

Globalization and Surreal Photo Advertising Challenges on the Egyptian Market

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Abstract

Developing and implementing an advertising strategy is a massive undertaking for global companies. A major strategic dilemma is whether to use a global, universal messaging approach or to customize advertising to each individual market. Specially if implementing globalization into the surreal photo advertising market as in Egypt there are a lot of challenges already concerning the surreal photo advertising field.

Surreal photo advertising is a valuable tool in advertising and studying how globalization affects surreal photography creates an edge in brands and their marketing.

In this paper, a brief discussion was created about the common challenges that globalization and surreal photo advertising share in the Egyptian market; whether from strategic challenges to the cultural barriers' element. Also, in this paper, a closer look was taken on the effect of globalization on the Egyptian market with a projection to some surreal photo advertisements to help estimate the globalization growth and its power.

Emphasizing on the surreal photo advertising strategies and how it was affected by globalization was the main purpose of this paper. A brief rationale about the ideas behind some surreal photo advertisements helped in analyzing the role of globalization, thus when a surreal photo advertisement stands out and forces its way into the consciousness of consumers...it takes a photograph that's creative, memorable and unmissable and that's what surreal photography globalized advertising all about. This creation makes an atmosphere through pictorialism photography – soft focus, dramatic lighting, heavy retouching, stage sets. In conclusion, effective globalized surreal photo advertising can create new demand in new markets, by influencing changes in buying habits and lifestyles.

Keywords : Surreal Photography, Globalization and Advertising.

المخلص:

إن تطوير وتنفيذ إستراتيجية الإعلان هو مشروع ضخم للشركات العالمية. بعض المعضلات الاستراتيجية الرئيسية تتمثل في إذا كان يجب استخدام نهج عالمي للإعلان أو تخصيص الإعلانات لكل سوق على حدة. خاصة إذا تم تطبيق العولمة في مصر على الإعلانات المعتمدة على التصوير الفوتوغرافي السريالي لأن الآن يوجد الكثير من التحديات التي تتعلق بمجال الإعلانات المعتمدة على التصوير الفوتوغرافي السريالي

يعتبر الإعلان المعتمد على التصوير الفوتوغرافي السريالي أداة قيمة في الإعلان ودراسة كيف تؤثر العولمة على هذا النوع من الإعلانات يخلق ميزة في العلامات التجارية وتسويقها.

في هذه المقالة، تم مناقشة التحديات المشتركة التي تواجه العولمة والإعلان المعتمد على التصوير الفوتوغرافي السريالي في السوق المصري. سواء من التحديات الاستراتيجية أو من عنصر الحاجز الثقافية. أيضا، في هذه المقالة، تم إلقاء الضوء على تأثير العولمة على السوق المصري مع عرض لبعض الإعلانات المعتمدة على التصوير الفوتوغرافي السريالي للمساعدة في تقدير نمو العولمة وقوتها.

وقد كان الهدف الرئيسي من هذه المقالة هو التأكيد على استراتيجيات الإعلان المعتمد على التصوير الفوتوغرافي السريالي وتأثيرها بالعولمة. ساهم المنطق الوجيه في تحليل دور العولمة وراء بعض الأفكار للإعلانات المعتمدة على التصوير الفوتوغرافي السريالي، وبالتالي عندما يتم عرض الإعلانات المعتمدة على التصوير الفوتوغرافي السريالي وتشق طريقها نحو وعي المستهلكين ... فهي تأخذ صورة مبدعة، لا تنسى وتترك أثر في ذهن المتلقي، وذلك هو تأثير العولمة على الإعلانات المعتمدة على التصوير الفوتوغرافي السريالي. هذا التأثير يخلق جواً من خلال التصوير الفوتوغرافي السريالي...

