

Using Enneagram Strategy as Convince axes in the design of advertisement message

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Abstract:

Advertisement is an important and fundamental component of promotional mixture that essentially aims to effect the consumer behavior and stimulate his motives to take the decision to buy, to have allegiance to the products, services, thoughts and trends. The consumer is considered the main episode in the marketing process. Where at it begins the study of the market and it also ends by measuring the feedback and satisfaction. The consumer is the fundamental engine to the production process and its purpose. The psychologists also devoted their efforts over the years to study the human behavior its motives and the factors affecting it, where many school of psychological and behavioral were created. A lot of theories specialized in personal analysis appeared, importantly the "Enneagram" theory. It's a method to analyze anything and assimilate any complex process in an easier way and understand any easy process in a deeper way. People are classified as parts of the total system in which each of them completes the others and search for motives, emotions and main thoughts; whereas, the majority of other personal theories are looking for the external behavior without paying attention to its causes. This research will include the applications of Enneagram theory in the field of designing the advertising message that is directed to implement the communicative effectiveness to advertisement message, to make it integrated intellectual building characterized by logical and adopts the target audience point of view. The advertisement message is considered the perfect solution to the problem. From here the importance of this research comes where the Enneagram will address the person character and its applications in the classification of motives, trends of the consumer behavior, moving towards development and the good preparation to the advertisement message, that must be able to transfer thoughts and orient the attitude of the target audience according to the predetermined strategy.

Keywords:

Enneagram, Ad message, motivations.

المخلص:

إن الإعلان هو عنصر أساسي ومهم من عناصر المزيج الترويجي الذي يهدف بصفة أساسية الي التأثير علي سلوك المستهلك وتحفيز دوافعه لاتخاذ قرار الشراء و اكتساب ولاؤه للمنتجات والخدمات والأفكار والإتجاهات ويعتبر المستهلك الحلقة الأساسية في العملية التسويقية فعنده تبدأ، بدراسة السوق وتحديد الهدف وعنده تنتهي بقياس الأداء والسلوك ، فالمستهلك هو المحرك الأساسي لعملية الإنتاج وغايتها ، ولقد كرس علماء النفس على مر التاريخ جهودهم لدراسة سلوك الإنسان ودوافعه والعوامل المؤثرة فيه حيث توالى الكثير من المدارس النفسية و السلوكية والمعرفية ، ويصنف الإنياجرام الأشخاص كأجزاء من النظام الكلي بحيث يكمل كل منهم الآخرين و يبحث عن الدوافع و المشاعر و الأفكار الأساسية التي تحدد السلوك الخارجي للإنسان. ويواجه الإنسان في هذا العصر سيل من الاعلانات التي تحيط به وتحاصره أينما كان في المنزل، العمل، الشارع، في سفره.....) عبر كافة الوسائل الاعلانية التي تخترق حياته وبسبب اشتداد المنافسة بين الكيانات

الاقتصادية المحلية والعالمية واتساع حجم البدائل المتاحة امام المستهلك النهائي ومجمل الظروف والمحددات والعوامل المؤثرة على اختياراته وانماطه السلوكيه، أصبح من الضروري علي مصمم الإعلان ان يكون أكثر وعيا وتحديدا لجمهوره الذي سوف يتلقى الرسالة الاعلانية ليحقق اعلي فاعلية وتأثير.

وسوف يتناول هذا البحث تطبيقات نظرية إنياجرام الشخصيات في مجال تصميم الرسالة الاعلانية الموجهة لتحقيق الفاعلية الاتصالية للإعلان كبناء فكري متكامل يتسم بالمنطقية ويتبنى وجهة نظر الجمهور المستهدف وليس المعلن فتاتي الرسالة الاعلانية معبرة عن الحل الأمثل للمشكلة المطروحة. ومن هنا جاءت أهمية البحث حيث سيتناول إنياجرام الشخصية وتطبيقاتها في تصنيف دوافع واتجاهات سلوك المستهلك والتحرك نحو تطويرها والاعداد الجيد للرسالة الإعلانية التي يجب ان تكون قادره على نقل الأفكار وتوجيه مواقف الجمهور المستهدف حسب الإستراتيجية المحددة مسبقا

الكلمات المفتاحية:

الرسالة الاعلانية، الدوافع، الإنياجرام.

Introduction

The almighty God created and honored us then left us in this earth to rebuild and reform it. It has been one of life norms to create people and tribes for the wisdom required by his will. He divided minds, abilities and personal skills that distinguish each person from the other. An individual's personality is a set of behavioral habits that he practices in different aspects of activity whereas pattern is a way to classify individuals who share the same general qualities.

The study of behavioral patterns helps us understand and know the right way to deal with others, and the effectively influenced, anticipated, direct and changeable behavior in many cases. The study of behavioral pattern for the public is one of the most important and effective requirements for the development of an effective and successful marketing plan that achieves the desired objectives and is able to influence consumer behavior. Consumer behavior is a type of human behavior characterized by dynamism and change when subjected to many variables.

A study of consumer behavior and personal patterns helps advertising designers, ad message editors and marketing professionals design effective advertising strategies. In addition to identifying the types of consumers and factors affecting their behavior and determine the expected proportions of their decisions. Many theories have emerged specializing in the analysis of human behavior and personal patterns. And here we will address the theory of the Enneagram to analyze personal patterns and human behavior and their effectiveness in strengthening the persuasive axis of the advertising message.

Research problem

There is no doubt that the scientific study of human personality as a behavioral phenomenon is characterized by a lot of complexity. One of the most important of these problems is the difficulty of providing the appropriate methodological approach for the study of personality and its description and then trying to predict as well as control the behavior and here lies the problem:

Is the ultimate consumer behavior directed by an effective message mechanism?

Does the adoption of Enneagram strategy to analyze and categorize personal patterns when editing and designing an advertising message during a campaign supports the credibility of the

message as well as contributes to increase consumer interaction and decision making resolution?

Research aims

The research aims to define the strategy of the Enneagram to study personal patterns and classify them accurately as well as identify their weaknesses, strengths, motivations, trends and predict the final behavior of each pattern, which supports the construction of an effective and influential advertising message based on this classification.

