Pleasure in interactive Advertising

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Abstract

Technology plays a pivotal role in changing the cognitive, emotional, and sensory formation of the recipient, which paved the way for the contemporary designer to introduce unconventional approaches in order to attract attention and stimulate interest in the content of the advertising message.

Therefore, the role of interactive advertising that relies on irrationality, pleasure and fun comes to arouse the interest of the recipient and attract his attention, Interactive advertising has advantages available to the designer in order to evaluate the alternatives that he has in a way that suits the capabilities of the current recipient by studying his behavior, mental, emotional, and psychological capabilities, and studying his needs, emotions, motivations, environment, and culture to achieve a better effectiveness of the advertisement in order to succeed in delivering its message to the target audience.

The pleasure defines that something as simple as happiness and fun is the easiest way to change a person's behavior towards positivity, so that it benefits the individual and the community therefore, the research problem arises in how to use pleasure in interactive advertising and use it in a positive way to change the mental energy of the recipient.

The research also aims to make use of pleasure in changing the recipient's behavior and introducing it in a unique sensory experience that contributes to changing his mental energy, which contributes to achieving sustainability of the advertised product or service, this is done through the use of research tools that enable research to navigate the knowledge heritage of pleasure with accurate methodology and appropriate means, which provide an opportunity to reach certain scientific results, the most important of which is that the use of pleasure in interactive advertising leads to changing the mental energy of the recipient towards the positive to achieve the sustainability of the advertised product or service.

Introduction- :

Technology plays a pivotal role in changing the cognitive, emotional, and sensory formation of the recipient, which paved the way for the contemporary designer to introduce unconsent, then the concept of pleasure was introduced in interactive advertising as a concept that dominates and controls more audience, and the concept of pleasure has emerged through the fun theory, which is based on the fact that something as simple as pleasure and fun is the easiest way to change a person's behavior towards positivity, so that it benefits the individual and society. This theory has emerged near the end of 2009 when Volkswagen came out with a successful advertising campaign in the form of an initiative to change human behavior towards positivity, called the fun theory, approaches in order to attract attention and stimulate interest in the content of the advertising message. Therefore, the role of interactive advertising, which depends on irrationality, pleasure and fun, arouses the interest of the recipient and attracts his attention.

Statement of the problem:

The research problem is represented in not having fun in mind while designing the interactive advertisement in a way that suits the recipient's mental energy, and the research problem lies in trying to answer the following questions:

1- How can the recipient's mental energy be stimulated and changed through pleasure to increase the effectiveness of interactive advertising?

2- How can interactive advertising build a distinct positive mental image through fun and joy that enables business enterprises to form positive trends towards their products and services?

The research aims to:

1- How can the recipient's mental energy be excited and changed through pleasure to increase the effectiveness of interactive advertising?

2- Making fun is one of the main goals in designing interactive advertising.

3 - Using pleasure in interactive advertising, which helps in generating new advertising ideas that urge pleasure and fun in a manner that suits the mental energy of the recipient and in a manner that achieves a change in his behavior towards positivity.

4 -Learn about modern interactive methods that support the change and excitement of the recipient's mental energy to attract his attention and his thought for the longest period possible through fun to create the desired effect of advertising.

Hypotheses- :

Search assumes:

1- The use of pleasure in interactive advertising helps in changing the recipient's mental energy towards positivity.

2- The employment of modern technologies and methods to achieve pleasure and stimulate the mental energy of the recipient increases the effectiveness of interactive advertising, and thus builds a positive mental image towards the advertised product or service.

Methodology:

• Interactive advertising poster design is not just an attractive artistic work that excites the recipient, it is an integrated system that combines play, fun and interaction to change the recipient's mental energy towards positivity...

• Thinking outside the box that relies on the new look of things and shapes, seeing them differently and using them for goals that are not made for their performance

Analytical Study:

The First Model:

An interactive announcement at the bus station about a freshener for the air, where the announcement began in an irrational way through the advertising sentence to attract the recipient to withdraw the sticker, and the recipient is surprised by a spray that comes out on his face, and also perfumed, which brings pleasure, fun and happiness to the recipient and at the same time works to change his mental energy by realizing the product and remembering it.
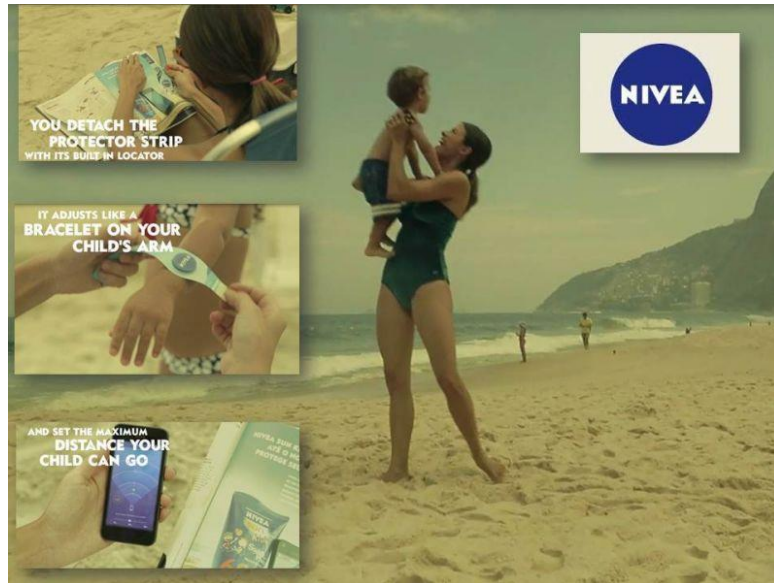
The second Model: -

Interactive advertisement on a website to sell products and services. The advertisement created joy and happiness for the recipient by participating in playing the drums in a real way.

The third Model: -

An interactive announcement about the Volkswagen Company, which raised the fun and joy of the recipient by designing musical ladders on the stairs, so that the recipient enjoyed going up the stairs instead of the escalators.

The fourth Model: -

An interactive magazine announcement about Nivea products as it used mobile tracking technology to track the child through the pursuit on the beaches, and the hour sends signals to the mother in the event that the child exceeds the space imposed on him away from the mother so as to help the mother to have fun on the beach and at the same time reassure the child safety.

The fifth Model: -

An advertising campaign for a French rail network covering Europe under the title on the doorstep of Europe its next door and is based on placing a group of doors in the middle of the space for several places, each of the doors bearing a distinct color and the name of a European city sign on it, when the door opens, a TV screen of the city showing promotional material appears.

The sixth Model: -

Advertising campaign about Coca-Cola product, a magnetic sticker has been placed in the advertisement that attracts the recipient to feel pleasure and fun through the shock he feels when he is attracted to the advertisement.

Results

• Interactive advertising poster design is not just an attractive artistic work that excites the recipient, it is an integrated system that combines play, fun and interaction to change the recipient's mental energy towards positivity.

• Thinking outside the box that relies on the new look of things and shapes, seeing them differently and using them for goals that are not made for their performance.

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