(soft focus, dramatic lighting, heavy retouching, stage sets)

في النهاية، يمكن للإعلانات المعتمدة على التصوير الفوتوغرافي السريالي المؤثرة الفعالة أن تخلق طلب جديد في الأسواق الجديدة، من خلال التأثير على المتغيرات في عادات الشراء وأساليب الحياة
الكلمات المفتاحية: التصوير الفوتوغرافي السريالي؛ العولمة؛ الإعلان

Keywords Definitions

- Surreal Photography:

"These types of photos have been described in a variety of ways: unusual, unreal, idiosyncratic, illogical, irrational, weird, dream-like, hallucinatory, surprising, startling, disorienting, upsetting, disturbing, and anarchistic. They tamper with the boundary between reality and fantasy, showing us things that are impossible in everyday life. They draw on a vivid imagination that leads to interpretations of the world extending beyond our usual perceptions of it. As suggested by the Latin root "sur," it is a reality over, above, and more than our familiar reality."¹

- Globalization:

"Defined as the integration of finance, markets, technologies, and information systems in a way that is tying the world together so as to enable each of us to reach around the world faster, more cheaply, and more deeply than ever before (Friedman, 2000)."²

- Advertising:

"A means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK."³

Research Aims

Analyzing the Egyptian society's attitudes and expectations towards globalization and its usage in surreal photography advertising techniques.

¹ Surreal Photography. John Suler's *Photographic Psychology: Image and Psyche* article. Retrieved October 19, 2017. From <http://users.rider.edu/~suler/photopsy/surreal.html>.

² Friedman, T. (2000). U.S., *world facegrowing challenges of globalization*. The Daily Yomiuri, March 18, p. 5

³ Advertising. Retrieved October 19, 2017. The Advertising Association of the UK. From <https://economics.times.indiatimes.com/definition/advertising>.

Research Hypothesis

Globalization effect on surreal photo advertising share strategic challenges in the Egyptian market.

Research Methods

The research will follow the Descriptive method and will analyze and document the effect of globalization on surreal photo advertising.

Research Limits

Studying the challenges that face globalization and how it affects surreal photo advertising.

Introduction

As mentioned earlier that, globalization is defined as the integration of finance, markets, technologies, and information systems in a way that is tying the world together so as to enable each of us to reach around the world faster, more cheaply, and more deeply than ever before (Friedman, 2000).⁴

Global Advertising is “an advertising approach in which a firm uses a single plan or pattern, with a common theme and presentation, in all the countries in which it operates.”⁵

“One of the central concerns of globalization for international advertisers is how to resolve the paradox of globalization and localization (national and regional interests, appeals, affiliations, etc.) in terms of formal and functional linguistic manifestations.

This concern has manifested itself in the form of the “standardization” vs. “adaptation” debate in international advertising, media, and marketing...

In 1983 Theodore Levitt declared in an article in Harvard Business Review that with the dawn of globalization, the era of multinational companies customizing their products and advertising in numerous ways to meet the individual tastes and choices of different markets is over. However, if the market research on this topic is any indicator, the dilemma of “to customize or not to customize” is currently far from resolved.”⁶

A research study that was conducted in Egypt “concluded that globalization and advertising have a mutual impact and they both changed Egyptian culture. Global advertising agencies created fierce competition and improved the quality of advertising in Egypt. Various advertising agencies in Egypt take after the Western (modern) advertising approaches and styles. In addition, the choice of advertising approach depends on the market culture, the client's social class and the brand's category and market position.

Reasons for using the globally standardized approach are cost effectiveness, consistency of brand image and associations with luxury and the West.

⁴ Friedman, T. (2000). U.S., *world facegrowing challenges of globalization*. The Daily Yomiuri, Op. Cit.

⁵ Govoni, Norman A. "Global Advertising." In *Dictionary of Marketing Communications*, 84. Thousand Oaks, CA: SAGE Publications, Inc., 2004. doi: 10.4135/9781452229669.n1426.

⁶ K. Bhatia, Tej. And C. Ritchie, William. (2008). *The Handbook of Bilingualism*. Bilingualism in the Global Media and Advertising. blackwell publishing. P.513

Advertising strategies are often globally standardized, creative and execution elements are sometimes standardized, while language is rarely standardized.”⁷

Global Advertising

“Global advertising should see sustained growth. Ad spending will grow 3.9% in 2015, 4.7% in 2016, 4.3% in 2017 and 4.2% in 2018, according to a forecast released Dec. 7 by Publicis Groupe's [ZenithOptimedia](#). A forecast from WPP's GroupM (the number one global media investment management group), also released Dec. 7, pegs growth at 3.4% in 2015 and 4.5% in 2016.” ...