The importance of the research

Editing the advertising message is the backbone of the ad, which is primarily aimed at influencing consumer behavior and motivating his motivations. In the light of intensified competition among local and global economics entities targeting the consumer, and the expansion of the number of alternatives available for him/her and the overall circumstances and determinants and factors affecting his choices, behavioral patterns highlight the important role of classifying personalities to strictly determine the target audience of advertising.

Dealing with styles of personality which are clear and specific saves a lot of efforts and time in obtaining the effective influence of the advertising message and resolving the final decisions of the consumer. The theory of Enneagram is considered one of the most successful classification theories of personal patterns, which will be presented by the research.

Research methodology

The research uses the descriptive approach accompanied by a critical analytical study of models of advertisements that relied on various personal patterns in the community and employ them to motivate as well as attract the target consumers from the designed advertising message and direct their behavior to accept the goods or service provided to them.

Research terms

Advertising message: - is the explanation of the basic idea of the advertisement and include what the advertiser wants to say to the target audience through one or two words, one sentence or several sentences and includes the allegations used by the advertiser to convince the consumer and motivate him/her to believe the advertisement and act as expected or show the aspired behavior the advertiser was hoping for.

Enneagram: - is a Greek word divided into two parts, the first one is ENEA, which means the number nine and the second part is gram means shape or form.

It is a form of 9-points including specific computational relationships, and by understanding these relationships we can put any science we understand well on Enneagram which is a systematic protocol for a deeper understanding of relationships and to solve problem as well as self-development.

Motives: - are internal factors of the individual driven by needs, so they direct and coordinate the behavior of the individual, to follow a certain behavior and make a decision.

First: theoretical framework

The Enneagram:

It is a science of ancient sciences that has been existing for thousands of years and is used to understand human and universe. It consists of a number of arithmetic and geometric laws within it that can be used to understand any periodic process more deeply. It consists of a circle, triangle and an incomplete heptagonal shape, each of these forms has a meaning and refers to one of the laws of the universe.

The law of the one:

Reflected by the outer circle and movement in a clockwise direction which is the direction of evolution in any process on the Enneagram. The circle in Enneagram reflects the concept of unity, completeness of the natural order of the universe (the idea that everything is one). In addition to unity, the circle of Enneagram represents the process of human evolution. Everything within the circle represents the limited nature of personality and all that resides outside the circle is infinite and unlimited. The internal arrows move according to arithmetic values in the direction of deterioration where the triangle connects between 3, 6, 9 and the other numbers are linked in a recurring order that appears when dividing any numeric value by 7.

The law of the three:

Triangle is the first shape that shows the balanced relationship between the dots. Triangle in the Enneagram is the balance zone between the three basic centers of the human being. The easiest way to understand any problem is to divide it into three forces, and the third force often balances the other two forces, which are located in two symmetrical poles. (supportive force, resistance force, approximate force which is mediating the two other forces and bring them together), symbolizing the three forces (negative, positive, neutral), in physics (action, reaction, result), and for nature scientists (new innovation, information, experience).

The law of the seven:

Introduces us to the idea of sequence, where it reveals the steps or stages of the way things happen, illustrated by light spectrum (seven spectrum colors), sound spectrum (seven basic tones), sequence (seven days a week), energy (seven chakras) the law of the seven symbolizes the performance and the organized periodic effectiveness.

The circle symbolizes the law of the one, while the triangle symbolizes the law of the three, the way in which anything is created in the universe. The incomplete seven-figure shape symbolizing the law of the seven illustrates the way things happen in terms of the process itself or the order of steps.

The Enneagram theory:

A lot of science can be put on Enneagram; utilizing the arithmetic relationships it contains to understand these sciences and analyze anything as well as understand any complex process in a simpler way and understand any simple process deeper.

Enneagram is a system of balancing situations. To be able to use Enneagram in different areas, we need to be sufficiently aware and have well understanding of the field or situation or problem that will be put on the Enneagram. (intended to be divided into 9 stages or types so

that we can link relations between them on Enneagram). If we cannot put the situation that we want to apply on Enneagram, this means that we have not yet reached the point of understanding it with sufficient depth.

Enneagram Applications: Business management, spiritual activities, marketing, self-development and one of the most popular applications in which Enneagram is used is personalities' classification.

The Enneagram personality

Enneagram is a way to understand personality more deeply. It is a system that classifies the human personality into nine main patterns. Each personality has a certain direction and has its own characteristics, way of thinking and features that distinguish it from others. Each personality has its own points of strengths and weaknesses. It is one of the deepest and most accurate theories of personality analysis. It is not just a system of classifying people into different types (and putting them in closed boxes), but it provides ways to interact among the personalities themselves, and any system or periodic process and offer us a way to upgrade and evolve as well as warn us of the path of deterioration.

Enneagram personality is a taxonomic system of personalities that sees that human personality consists of three centers: (the center of feeling, the center of thinking, and the center of instinct), which interacts with each other dynamically and forms the so-called in Enneagram personality school (formative system) and it is an essential part of the personality which needs to be balanced. Each type of personalities uses one center primarily and another center secondarily whereas neglects the third center relatively according to its formative system. Each center also has three types of personalities: -

- patterns (helper, performer, unique) are at the center of feelings.
- patterns (scholar, faithful, and enthusiast) fall within the center of thinking.
- patterns (defiant, peacemaker, and reformer) are at the center of the instinct.

The nine types of personalities on Enneagram are not independent, but are connected with each other by internal lines, these lines are connected in a sequence indicating what each type will do under exposure to different conditions. There are two lines for each type of personalities linked to two types of personalities and one of these lines is connected to the type of personalities express the orientation of the personality when exposed to integration and development and growth, and the other line up to another personality express the personal orientation when exposed to stress and tension. The different situations show different reactions depending on the internal line associated with the personality.

Taking into account that there is no scientific theory that explains everything or can be generalized, but can help us as a guiding system to evoke attitudes, provides solutions and predict behavior.

