

## Advertising as a Persuasion Unconscious Process

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### Introduction:

Communication is a process of exchange and interaction within a group of individuals, in which the individual is exposed to various processes of communication, leading the individual to change some of his/her behaviors and even his/her attitudes, or support his/her beliefs, which arises the inquiry about the factors behind the success of some communication to either make the desired impact or fail?

Rhetoric; rhetoric and even communication are all words that signify the way words are spoken or expressing ideas in symbols. These words reflect a human desire to control persuasion since he exchanged ideas with others and tried to influence them and subjugate them to his thought. In the early 20th century, psychologists realized that ads that provoke an emotional response to the viewer are likely to lead to sales. Since then, branding and advertising agencies have always aspired to create attractive ads that trigger positive reactions inside the viewer.

Therefore, recent studies have resorted to the study of subconscious persuasion to convince the recipient of the advertisement, where it offers many of the illustrated and written symbols in the content of the advertising message, which affect the feelings of the recipient and the subconscious is interpreting them to reach persuasion to buy products and request the advertised services and may also change its attitudes and behavior.

### Research Objective:

The research aims to shed light on the importance of studying the foundations and skills of persuasion as well as the study of the concept of unconscious and how to employ them to achieve the goals of advertising and influence the recipients unconsciously.

### Research problem:

The research problem is summarized in the study of how to benefit from the methods and theories of persuasion in the field of advertising, and the study of the concept of unconscious and how to achieve in advertising by answering the following questions:

1. What persuasive techniques can be used in the design of the advertising message?
2. How to take advantage of the study of the unconsciousness of the audience to be used when designing the ad?
3. Can the attitudes and behavior of recipients be changed and influenced by the ad designer unconsciously?

### Methodology:

The research follows the descriptive approach supported by an analytical study by describing and analyzing a selection of advertisements where persuasion is used to influence the recipient's feeling of persuading him / her about the advertised product or service.

### Key words:

Persuasion – Subconscious – Advertising.

The concept of persuasion: Persuasion is the art of addressing the audience as to affect their preferences. There are two types of persuasion: Rational persuasion - Deceptive persuasion.

Basics of persuasion:

- 1- Clarity of the message.
- 2- Well planning of the persuasion process.
- 3- Appropriate acceptance of the message.
- 4- The status of the source.

Fundamentals of persuasion:

- 1- Attractiveness.
- 2- Credibility.
- 3- Style.

Properties of persuasion: Persuasion is an art that uses planned communication to affect others mentally in order to cause a change in their beliefs or preferences. Persuasion should be rational, organized and objective. Persuasion is a process not an end.

### **Stages of persuasion:**

- 1- The stage of awareness where the individual either accepts or totally refuses the represented idea.
- 2- The stage of interest and attention through which the recipient feels an interest and becomes familiar to the idea.
- 3- The stage of evaluation in which the individual compares his/her current conditions with the change that may occur by adopting the new idea.
- 4- The stage of choice where the individual tries the new idea in order to evaluate its benefits.
- 5- The adoption stage in which the individual is totally persuaded with the new idea.

Pillars of persuasion process:

- 1- The more aware of details the persuasive is, the more effective and successful his/her persuasion process goes.
- 2- The degree of success of the persuasive message depends on its practical effect.
- 3- Some of the important means of persuasion are:
  - Personal temptations that depend on the personality of the persuasive.
  - Logical temptations that use arguments and numbers to persuade others.
  - Psychological temptations that uses the need to fulfill emotions and instincts.

### **Theories of persuasion:**

- 1- Theory of three.
- 2- Theory of cognitive balance.



Figure (1): frozen vegetables advertisement aims to persuade the recipient to keep healthy life by consuming the product.

3- Theory of cognitive dissonance.

4- Theory of knowledge analysis.

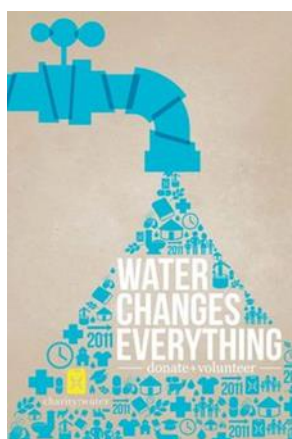


Figure (2): an awareness advertisement that uses symbols to motivate the recipients to save water, volunteer and donate.

5- Theory of social relations.