According to GroupM forecasting, media and marketing spending will reach \$965 billion in 2016, up 4.4% from \$924 billion in 2015 and it's estimated that 2015 worldwide spending on media and marketing will total \$924.4 billion. Media spending will account for about 54% of that; marketing-services disciplines will capture about 46%. (FIG 24)⁸

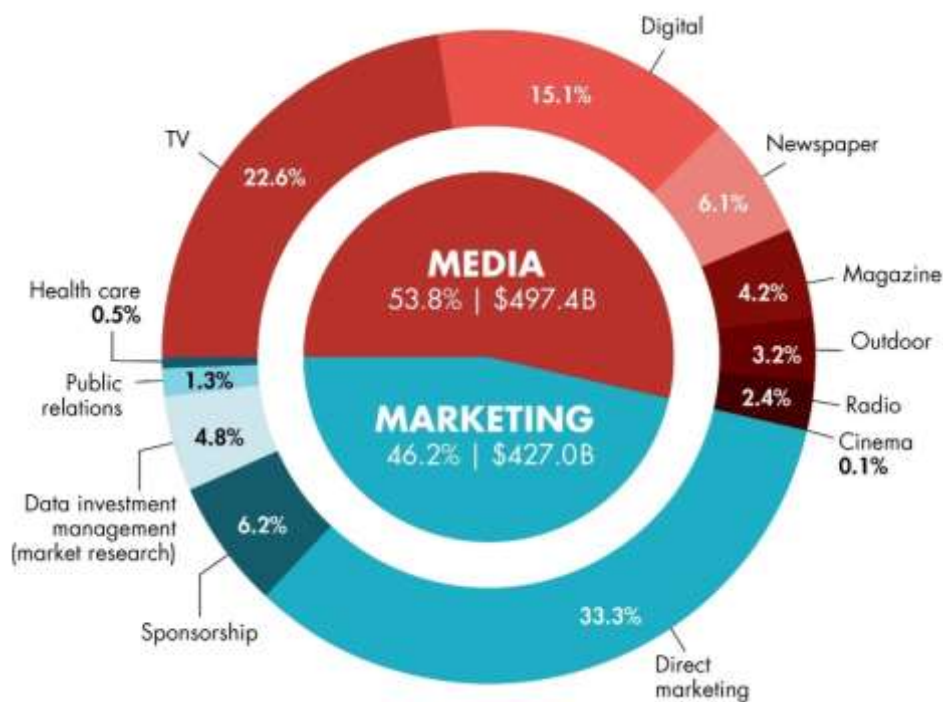


Figure 1: Worldwide Media and Marketing Spending

Since global advertising agencies created fierce competition and improved the quality of advertising in Egypt⁹, Here's a closer look on a couple of Egyptian advertisements based on surreal photography.

⁷ Abboud, D. G. (2007). Globalization and localization in contemporary advertising with special reference to Egypt. PhD at Manchester Metropolitan University (United Kingdom)

⁸ Johnson, Bradley. (2015). What You Need to Know About the Global Ad Market. Retrieved 15 August 2018. From <http://adage.com/article/global-news/global-ad-market/301596/>

⁹ Abboud, D. G. (2007). Globalization and localization in contemporary advertising with special reference to Egypt. PhD at Manchester Metropolitan University (United Kingdom).

Globalization And Surreal Photography Advertisements

- IKEA Campaign

Agency

Kijamii, Cairo, Egypt

Product

IKEA Bed

Message

Make your sleep count

Client

IKEA

Publication year

2016

Advertisement strategy

Adding/deleting

Advertisement analysis

The main rationale behind the campaign is building on how people would fall asleep wherever they are when they're feeling tired, but that doesn't necessarily mean that their sleep counts, especially if it's not in the comfort of their own IKEA bed. The deleting strategy here played an important role in delivering the message and the caption.¹⁰



¹⁰ IKEA Campaign. (2016). Retrieved 28 August 2018. From <https://www.adsoftheworld.com/campaign/ikea-kijamii-11-2016>





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- Innohep and one alpha advertisement

Agency

Products

Message

Client

Publication year

Advertisement strategy

Advertisement analysis

Mojo Creative Studio, Cairo, Egypt

Innohep and One Alpha

We Complete your Journey

Leo Pharma

2017

Negative space and Visual metaphor

Innohep and One Alpha are two integrated Medicines used in Dialysis one after one. Both are products of Leo Pharma. The advertisement does not contain an actual image of the kidneys but sketches the kidneys by means of empty space. This strategy is referred to as negative space and it leaves the viewers interested and evokes their interests and emotions. It also takes on the visual metaphor strategy as it related the two following bicycles as the two integrated medicines.¹²

¹¹ IKEA Campaign. (2016). Op. cit.