Personal patterns:

Definition of pattern: in the lexicon of the whole meanings pattern means type, model, style. Classification is of utmost importance in the study of personality, because dealing with clear and specific patterns of personality saves a lot of effort and time if we address the personality according to infinite dimensions, factors, traits and attributes scattered here and there, it is without providing an integrated causality in understanding the behavioral phenomenon. The personality pattern is closely related to all the behavioral manifestations that come from the

individual and they are reflected by his lifestyle, his relationships with others and the surrounding environment as well as all the other activities he practices, and even his choices and preferences in the various aspects of life.

The concept of personality:

The concept of personality is one of the most complex concepts of psychology and sociology. It includes all the physical, mental and emotional qualities in their interaction with each other, and the extent of their integration in a particular person who interacts with a particular social environment.

Alport has defined personality as " the dynamic organization within the individual and those psychological and physical systems that determine his behavior and thinking as well as determine his distinctive way of adapting to the environment.

Nine personal patterns according to Enneagram:

In order to identify the pattern of personality accurately, it must go through several levels of tests and studies that we are not going to discuss in this paper, but I would like to mention a note that access to the nine personal patterns does not mean having knowledge of them. In the following table we will review the nine personal patterns according to the theory of Enneagram and based on the formative system that follows.

Table number (1)

Center	personality	Slogan	values	Words	Advantages	Disadvantages
The center of feelings and emotion	1-ideal seeking perfection	I'm working hard to change the world with my standards and ideals because the world is not perfect	Love perfection, discipline , and maintain moral values and beliefs	This should be true, This is an ideal situation error, That is accurate and exact.	He seeks to improve himself and improve the world. An honest producer, fair and wise Objective and accurate.	Strict, jealous, anxious, too serious. He likes controversy , inflexible criticism , nervous.

The center of mind and thinking	The center of feelings and emotions	The center of feelings and emotion
4-unique, lover of excellence, romantic	3-competitor, sparkling lover, seeking for excellence	2-helpful loving others
I'm looking for excellence and independence in order to feel happy	I always strive to succeed and excel so I feel happy	I love helping others and show them feelings of appreciation and friendliness
Innovation, deeper, understanding of feelings, friendly relationships with others, uniqueness, communicating with others	Success and excellence, love of competition and activity.	Sacrifice and understanding empathy, flexibility, enthusiasm helping others
I wish, look for, dream, goal, unique, distinguished	Achievement, movement, action, competition, sparkle.	Support, help, serve.
Expressive, kind, open mind, merciful, gentle, supportive, looking for beauty, open to others, imaginative	Practical skillful, optimistic, efficient, self-confident motivating attractive producer problem solver generous strict, stick to his goal motivates people.	Feeling of others, kind, friendly, generous, unconditionally loving, know the conditions of others, eager to help others
Sad, passionate, stubborn, closed on himself, he tortures himself with remorse and blame, preoccupied with emotions	He tends to control, overconfidence, lover of revenge, always ready to fight, engaging in work, impatient, hasty.	Likes control, he tends to manipulate to get what he wants, he does not accept comment, criticism and blame.

The center of instinct	The center of mind and thinking	The center of mind and thinking
7-scurried seeking excitement enthusiast	6-cautious seeking safety	5-conscious thinker and researcher
I'm looking for happiness and freedom and scurrying in this world.	I'm looking to avoid risks with the support of others	I'm looking for knowledge and understanding to communicate with the world objectively, keeps out of the group and watching their work
Reflexive , adventurous , risky , love risks , love of ownership and picking up , activity , hates boredom.	Defending the weak , fulfillment and loyalist , perform duties , help others.	Awareness , understanding , cognition , creativity and logical analysis.
Happiness , freedom , scurrying , enthusiasm and movement	Devotion , security and safety , fear and caution.	Accuracy and detail comprehension , learning and knowledge
Optimistic , attractive , full of energy , multi-talented , has a lot of tasks to do , sensitive , imaginative , energetic , cheerful , love life , full of vitality.	Warm , affectionate , quick-witted , open minded , active at work , practical , honest , he takes responsibilities , he predicts dangers	Sensitive , wise , objective , self-controlled , curious , knowledgeable , cultured , open minded , independent , calm during crisis , love education , he has a deep outlook on life.
Impulsive , hasty and rash , low concentration , he gets bored quickly , distracted , he hates rules , nervous , never finish work he started.	His actions can't be expected , critic , anxious , skeptical , quick-tempered , difficulty in making decision , get ready for a fight , afraid of failure , excess phobia , never trust others.	Critic , arrogant , stingy , stubborn , unfriendly , hesitant , negative , skeptical , slow decision-making , hate interfering in his personal affairs.

The center of instinct	The center of instinct
8-stubborn seeking strength.	9-peaceful seeking peace
I'm looking for independence and not relying on others.	I'm looking for peace and tranquility in this world.
Independence , courage and boldness , revolutionary , stubbornness and rebellion	Peace , tranquility , generosity , openness , harmony with others.
Strength , caution , firmness and intensity	Security , stability , harmony , affection , peaceful , nirvana.
Energetic , self-confident , bold , decisive , assertive , direct , practical , risky , depends on himself	Objective , patient , discovering problems that others don't see , comfortable , reassured , warm , gentle , responsive , tolerant , social , supportive and understanding , irritable.
Cruel , dominant , an aggressive , skeptical , oppose , offensive , rash and hasty , not sensitive	Critic , stubborn , oblivious to what's going on around him , absent-minded , forgetful , introvert , avoiding problems at any cost , indecisive , his anger is suppressed inside him , hesitant

Considerations to be taken when addressing the concept of personality patterns in the Enneagram system: -

- The personality pattern doesn't change to another pattern, but the change that occurs to the personality remains within the same pattern.
- Description of the personality pattern is general and not related to a particular gender or kind.
- Typical behavioral characteristics and traits do not appear effectively all the time, but vary in appearance.
- There is no pattern better than another, but each pattern has a certain assessment, acceptance, and excellence based on the environmental, social and cultural requirements as well as the nature of the active and influential position in its environment, there is a pattern preferred more than others in a particular community.
- Differences in personality patterns among individuals in different communities are normal.
- The prevalence of a pattern in a particular community, but not another, mainly due to many factors related to genetic factors, family and social upbringing, cultural heritage and childhood experiences, as well as the local community culture, which enhances the existence of this type of personality and not the other eight types.