Figure (3): an advertisement from 100 million health campaign aims to influence the audience and change their behavior in order to eliminate electronic games and replace them with toys that elevate the mental skills of the children.

6- Theory of cognitive organization.



Figure (4): a Lipton advertisement from a campaign titled “color their lives at every gathering” that aims to influence the recipient to gather with family and friends in Ramadan.

7- Theory of selective impact.

**Levels of awareness:** Conscious, pre-conscious, and unconscious

**Concept of consciousness:** Consciousness is the awareness of our own thoughts, feelings and perceptions.

**Pre-conscious:** it is an intermediate stage between conscious and sub-conscious.

**Concept of Sub-conscious:** According to Freud, the unconscious influences our behavior and experience even though we are unaware of these underlying influences.

**Characteristics of sub-conscious:** Justification, compensation, exaltation, and substitution.

**What is subliminal persuasion?** It is an advertising message that is displayed below the consumers’ awareness in order to change their opinions without actually making them aware of it.

**Advertising influence on the recipients’ sub-conscious:** It works on forming a positive emotional bond between the product and the consumer.

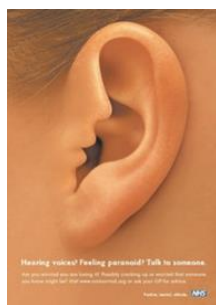


Figure (5): an awareness campaign for NHS hospital that subliminally induces the urge to book an appointment with the doctor using a picture of a whispering mouth.



Figure (6): a liquor advertisement that emotionally influences the recipient using the picture of two dancers in the wine glass.

**There are four main principles for subliminal persuasion:**

- 1- Identification 2- working 3- familiarity and trust 4- clarity.

\*Experiments through the last decade have proven that recalling an advertisement is not basically due to its effectiveness, but it's more because of its creativity, innovation and emotional gestures. A good example is this Cadbury ad that has nothing about chocolate except in two shots.

Subliminal advertisement: it is a special form of advertising that subconsciously manipulates the audience to purchase products or services.



**Figure (7):** Cadbury TV ad, in 2007 where a gorilla played the drums in harmony with the music.

There are ten motivational gestures that help in unconscious persuasion:

**1- Reframing**



**Figure (8):** “Be more generous” Lipton campaign aims to reframe the recipients and motivate them towards a positive attitude.

**2- Evocation**



**Figure (9):** a coca cola ad in the mother’s day aims to motivate the audience to act positively

**3-Collectivism**



**Figure (10):** our morals campaign aims to motivate positive behavior.

**4- Ownership**



**Figure (11):** “despite our differences, we cheer the same” campaign from coca cola

**5-Play**



**Figure (12)** the ad is from We as official sponsor of insomnia Egypt Gaming in Cairo, through which the recipients are motivated to participate using a gussing game

**6- Utility**



**Figure (13):** General Authority Health Insurance ad that encourages women to check up for the early detection of breast cancer

7-Modelling



Figure (14): The ad is from the ministry of health campaign “tomorrow’s generation will grow healthier” that aims to influence the children to emulate the actor of the ad as he is a loved celebrity

8- skill up



Figure (15): The ad is from the campaign 100 million health that encourages healthy life style

9-Elimination



Figure (16): mcdonald’s ad that clarifies the elimination of illiteracy barrier in Ezbet KhairAllah by donating a simple amount of money from each purchased meal.

10- Commitment



Figure (17): The ad is from 2 is enough that influences the audience and induces a positive attitude

**Properties of a successful subliminal advertisement are:**

Simplicity, familiarity, briefness, repetition, and the targeted audience.

**Research results:**

- 1- Persuasion is not only an idea; it is an action that manipulates the recipient towards a certain act, thought, or belief.
- 2- Unconscious persuasion in advertising thrusts the behavior of the recipient to believe in the ad message and to take the action of purchasing.
- 3- Communication is a process in which a message is exported to the recipient to make a change in their behavior or beliefs.
- 4- Advertising presents repetitive unconscious persuasive messages that the recipients are not aware of.

**Recommendations:**

- 1- Advertisements designers should always seek innovative methods and strategies in order to attract and persuade the recipients.
- 2- Furtherance and advanced curricula are highly needed for applied art students to develop their capabilities and skills.
- 3- Advertising designers should avoid using society taboos so as to sustain the positive influence of the advertisement.

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