¹² Innohep and One Alpha. (2017). Retrieved 05 August 2018. From <https://www.behance.net/gallery/54510569/Leo-Pharma-Innohep-and-One-Alpha>



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Global Standardization

While the previous advertisements showed that globalization impact on advertising specially on surreal photo advertising in Egypt depends on the market culture, the client's social class and the brand's category and market position¹⁴, there were some “global agencies who have realigned their internal operations to facilitate a global advertising approach and have promoted images of “globalism” congruent with their transnational expansion.

Agencies have accelerated the push toward standardized campaigns, global research studies, global media buying, and international accounts. In this way, agencies mediate the globalization of both clients and consumptive markets.”¹⁵

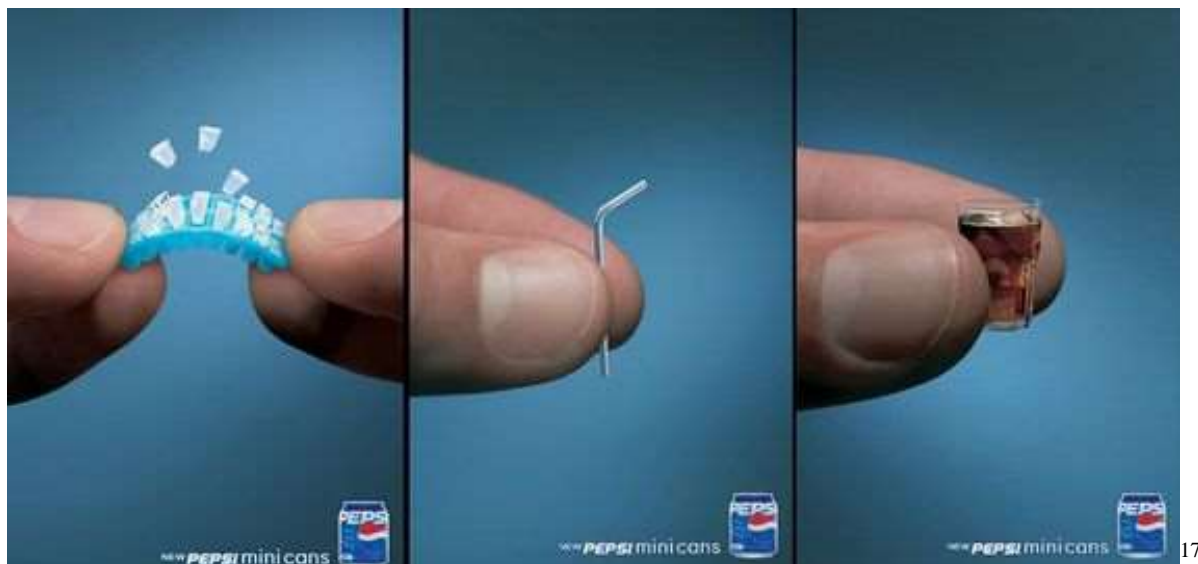
Thus “four arguments in favour of the global standardization of a brand's advertising are analysed: that a single message worldwide strengthens a brand's image and its sales performance; that markets across the world are becoming more and more alike in their demand characteristics; that the marketing skills in a company's headquarters are under-utilized unless applied internationally; and that there are sufficiently significant economies of scale to justify globalization.”¹⁶ One of the major brands that uses globalized advertisements based on surreal photography is Pepsi.

¹³ Innohep and One Alpha. (2017). Op. cit.

¹⁴ Abboud, D. G. (2007). Globalization and localization in contemporary advertising with special reference to Egypt. Op. cit.