- It is common to find some of our personality traits, found in all nine patterns, but nevertheless one of those nine patterns is closest to the individual and most of its characteristics apply to it, which is called the main personality pattern of the individual and formed from childhood and reflects genetic predisposition, as well as social upbringing and the external environment surrounding it.
- Personality is a dynamic organization which is fairly fixed but there is a continuous interaction between its elements, and is changeable as a result of this interaction.
- The personality has a general composition under which partial composition represents all the habits, attitudes, emotions, predispositions and values of the individual.

The Arab Personality and the Arab Consumer Community: -

Many scientists have defined personality based on individual's compatibility with his or her environment in which he lives. The process of intellectual and social transformation takes place through what the society is subjected to such as , intellectual and cultural changes , the challenges of globalization , the revolution of communication technology and information , the various applications associated with it which have changed life style , the individual behavior as well as his social and environmental relations , in addition to stimulating society to accept change which is a positive aspect that make the person adapt to live with the intellectual developments and new lifestyles smoothly without hindrance , which result in the formation of the knowledgeable and electronic society , that has become a reflection of sophistication and development of societies, as the world is now competing in the provision of various interactive works and activities on the internet. Due to our Arab and community culture, societies initially resisted the transformation into a digital society, but day after day they became dependent on the internet in all life activities, including consumer activity, which led to the emergence of advertisements promoting the replacement of many real-world practices with their electronic counterparts and targeting specific audience to achieve the impact required and stimulate consumer motivations and trends.

The Study of the Arab Personality Requires Knowledge of Some General Bases as the Following: -

- **Social systems:** related values, customs and traditions.
- **Family systems:** all that related to the family in terms of composition, scope and functions.
- **Educational systems:** which are related to the upbringing of children and the transfer of cultural heritage through generations.
- Methods used to prepare and create generations to represent the society system and adapt according to its methods of development and work.
- **Religious systems:** what relates to religious and spiritual beliefs.
- **Ethical systems:** a set of customs, traditions concepts and behaviors.
- **Aesthetic and artistic systems:** everything related to the standards of art, taste and beauty within the community.
- **Linguistic systems:** everything related to the means of understanding and communication among members of society.
- General ecosystems and attitudes they generate as a result of natural phenomena or prevailing cultural and social norms.

The researchers and analysts of the personalities have worked hard to reach a specific classification for each person based on the behavior of individuals and their preferences and attitudes and concluded that it is not possible to generalize but can rely on large proportions. Also there is no research on the Arab citizen that can be considered reliable in this area, due to the limitations of the comprehensive surveys of the characteristics of the Arab personality related to beliefs, values, local culture, customs and lifestyle in the community. By looking at the Arab citizen in terms of the theory of Enneagram and trying to apply it to individuals, as well as anticipate the possible results and formulate hypotheses in addition to setting goals, we face many challenges. The theory is based mainly on the individual's understanding of himself and knowledge of his abilities as well as determine the personal goals and desires that satisfy his requirements and achieve full satisfaction. Here is the right start to deal with Enneagram and activate it successfully. It is an interactive dynamic process between the extent of personality awareness of its role in society and acceptance or rejection of the advertising message, and the perception of the institution or the designer of the advertising message to it. This requires the setting of many determinants to control the target audience as well as building the specific goal and the development of ways to measure the success rate. In dealing with personality patterns from a single perspective, there is a state of deficiency that the message which is directed by one part does not achieve the required reaction. This is available in our surroundings frequently. It often provokes the audience.

As for the Egyptian citizen, many specialists in personal Instagram have gathered to classify it as the sixth type, and this classification does not depend on the current time period but is based on a historical trace of the Egyptian personality, with the emphasis that there is no scientific theory explaining everything or can be generalized, but can be considered as a guiding system to invest strengths and promote weaknesses and understand the personal orientations of the personality, direct the appropriate discourse to it, develop it and guide it in accordance with its capabilities. The sixth pattern is the savior, cautious, and the seeker of safety, and this pattern is characterized by the fact that its emotional responses revolve around fear (fear of its true and imaginary types, i.e. the presence of the real exciter or fantasies that dominate the imagination of the individual), and the emotion of fear within him/herself is associated with the rise of the person at the same time by searching beyond his sources. Not only to confront him/her fear and overcome his/her sources, but also to avoid confronting him/her. Often the apparent behavior as well as the internal behavior of the owners of the faithful personality style is in the direction of others. Which creates reliability and dependency on sources of external support the dominant characteristic of their behavior, as they want to trust everything that surrounds them, and their defensive mechanism to achieve this is based on suspicion and they resort to integration into groups in search of safety under the guidance of others

Strategy of editing the advertising message:

The advertising message contains many specifics formulated by the designer to reflect the philosophy and identity of the institution that he presents to the public, which in turn is influenced by many environmental, political and social factors. In this part, we will aim at the role of the message in promoting the product by positively influencing consumer behavior,

motivating its motivations and building bridges of trust between the organization and the target audience to become part of the family identity of the organization.

The advertising is primarily aimed at influencing the behavior of the consumer and stimulating his/her motives, and the behavior of the consumer depends mainly on the style of his personality, which means that individuals differ in the degree of their response to similar effects depending on their personal patterns. In general, the recipient always wants to feel interested and improve his image in front of others, and display his achievements, features and information, so he prefers to write the ad message addressed to a person him/herself even if the target is millions, using the word you (singular) instead of you(plural) make the consumer feels as if he is a part of the users and feel it with privacy and excellency, as if the ad message was written to him only, which is called the trick of importance. Effective innovative design does not include technical aspects only to target the potential consumer, attract his attention and lead him to the expected behavior. Besides technical expertise, as designer needs to know principles and theories of psychology and behavioral and communication sciences and to be aware of elements that prove and add to the credibility of the message to help increase interaction and speed of decision-making.

Culture plays an important role in the preparation of the advertising message as well as the selection of the appropriate advertising means for the message is also of great importance in reaching positive or negative impact. Creative thinking is to see things with a different perspective than others.

