

AD OVERLOAD



TOO MUCH IN NOT ENOUGH SPACE

- **Spatial-** This is a spatial **OVERLOAD**. In my opinion you can't really read what all the different ads are trying to tell you because some of them are overlapping and it is just flat out overwhelming. If they took the time to lay out all the ads more people could look at them and actually receive information from them.
- **Visual-** There is a whole lot of visual going on with these different ads. Although it may catch the attention of the audience walking by, it doesn't really help them get anything out of it.
- **Linguistic-** With these ads there is plenty of language on them, but it's up to the audience to take the time out of their day and actually go read them and look further into them.



Too much for one person to handle