¹⁵ D A. Leslie (1995) Global Scan: The Globalization of Advertising Agencies, Concepts, and Campaigns, *Economic Geography*, 71:4, 402-426

¹⁶ Greg Harris (1984) The Globalization of Advertising, *International Journal of Advertising*, 3:3, 223-234



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Globalization and Pictorial Photography

Initially, photography-based advertising relied on a very direct approach, clearly depicting and explaining the product and its benefits. However, when consumer psychology and creative direction were applied, a new form of suggestive advertising arose.

In this point and click atmospheres, it takes an eye-catching image to “stand out and force its way into the consciousness of consumers...it takes a photograph that’s creative, memorable and unmissable” (Chapnick 2009).¹⁸ And that’s what surreal photography globalized advertising all about.

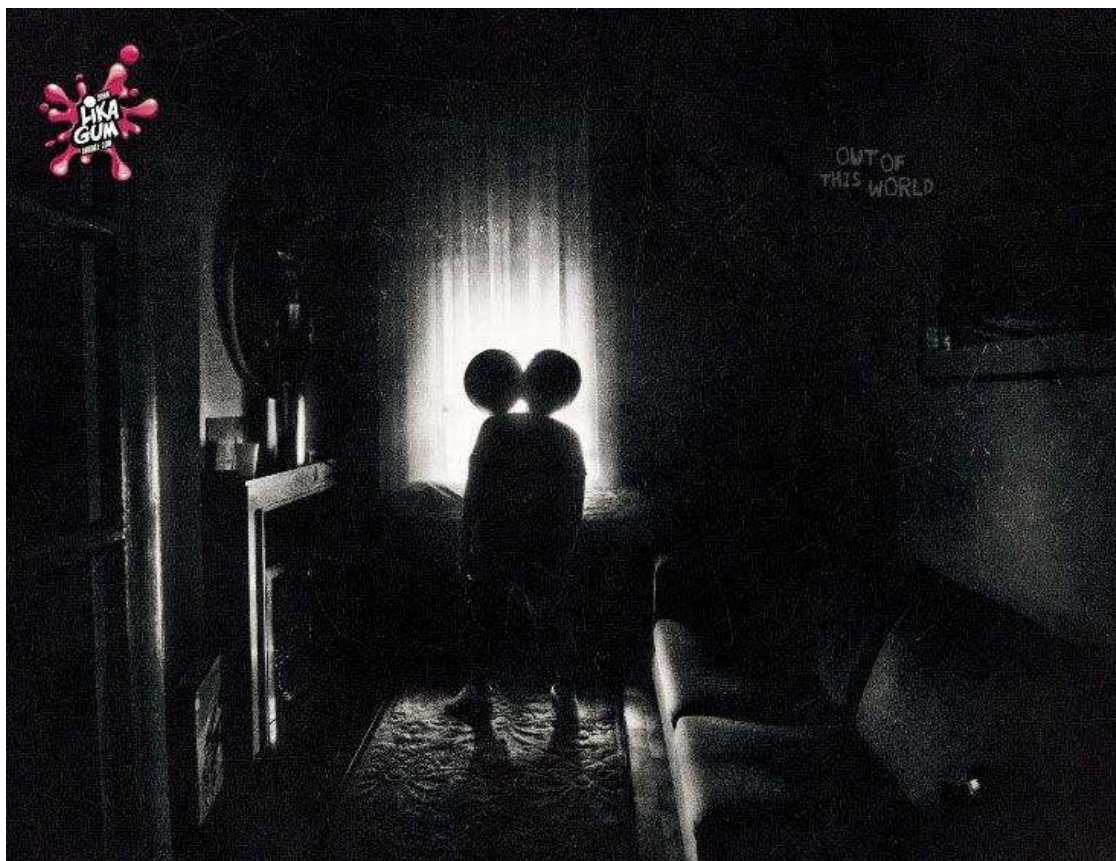
This approach focused on the atmosphere, rather than the object, through pictorialist photography – soft focus, dramatic lighting, heavy retouching, stage sets, etc. (Brown 2000).¹⁹

From Lika gum advertisement we could clearly see this approach and how it’s very touched by the idea of globalization even though it’s an Egyptian ad.