An effective advertising message includes:

- Address the public, raise their interests and desires and propose solutions indirectly.
- Highlight the advantages of the product or service.
- Convincing the public of the content of the ad message, honesty, non-exaggeration, and providing evidence and proof.
- Suggest the required response consisting of buying, experimenting, loyalty and belonging to the idea.
- Adopt the consumer's point of view in the advertising text.
- The need to search for innovative advertising ideas and methods to attract the attention of the public.
- Pick expressive words.

Determinants of editing and preparing the effective advertising message:

The ad message contains words - colors - pictures - title - ad text - advertising logo - brand and you. The ad. must be credible, simple and stay away from exaggeration with accuracy in the expression and full understanding of the nature of the service or the advertised item and determine what the consumer wants to know, there are essential determinants. The designer is the one who is in the process of:

- Determine the purpose of the advertising.
- Identify the audience addressed to the message.
- Identify the idea that the advertiser seeks to confirm .
- Determine the means of advertising that he will use .

- Identify the needs, motivations and influences of the consumer and link them to the advertised commodity or service .
- Determine the appropriate method and technique to formulate the message and its type.

Types of messages used in advertising speech:

- News and light messages
- Messages dealing with price
- Messages that provide a story
- Messages based on offers (price reduction, payment facilities, "installment system, free offers)
- Messages that carry a consumer test
- Warning message (consumer caution against delaying purchase)
- Direct message (advertiser speaks directly to the consumer)
- The citation message uses characters (famous or ordinary) on the basis that they use the item or accept the advertised service.
- The title-based message, or the ad phrase, is one word or two words ("Let's drive it", great taste)
- Messages using question formulas ("How can you become a millionaire?" Millionaire's Certificate)
- Advice-based messages
- Dialogue messages
- Descriptive messages
- Explanatory messages

Analytical aspect

Most scientists agree on the importance of studying the personal patterns and personality traits of peoples, their ways of thinking, skills, experiences, attitudes and values because they support adapting their behavior and directing their motivations according to their requirements.

Carriage's Announcement ⁽¹⁷⁾

Carriage is a free application on the phone that aims to provide a delivery service. Our priority is to reach your request as quickly as possible and in the best possible quality. Your order can also be tracked on the online map, and has no minimum order where one or several items of food can be selected, through the list of restaurants included in the app and shared with it. An alert message arrives to the restaurant to start processing the order, as a message reaches the nearest driver for the specified area, and the driver goes to receive the order of food from the restaurant and deliver it to the customer, and the company and the customer can track the driver during the journey of the arrival of the food to him.

The company seeks to create marketing campaigns continuously to propose new ideas about marketing, and the site is characterized by maintaining the safety of food from the exit of the restaurant until delivery to the customer, but also the choice of delivery staff carefully and accurately, because it represents the company in style, as the application is characterized by the easy use of it. Different from food delivery applications and other foods' apps. It aims to

change the user experience by increasing the options and expand the delivery areas to include grocery products, flowers, medicines allowed to be delivered and cosmetics. This was confirmed by the ad message in the context of the declaration. The ad lasts for two minutes.



Shape No. (4)

The ad begins with the presentation of the main character in the ad, a middle-aged man with Egyptian features, sitting in a classic living room, the classic quiet backgrounds of the living room, neutral colors and comfortable furniture with the person's seating position in the ad that evokes impressions of relaxation, lazing and comforting to stay at home, he uses his mobile phone to order a meal through the Carriage application, and as soon as the request is finished, the doorbell rings and opens the door to be surprised by the delegate delivering orders in front of him, and deplores his arrival so quickly.



Shape No. (5)

Hence the context of the scenario begins to display the competitive advantages of using the application in an atmosphere of fun and lightness of shadow, quick arrival time, tracking feature (live tracking) of the product and the delivery, keeping the temperature heated and cool using (heater).

The dialogue involves his neighbors, residents of the building (Uncle Ravit), who belongs to a larger age group. This dialogue takes place within a décor characterized by the classic architectural style of the old luxury architecture, which is photographed inside with its high doors and the luxurious iron elevator, which confirms the convergence of civilizations between the classical rhythm and the rapid present.



Shape No. (6)

It begins with asking questions and comparing the possibilities available to the two generations with the services provided by technology to this generation and their strong

admiration for the application and its advantages. The choice of the personality of the delivery representative who represents the company and employment (his clothes, manner of performance, spontaneity his participation in the dialogue, his graceful appearance, the style of his answer to all inquiries with confidence and without exaggeration, his tolerant smile, a reassuring and funny grain figure close to the heart) reflects the personality of the company and confirm the mentality of it that attracts audience.



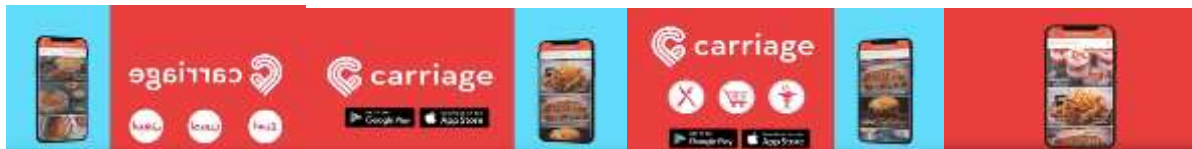
Shape No. (7)

The dialogue is joined by a young sportsman who wonders about healthy foods in reference to the diversity of services provided by the application.



Shape No. (8)

The dialogue continues through a flood of questions and questions to the delivery representative for the application in an enthusiastic social comedy atmosphere that answers smoothly, credibly and spontaneously all the questions, and the character panda in the background to show the feeling of laziness when returning from work cheerfully.



Shape No. (9)

The advertising ends with sure-load the application and shows how to use it in simple steps.

