

"The Art of Numbers" ad poster is a conceptual and visual experiment with the concept of how mathematical concepts such as fractals and symmetry, in particular, might be reinterpreted in the context of public relations and marketing strategy. Designed with the intent of rebranding public perception of math, this ad was inspired by the Mathemalchemy exhibition and seeks to communicate that mathematics is not a field of rigid logic only, but a powerful tool for storytelling and creative design.

The message of the ad is found in its tagline: "Math isn't just numbers. It's a story." The slogan is trying to turn over the common stereotype that mathematics is boring, frightening, or off-putting. Instead, the ad shows math as vibrant and as a natural part of everyday life. This is also consistent with the broader PR goal of altering attitudes among audiences, particularly young people and young career professionals, through connecting mathematical beauty to domains in which they already possess a personal interest—e.g., art, design, nature, technology.

Visually, the poster depends upon bold typography and striking imagery to immediately catch the attention of the viewer. The dark, blue background is employed so the remainder of the design will be accentuated. The presence of bold orange, teal, and green colors creates visual energy and a feeling of harmony and balance two things that are inherent to mathematics itself. At the top of the poster, the title "The Art of Numbers" is prominently displayed and then the subtitle "Mathematics in Everyday Life," establishing the campaign theme.

The main visual elements are images of different symmetrical objects such as the symmetrical mandalas, a treelike branching form (of recursive patterns), and an orange slice pattern in circular symmetry. They are not accidental: they serve to explain the functional beauty of mathematical concepts in nature and human design. Tree and mandala depict fractal growth and radial symmetry, and orange slices echo geometric precision utilized in food preparation and their design a familiar point of reference.

Mathematical symbols like π , $\sqrt{\quad}$, and division signs are dispersed throughout the design to subtly reinforce the subject matter, without overpowering the viewer. They serve as gentle reminders to stimulate more thinking, not overwhelm the viewer with complex equations. Good PR strategy: meet your audience where they are and stimulate curiosity, not resistance.

This advertisement campaign is clearly targeting a Gen Z and Millennial audience groups that are prone to seek out purpose and artistry in the media they consume. By combining beauty and purpose, the flyer transforms math into a form of creative literacy, rather than an academic pursuit. The aim is not merely to educate, but to create a change of mind.

Strategically speaking, "The Art of Numbers" poster illustrates how interdisciplinary narrative can make an abstract topic a familiar, even enjoyable, experience. It is evidence of the power of merging marketing sensibilities (design, appeal, relevance) with public relations objectives (attitude change, audience engagement, narrative

framing). It successfully achieves its purpose: to make mathematics accessible, interesting, and profoundly human.