

For newly launched brands, the study emphasizes the importance of establishing a strong corporate identity through consistent visual communication. The Armaghan campaign illustrates how the strategic use of logo design, typography, color schemes, and promotional materials can help build brand recognition, strengthen market positioning, and create a memorable brand image.

The research also offers practical insights for marketing professionals by demonstrating how visual design influences consumer perception and purchasing behavior. Effective advertising materials can communicate product value, create emotional connections with consumers, and increase audience engagement across both digital and print platforms.

Furthermore, the study highlights the significance of maintaining consistency across multiple promotional channels, including social media advertisements, posters, packaging, standees, and branding collateral. A unified visual identity contributes to stronger brand awareness and enhances the overall effectiveness of marketing campaigns.

For students and researchers in graphic design and communication design, this project serves as a practical example of how design principles and raster graphic techniques can be applied to solve real-world branding and advertising challenges. It demonstrates the relationship between creative design processes and commercial communication objectives.

Overall, the practical implications of this study confirm that raster graphics are an essential tool for developing successful advertising campaigns. Their application can improve visual communication, strengthen brand identity, increase consumer engagement, and contribute to the successful promotion of products and services in competitive markets.

5.5 Limitations of the Study

This study was conducted to explore the application of raster graphics in developing an advertising and publicity campaign for the newly launched perfume brand **Armaghan**. While the research achieved its objectives, several limitations should be acknowledged.

One of the primary limitations of the study is that it focuses mainly on the visual and design aspects of advertising rather than the broader marketing and business performance of the brand. The research emphasizes graphic design, branding, and promotional development without measuring actual sales performance or long-term market success.

Another limitation is the restricted scope of the project, which is based on a single perfume brand. The findings may not be fully applicable to all industries or product categories, as different markets may require different advertising strategies and visual communication approaches.

The study also relies primarily on qualitative analysis and design-based evaluation. No large-scale consumer surveys, focus groups, or quantitative data collection methods were conducted to measure audience responses or customer satisfaction levels. Therefore, the effectiveness of the campaign is assessed mainly through design principles and visual communication standards.

Furthermore, the project focuses on the use of raster graphics and does not extensively explore other digital design approaches, such as vector graphics, motion graphics, video advertising, or interactive media. As a result, comparisons between different design techniques are beyond the scope of this research.

Time and resource constraints also limited the extent of design testing and campaign implementation. The promotional materials were developed as part of an academic project and were not launched on a large commercial scale for long-term evaluation.

Despite these limitations, the study provides valuable insights into the role of raster graphics in advertising and branding. It offers a practical example of how visual

communication strategies can be applied to develop an effective advertising and publicity campaign for a newly launched perfume brand.

5.6 Recommendations for Future Research

This study focused on the application of raster graphics in developing an advertising and publicity campaign for the newly launched perfume brand Armaghan. While the research provided valuable insights into branding and visual communication, several areas remain open for further investigation.

Future research may explore the effectiveness of raster graphics through quantitative methods, such as consumer surveys, questionnaires, and audience response analysis. Collecting direct feedback from consumers would provide a deeper understanding of how visual design influences purchasing decisions and brand perception.

Researchers may also conduct comparative studies between raster graphics and other digital design approaches, including vector graphics, motion graphics, 3D visualization, and video-based advertising. Such comparisons could help determine the most effective visual communication techniques for different marketing objectives and target audiences.

Another area for future study is the examination of long-term brand performance after the implementation of advertising campaigns. Researchers could investigate how consistent branding and promotional strategies influence customer loyalty, brand recognition, and market growth over an extended period.

Future studies may further explore the role of social media marketing, influencer collaborations, and digital advertising platforms in promoting perfume brands. Analyzing audience engagement metrics and online consumer behavior could provide valuable insights into modern advertising practices.

Additionally, researchers may expand the scope of similar studies to include different product categories such as cosmetics, fashion, beverages, and luxury goods. This would help determine whether the findings related to raster graphics and visual communication can be applied across various industries.

Finally, future research may investigate emerging technologies such as artificial intelligence, augmented reality (AR), virtual reality (VR), and interactive digital experiences in advertising and branding. These technologies have the potential to transform how brands communicate with consumers and create more immersive promotional experiences.

Overall, future research should continue to explore innovative approaches to visual communication and branding in order to enhance advertising effectiveness and strengthen consumer engagement in an increasingly competitive marketplace.

5.7 Conclusion

This study investigated the application of raster graphics in developing an advertising and publicity campaign for the newly launched perfume brand **Armaghan**. The research aimed to explore how raster graphic techniques could be used to create a strong corporate identity, enhance visual communication, and support the successful promotion of a new brand in a competitive marketplace.

The findings revealed that raster graphics are highly effective in producing visually appealing and professional advertising materials. Through the use of photo manipulation, image retouching, color grading, lighting effects, and compositing techniques, the study successfully developed a comprehensive advertising campaign that reflected the luxury, elegance, and sophistication of the Armaghan brand.

The research further demonstrated the importance of corporate identity in establishing brand recognition and consumer trust. The development of a distinctive logo, the use of Ethnocentric typography, a carefully selected color palette, and a consistent visual style contributed significantly to creating a memorable and cohesive brand image. These elements were effectively applied across various promotional materials, including posters, social media advertisements, standees, packaging designs, shopping bags, and other branding applications.

Additionally, the study highlighted the critical role of visual communication in shaping consumer perception. Strategic use of colors, typography, imagery, and design composition enabled the campaign to communicate the brand's values and

create a strong emotional connection with the target audience. The consistency of visual elements across all media platforms further strengthened the effectiveness of the campaign.

The SWOT analysis also indicated that while Armaghan possesses strong branding and promotional strengths, it faces challenges associated with market competition and brand awareness. However, the growing demand for premium fragrances and the expansion of digital marketing platforms provide significant opportunities for future growth and development.

In conclusion, the study confirms that raster graphics are a powerful and versatile tool in advertising and publicity design. Their application in the Armaghan campaign successfully enhanced brand identity, improved visual communication, and supported the creation of an effective promotional strategy. The project demonstrates the value of graphic design in modern marketing and provides a practical example of how visual communication can contribute to the successful launch and promotion of a new perfume brand.

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