Strategy of designing the advertising message:

The advertising market for the delivery of orders through the application Of carriage, which has achieved great successes in the Arab countries and opens new markets in Egypt and has competitors in this field preceded him in the Egyptian market, hence the company has adopted in the presentation of the designer idea on the use of social systems for projecting the features of Egyptian society and the culture of neighbors and family atmosphere that prevails among them and their behavior and way of life in the formulation of the advertising message. He formulated the idea through a dramatic template that targeted specific groups of the Egyptian public (youth and above) and specifically the middle class, which represents the great segment of society, and then deepened further in identifying the public, and he addressed his message to the domestic personality that tends to rest at home, and to the elderly neighbor who was Tammy for a different age and cultural stage but it is a procession of technology in reference

to the ease of dealing with the application even for the elderly, as well as the housewife, young athlete and people who tend to be lazy.

The advertised service is a modern innovative product entrusted by the community to practice it as a new way of life and experience, which requires the advertising designer to invest his maximum potential and organize his abilities to create the idea and the effective message for the target audience. Focusing on the competitive features of the application as it addresses its prospective audience, it focused on the speed of delivery, good handling, quality of delivery, the property of tracking delivery through the product and the customer, the diversity of requests, by the personal driver's raising carriage logo. The declaration also addressed the mental and cognitive dimension of the public where it accommodates all the mental abilities and cognitive processes in the human, which is considered one of the most important factors affecting his behavior, as the ad message contained some terms created but was within the context of the application such as (Heater, Live Tracking, Application, Data). The ad message is required to download the application, the advertising has clarified the steps simply and smoothly and ended with the specific ad statement. (easier, faster, better).

Semantics of the personality of the employee in the ad according to the personal Enigram:

The advertising message expressed the application and its competitive features smoothly depending on the employment of the features of the community and its culture and personal characteristics represented by the sample of the target audience in order to achieve the goal of advertising.

The main character in the ad is a delivery rep, quick-witted, energetic, cheerful, open and responsible, practical, honest, system-loving and these features apply to the sixth style of the character loyal in the classification of the Enneagram employed to influence the public. He/her feels that are close to or part of it, the scenario raises the slogan of security by supporting others (the client was keen to take the opinions of neighbors in the service and application and get their support in using it to feel that his behavior was right) and so did everyone.

The scenario also reviewed some defects of the sixth pattern where the client reacted when the delegate was found in front of him quick anger, unpredictable actions, critic, anxiety, and doubt.

The ad message was presented through a dramatic, comedy- filled sketch. The advertising message has achieved success in presenting the idea of the application and the advantages of its use and the various choices it offers to its target audience, especially in light of the tremendous technological progress of our modern age, which has strongly affected the community culture, character and functions and updating the community culture. It proceeds from the technological modernization of the means used to express them, which resulted in the emergence of new industries such as e-commerce, e-marketing and meeting the requirements of life through electronic applications (applications) through the Internet resulting in companies spending millions to advertise it, thereby achieving a new cultural field that enters the community.

The designer should be interested in the study of cultural beliefs and values, trying to learn about social trends and changes in consumers' values, motivations and reactions, as

advertising is often a fundamental catalyst for social trends affecting the recipient's way of life.

Announcement of the Heart Hospital of Dr. Magdi Yacoub ⁽¹⁶⁾

Social solidarity is an important requirement and in Egypt alone we have the privilege of the prevalence of this beautiful human phenomenon. Philanthropy is also a humanitarian issue (industry) that cannot be sustained without advertisements that ensure the flow of appropriate resources for the permanence of this type of work, and advertisements for charitable work exist in many countries but are presented in a more professional and sensitive manner, without Exploiting the weakness and suffering of people in fundraising and successive charitable donations announcements on Egyptian channels, the most prominent of which was the announcement «I am my heart, Aish Lake» for the benefit of Dr. Magdi Yacoub Heart Hospital. The duration of the announcement is one minute and fifty-eight seconds.



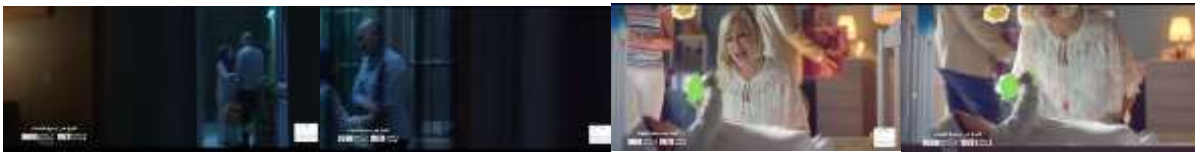
Shape No. (10)

The announcement began with the appearance of Dr. Magdi Yacoub through an old-fashioned classic TV screen inside a simple classic house that answers the question that is constantly being asked, which is what affects the hearts of Egyptians?



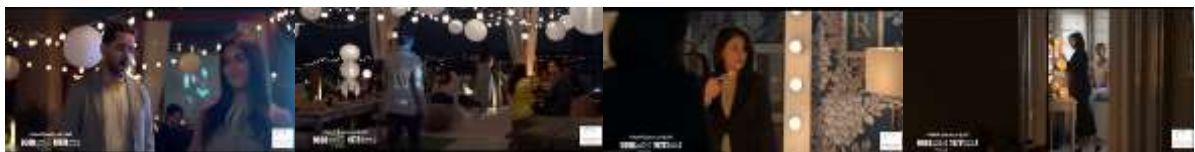
Shape No. (11)

And the answer comes through the use of the word «my heart» in several social situations repeated in life events of the society; a scene of a couple waiting for the arrival of the baby «My heart feels», the other scene of a worried mother for her son not replying to her trials to contact him «My heart fell».



Shape No. (12)

«The spirit of my heart is inside» a beloved phrase from a grandmother to her grandson in a family scene, followed by a mysterious scene of a wife preventing her husband from going out because she worries about him «My heart says don't go».



Shape No. (14)

Another scene for mother and daughter who tells her you know where «The mother's heart, my soul», Followed by another scene of a young man reconciling his fiancée «These two words are not from my heart».



Shape No. (15)

The following scene brings together a couple in the fall of life dancing together to the tune of the song «My Heart Guide» in a fun atmosphere followed by a moving scene of a young girl who remembers her dead grandmother in a tragic scene «You're in my heart», my grandmother.



