

What is visit4info?

visit4info lets you access a large collection of up-to-the-minute television, cinema and press adverts.

1. How can I access it?

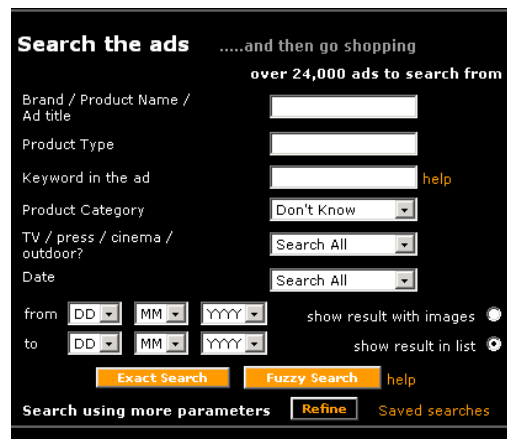
- In Internet Explorer, type in the address below:

<http://www.visit4info.com>

- You will be asked for a username and password. If you have not set yourself up with an account already, enter your College email address. You will then receive an email giving you your password.

2. Searching

- To perform a basic search, type the words you want to search for in the appropriate search text box:
- If you want to, narrow your search by date.
- Click on [Exact Search](#), or if you're not sure of the spelling of a word click on [Fuzzy Search](#).



The screenshot shows the search interface for visit4info. It features a dark background with white text and input fields. The main heading is "Search the ads" followed by ".....and then go shopping" and "over 24,000 ads to search from". Below this are several search criteria: "Brand / Product Name / Ad title" (text input), "Product Type" (text input), "Keyword in the ad" (text input with a "help" link), "Product Category" (dropdown menu with "Don't Know" selected), "TV / press / cinema / outdoor?" (dropdown menu with "Search All" selected), and "Date" (dropdown menu with "Search All" selected). At the bottom, there are date pickers for "from" and "to" (DD, MM, YYYY) and two radio buttons for "show result with images" (selected) and "show result in list". There are also buttons for "Exact Search", "Fuzzy Search" (with a "help" link), "Refine", and "Saved searches".

3. Viewing and using your search results

- Your search results will be listed in date order – click on a column heading (Brand, Title, Agency, Media) to sort them in a different way: Click on the title of an ad. to view a brief description. Click on the [Play Ad](#) button to view the clip.

Advanced Searching

- For more search options, click on the [Refine](#) button located underneath the [Fuzzy Search](#) button on the home page.
- You will be taken to an advanced search page:

Please enter some information in at least one of the search boxes

Search the visit4info ad library... Clear search

Brand/Product or Ad title Product type eg. car

Sector Media type

Keywords help Include ad title & brand Include ad story

Date from to

You can search much more precisely...

Cool Creative agency

Type Creatives

Actors Show list Production

Musicians Show list Country of origin

Song titles Show list Film location Show list

Celebrity ads Ads featured in Campaign

show result with images show result in list

help

The refined search service is for members. [Join now](#) (Joining costs little and takes little time)

[Saved searches](#)

- Using the options available, you can browse through a drop-down list of Creative agencies or a list of Countries of origin. You can also browse or search through lists of Actors, Musicians, Song titles and Locations.

Downloading

- If you want to download an ad. instead of just viewing it, please contact Chris Skerrow – cskerrow@hull-college.ac.uk

<http://library.hull-college.ac.uk>

This document is available in an alternative format upon request.