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Law

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### **Gestalt Law in Advertising**

Gestalt laws are important in the field of marketing as they help explore the consumer psychology to the advantage of the business. These laws exploit aspects such as similarity, proper design, proximity, closure. the law of similarity is demonstrated through advertisement by placement. Organizations tend to hire shelf space in retail stores where they place their various complementary products in organized rows and columns in order to create an image of order in the consumer's head. Secondly, businesses should keep their advertisements simple and well designed in accordance with the law of pragnanza which states that objects in an environment are going to be seen in a manner that is most simple and easy to understand. As such, organizations must endeavor to keep advertisements simple and clear for ease of understanding by the customer. On the other hand, businesses must design their advertisements so that they are close to one another, especially for complementary products such as polish and shoes or toothpaste and toothbrush. This makes communication simple and effective as consumers associate the proximity of these products with their common use thus communication is enhanced. The fourth concept is continuity whereby consumers are likely to find it easier to identify and recognize product or items presented in a continuous flow and thus it is important to design advertising so that it communicates an idea in a continuous manner that promotes positive deduction by the consumers. Last but not least, business advertisements must be composed of complete objects that are clearly

identifiable, open spaces are often tough for the human brain to comprehend and thus it often seeks to complete them. The advertisement should offer this completeness so that the consumer is spared the hassle.

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