Shape No. (16)

And the flash back scene brings together Dr. Magdi Yaacoub with the late artist Omar Sharif, and he narrates his testimony about his friendship with him after undergoing surgery with an inspirational phrase «Entered my heart as a friend and entered it when you caught it between your hands».



Shape No. (17)

The scene of a child practicing the song “I live”, the lighting plays a key role in this scene followed by a scene of a group of fans watching a football match and they are in a state of enthusiasm and great anxiety and the words «My heart is not reassured» and then a scene of a girl consoled her friend via mobile phone «My heart is there». Then a famous comedy scene for an old play «you are the big heart».



Shape No. (18)

A scene of a child who will come out on the stage to sing feeling scared to face the audience and is being reassured by his coach «Freeze your heart» and then they pull the children's group with a dramatic lyric coupé with an angelic voice” I lived with you for years and I am complementary”



Shape No. (19)

And a scene for a couple watching a tragic movie and crying from the extreme impact «my heart hurts me» and then a scene of a warm family gathering full of fun «my heart made me laugh».



Shape No. (20)

At the end of the ad, he relied on the artist Nelly Karim in the voice-over to answer the question posed by Dr. Magdi at the beginning of the ad “everything that affects our hearts as Egyptians”. The verbal mental image associated with Nelly Karim's deep voice plays a dramatic symphony that embodies fear, pain and hope with the public demand to donate to build the new “Aswan Heart Center”.

Strategy for designing the advertising message:

Thinking about creating an advertising or marketing idea is the result of research, exploration and consideration beyond events and phenomena, so that it can produce new patterns of thinking characterized by creativity, fluency, figurative thinking, effective impact, and translation into topics and attitudes that affect our senses. This type of community announcement sits first in which the designer begins to address the emotional dimension of the character, which includes values, trends, tendencies, motives and personal patterns of the prospective audience, which plays an essential role in preparing him/her to accept what is offered for them.

The advertising message relied on stirring up emotions through the many symbolic semantics with a rapid rhythm full of mystery. Sound engineering and soundtrack in the advertising play an important role in the management of dramatic situations and the sequence of the show and the harmony of positions within the context of the ad. Through the use of the instrument “the piano” the heartbeat heard sometimes in the operating room and again laughing, crying, excitement, sadness and worry in a framework full of mystery, enthusiasm and excitement and sends a colorful message of hope and innocence tainted by fear of the future through the angelic voice of the group of children in the musical coupé, and the sound performance The tragedy of the ad phrase. The decorations used carry old details belonging to a recent time period indicating that the heart lives with us and shares with us the events of its life for a long time (I have lived with you for years and you are complementary) dim lighting and colors of backgrounds and places of photography both in dramatic events depends on generating a sense of mystery Excitement, preparation and anticipation.

The designer has succeeded in selecting the characters that reflect the mental image associated with achieving the goal of the declaration and the appearance of Dr. Magdi Yaacoub in the declaration has been a factor of love and attraction to the public, the Egyptian people love and appreciate all his humanitarian efforts inside and outside Egypt, and for his strong support of the Egyptian society, everyone trusts him and he trusts the institution he represents. The artist Omar Al-Sharif carries a personal experience with Dr. Magdi Yacoub expressed credibility and enthusiasm at the end of the ad and the director successfully employed that in his message.

Personality semantics employed in advertising according to personal

Enneagram:

The success of television advertising depends on how to make the desired impact on the target audience. Reaching to make that impact is not an easy process as it includes many innovative aspects that express the idea adopted by the declaration in an effective artistic way, and the advertising message centered on fear, as a fundamental reason for influencing the public and reuniting it on one goal which is the haste to donate to build a hospital to avoid the source of danger or fear of the unknown, fear for our children, and fear for our hearts, also to urge to help others is the lifeline. I reviewed life situations in the context of the advertising message that is endorsing the Egyptian personality style, the model of the warm person, affectionate, quick-witted, active in work, fun, open responsible, practical, honest, watchful, foray, family lover and collective spirit.

The ad is advertising moving and succeeded in urging people to donate and participate, it presented its message through a dramatic social template and not to highlight sick children or painful situations.

Bank of Egypt Announcement: ⁽¹⁵⁾

Bank of Egypt is the first Egyptian bank to be 100% owned by Egyptians and one of their most successful achievements of all time. Founded by Egyptian economist Talaat Harb, the Bank established 26 companies in various economic fields including textiles, insurance, transportation, aviation and the film industry. Despite the establishment of many Egyptian banks after that and the continuation of Bank of Egypt, it remains a national symbol of the free Egyptian economy, and the song of the advertising for Bank of Egypt came under the title "I am the son of Egypt, I am against the break", to suggest the solidity and strength of the Egyptian citizen and his/her defiance of difficulties, as embodied in 100 years which is the age of The Bank of Egypt, during which he sought to achieve the impossible, overcomes obstacles and reaches the heights of banking leadership.

The production of television advertising includes a series of efforts for a team made up of idea creators, executive screenwriters, writers, producers, sound engineers, songwriters, decorators, lighting director, director of photography... The director who leads the team and chooses the best innovative means to express new creative ideas that are the basis of the success of the ad, and classifies the announcement of Bank of Egypt as a song-based advertisement, this song was produced specifically for advertising, the lyrics of the song adopted many concepts that expressed the situation of the Egyptian citizen who defies the difficulties and overcomes obstacles, and stresses the need to instill hope inside their souls. Three singers participated in the performance of the song who belong to different age groups and social segments as a sign of diversity and that the Bank of Egypt is the son of Egypt for all Egypt, for a long time now. The announcement duration is two minutes and 58 seconds.



Shape No. (21)

The announcement began to accurately reflect the history of Bank of Egypt, accompanied by the musical background issued by the "Graphics" issued by the (phonograph) and the presentation of historical documents of the bank and the classical atmosphere of writings and drawings that reflect the period that accompanied the beginning of the establishment of The Bank of Egypt.



Shape No. (22)

View some documents for the companies he founded and let the designer innovate by adding animated graphic effects to the fixed elements in a sign of the continuity of the bid to date.