¹⁷ Cowley, Elizabeth. (2006). Processing Exaggerated Advertising Claims. Journal of Business Research.

¹⁸ Chapnick, Ben. (2009). “The Art of Advertising Photography.” Black Star Rising. Retrieved 14 August 2018. From <http://rising.blackstar.com/the-art-of-advertising-photography.html>

¹⁹ Brown, Elspeth H. (2000). “Rationalizing Consumption: Lejaren à Hiller and the Origins of American Advertising Photography.” Enterprise and Society



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Globalization and Surreal Photo Advertising Challenges

Globalization and surreal photo advertising challenges on the Egyptian market have in common...

Strategic Challenges

Researchers at New York University's Stern School of Business note challenges in reaching target audiences include the fact that media channels don't have the same reach in all countries. TV advertising might reach much smaller audiences in certain countries than they would in the United States. Print media may not work in markets that still have low levels of literacy. Radio advertising might be most effective in a region where music is an important part of the local culture.²¹

²⁰ Lika Gum Campaign. (2010). Retrieved 15 August 2018. From https://www.adsoftheworld.com/taxonomy/brand/lika_gum

²¹ P. Douglas, Susan and C. Samuel Craig. Stern School of Business. New York University: International Advertising. Section 5.2, Article 31

Cultural Barriers

Language and cultural differences also need to be considered when advertising in different countries. For instance, the Stern School researchers note, the American Dairy Association's "Got Milk?" campaign, which was highly successful in the U.S., did not work in Mexico because the phrase, when translated into Spanish, comes out as "Are You Lactating?" Humorous ad campaigns might work in one country while falling flat in another, and care must be taken with the use of certain symbols and colors. Several tropical countries, for example, associate the color green with danger, which is not the case in Egypt.²²

Global Brands

Several companies have managed to overcome the complexities of transnational marketing to establish successful global brands. McDonald's, for instance, has developed clear, simple and consistent marketing messages that translate to different cultures and has revised its product lines to feature healthier items and others geared to local markets -- such as wine in France and sushi in Asian countries. Others have capitalized on global events like the Olympics to boost their brands with an international audience, such as electronics maker LG when the games were held in South Korea and wireless carrier China Mobile when the event took place in Beijing.

Global Consumers

Effective advertising can create new demand in new markets, by influencing changes in buying habits and lifestyles. Teens and young adults overseas have turned American brands like Levi's, Nike, McDonald's and Marlboro into international brands. In some countries, the adoption of Western products has caused cultural and political backlashes. However, rising access to cable and satellite TV, as well as broadband Internet, also establish common bonds and expectations among nations, which has worked to the advantage of airlines, clothing makers and other advertisers targeting a global audience.²³

Conclusion

In conclusion, "Developing and implementing an advertising strategy is a massive undertaking for global companies. A major strategic dilemma is whether to use a global, universal messaging approach or to customize advertising to each individual market. More companies use a multi-domestic or international approach since few products have truly universal use and message context. Media buying processes and availability of media also vary greatly by country..."

Globalization has increased dramatically in the early 21st century. More companies have expanded beyond domestic borders in the race for new customers, new money and new

²² P. Douglas. Susan and C. Samuel Craig. Stern School of Business. New York University: International Advertising. Op. cit.

²³ Hirsh, Lou. "Globalization's Impact in Advertising." Retrieved 28 December 2018. From Small Business - Chron.com, <http://smallbusiness.chron.com/globalizations-impact-advertising-71068.html>.

sources of capital. Globalization in business significantly affects a company's advertising strategy and the way it delivers messages to customers.”²⁴

In the end, surreal photography is, perhaps all the more exciting because it fuses the world around you—something that other people are able to experience, even if they don't see it the same way as you do with something that is entirely unique to you: your subconscious, your dreams, and your imagination. What you experience as surreal, then, might be entirely contrary to someone else's concept of the surreal. It's a valuable tool in advertising and studying how globalization affects surreal photography creates an edge in brands and their marketing.

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²⁴ Kokemuller. Neil. Globalization's Impact in Advertising. Retrieved 28 December 2018. From <https://yourbusiness.azcentral.com/globalizations-impact-advertising-12606.html>

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