

# **How Do You Make Your Ad Spark Emotion, Influence Others, And Be Memorable?**

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# INTRODUCTION

Turn right, turn left, find an advertisement.. Our current world has become crowded with advertisements, whether direct or indirect. Whether you use your mobile phone to browse, within applications, watch your favorite program on TV, or go to work, you see an advertisement on the street, but how many of them stick in your memory? Which ones can you remember when the day is over.

- Let's understand the effectiveness of ads in terms of emotion over rational content. Ads are always oriented towards logic, facts, and studies, yet the effectiveness of emotional ads appears to be highly ranked. Based on the performance of advertising campaigns in some studies, it indicates that the success of three-quarters of emotional ads is “emotional” versus the success of a quarter of ads that focus on rational content.

- We all know that eating meals, sweets, sodas, and sugars are bad for our health, but Pepsi and Coca-Cola ads don't focus on fat, calories and diabetes. Rather, it focuses on the meaning of happiness, youth, vitality, and good times. Chocolate ads are also associated with luxury, indulgence, and excitement.

- People emotional advertising campaigns become more effective in the long run, as British researchers Les Binet” and “Peter Field” published an analysis of more than 1,000 successful advertising campaign projects over a period of 30 years in the report “Long-term and short-term marketing strategies' don't buy for logical reasons, they buy for emotional reasons

- The researchers found that ads that aim to stir feelings and emotion have a greater effect in the long term than ads that mimic the mind and even better than dual ads that include the two methods, and achieved 43% of the implantation of emotional advertising in the minds within 3 years and 23% for rational advertising.

## types of emotional reactions to ads:

- It is when a person sympathizes with a brand, or feels close to it after seeing an advertisement, and this is achieved by displaying clips and images such as: children, cats and dogs in advertisements. Such as: The Colgate Toothpaste Company's advertisement focuses on the importance of rationalization in water consumption.

WHAT YOU WASTE  
IN **2 MINUTES**  
IS ALL HIS FAMILY  
HAS FOR A DAY.



CLOSE THE TAP  
WHILE BRUSHING  
**Colgate**

- The second type is based on creativity: The creative backlash occurs when an advertisement makes a person feel that the brand sparks their creativity and imagination. This is achieved through mastering the pitches of the voices, sound directing, storytelling and even background music. Advertising plays a major role in guiding the target group to take any decision after seeing it. Like Coca-Cola ads

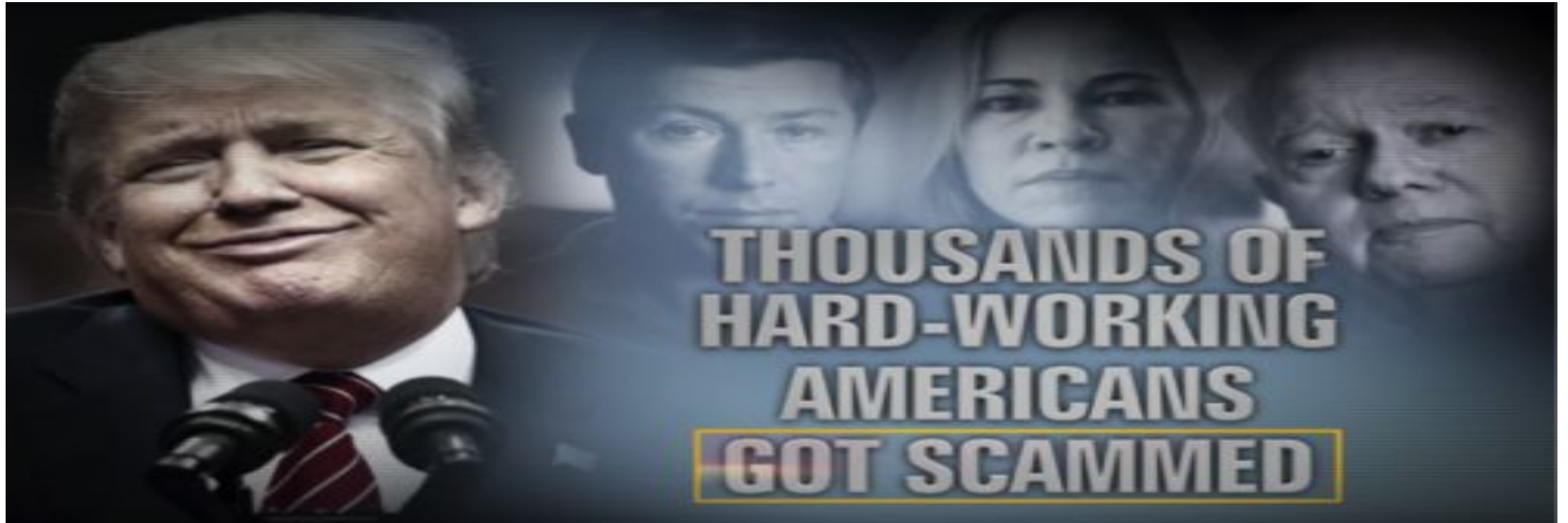


- Types of emotions in ads Happiness This type of advertisement makes you feel comfortable and includes all of the above (feelings of youthful vitality, luxury, happiness...) as well as other positive concepts such as romance, adventure, play and family connection



- Anger

- It often appears in ads to target people who are upset about many things such as: environmental issues, government policies, and political candidates.



- disgust It can be used to make people feel bad about themselves, in order to sell medical and organic medicines and diet plans

**WOULD YOU USE  
YOUR HEART AS  
AN ASHTRAY?**

**IF YOU'RE A SMOKER,  
YOU ALREADY DO...**

**SMOKING CAUSES OVER 30,000  
CARDIOVASCULAR DEATHS EACH  
YEAR IN THE UK ALONE.**

**NHS** Find ways to stop smoking at  
[www.nhs.uk/gosmokefree](http://www.nhs.uk/gosmokefree)



- Sympathy and sadness used to elicit a feeling of sympathy; Advertisements of this kind are effective in spreading awareness of social issues



- the fear is published periodically to deter people from harmful behavior, such as: smoking or drug use



- astonishment This type can appear in advertisements in combination with other emotions and may be positive or negative. The following ad, for example, offers an unexpected perspective on household chemicals that are dangerous to children



**THANK  
YOU**