Shape No. (23)

Then the announcement began with the next bright light at the opening of the bank door, a reference to the hope achieved with the opening of the Bank of Egypt and that the beginning of success will be from the land of Egypt and confirmed this concept in writing and chose the kind of font of the simple popular line in referring to that who makes success is the normal citizen.



Shape No. (24)

The ad began to review the aspects of the Egyptian personalities with optimistic faces and different stages of life to stimulate and in a sign that the dream begins from childhood and is achieved with effort, determination, patience and certainty of our energy and capabilities and not limited to a specific age or social category or sex, followed by the rest of the faces that are fun and warm with hope and trust.



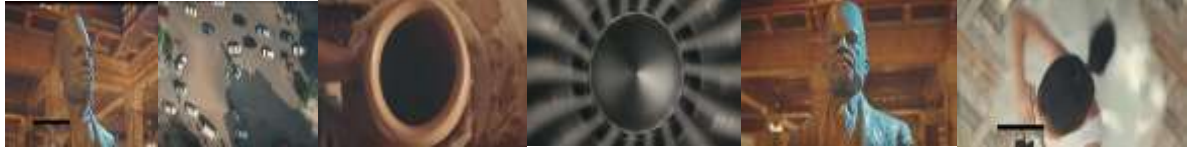
Shape No. (25)

The declaration also emphasized the role of women in a society and their struggle in all fields, and sent messages that reinforce some new societal concepts that concern women such as driving a scooter or working as a bus driver and describing them as strong, brave and active at work and taking responsibility for the family besides their work and strength the Egyptian, defying the odds.



Shape No. (26)

Focusing on rowing is a sign that success and achievements can only be achieved through solidarity, cooperation, team work and community spirit and responsibility.



Shape No. (27)

Respect all professions from the first potter to the ballerina, then the appearance of the statue of Talaat Harb in reference to the bank's support for all professions, the choice of the corner of photography and circular shots of machine gear and ballerina and pottery dot and talaat war field, emphasize the concept of movement and work as support to the idea that achievement of every Egyptian sits in its respective fields so the bank's role is supporting young people and their diverse ideas in all fields.



Shape No. (28)

It also stresses that the Egyptian cannot be defeated by the fountains of time, and that the difficulties begin from childhood in the daily life practices and keep their effects in the souls to grow and exceed through the participation of others, helping them and social solidarity that always achieves balance, it also sends a message of motivation and enthusiasm “Urge not to give up dreams, or give up to pressure of the people around you, and with some ambition, you can overcome all obstacles”.



Shape No. (29)



Shape No. (30)

The use of modern fun youth icons such as emotion and GBS marks on Google Maps and employment of animated effects and graphics with the presentation of popular professions or old crafts with respect to artistic talents to connect the past and the present with an effective youth methodology with motivation to Overcoming difficulties, overcoming obstacles, also giving life to the ad and sending doses of positive energy and drawing a smile.



Shape No. (31)

Browsing the historical places (pyramids, sphinxes, castle and palm with its head to the sky) accompanied by young people with a modern sporting appearance open as a sign of the proud son of Egypt with its civilization and history and keeping up with the developments of the current stage. Accompanied by enthusiastic words (Son of Egypt, my heart is an eagle against the fracture, raising my head to the top) stimulates determination and overcoming obstacles to achieve goals.



Shape No. (33)

He expressed freedom, starting and courage through outdated expressive dance moves and reaching the highest point.



Shape No. (34)

He emphasized some symbolic connotations of societal values, family cohesion and community integration.



Shape No. (35)

The director crossed at the end of the announcement with a creative dramatic panel presented by a group of children who represent hope for tomorrow and that the road is difficult and needs to dive deep and swim against the current, also cooperation and solidarity to achieve their dreams and overcome obstacles to reach their goals. Metaphorical cooperation and help of others and support of all, teamwork through team and watching risks in an atmosphere full of warmth and tenderness and fun and bear responsibility and honesty, the cheerful colors in this dramatic painting reduced the difficulties they face, life is beautiful and worth fighting for and reaching Success is great.



Shape No. (36)

The music melody with a delightful lyric full of life, the lyrics of the song are strong and stimulating for young people, characterized by simplicity and smoothness in the narrative and away from complexity or exaggerating enthusiasm, life is moments of struggle, joy, happiness, sadness, obstacles and breakthroughs, not war.

Strategy of designing the advertising message:

The declaration is influenced by beliefs, values, standards, customs and lifestyle in society, and the declaration was based on addressing the social dimension of the public with its cultural and economic heritage, socialization factors, customs, traditions, local culture, values and customs. Drama of the adopted idea of the advertising relies on excitement and rapid movement of the shots, and emphasized to highlight the social and cultural background and link it with the modern life we live, our life today is a harvest of the efforts of our ancestors and an extension of it, and the process of linking the old and the modern is not easy as it connects the present with the past, to restore vitality, and to make sure for the new generations that to achieve their goals, they need patience, struggle and determination, so send them a motivational message from the ancestors to infuse them with positive energy, hope and enthusiasm. The director or designer of the declaration faces a challenge in preparing for the work he creates due to the cultural and societal attack. What we are experiencing today through the open world, which has led to a gap and uncertainty between the present and the past? The designer needs to provide bridges with a systematic, objective spirit, through the advertising message he submits, which is governed by many determinants.

Results

- The theory of ENEA. is useful in two of the three elements of sustainable development (man, society and the environment).
- Knowledge of the theory of enneagram and its divisions of human figures, explain the secrets of each of them and ways for developing them, the human figure is useful in recognizing his strengths to benefit from them, and his weaknesses to strengthen, develop or live with them, designed to formulate the appropriate advertising message to guide the behavior of the recipient and change society for the better.
- The design of an effective advertising message is greatly influenced by our culture, beliefs, customs, religion and the social, political and environmental conditions surrounding us.

Recommendations

- The need to develop the ideas of television advertising in Egypt and the Arab world and deal with them professionally to ensure excellence and uniqueness locally and internationally.
- Following the strategy of classifying personal patterns by educational institutions and civil society, government and private sector, in meeting their human resources and needs, also developing them in accordance with their objectives.
- Interest in further taxonomic research of the patterns of behavior of the Arabian citizen, which can be relied upon in this field.

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