

The Effectiveness of Mental Energy in The Interactive Advertising

Researcher Name: Mohamed Ali
Azmi Researcher Job: Lecturer
Assistance in MSA university
Faculty of Arts & Design

Keywords

Mental Energy, Interactive Advertising,

perception Introduction

With the development of modern technologies and the evolution of methods used by the designer and the advertiser for goods and services in an innovative way, new concepts have been developed for the applications and uses on the mental energy of the recipient in the interactive Advertising of that these mental energy, which is affected by many of the recipient's inputs in relation to the cognitive process through human senses that can be raised in a manner that stimulates this energy.

Hence, we reach our discussion of the research problem, which can be summarized through our attempt to answer the following question:

How to raise and change the mental energy of the recipient and how to measure them to increase the effectiveness of modern interactive advertising?

Research objective

Is to identify the modern possibilities that support the change and raise of the mental energy for the recipient to attract his attention and thought as long as possible to make the impact of the Advertising on the mind of the recipient.

The research followed the analytical descriptive method Through an analytical study of an interactive advertising model

Results and discussion

The study concluded that:

- 1- Mental energy is the mental ability to perceive and translate the senses to produce an interaction and can be measured through their transformations and reflexes on behavior and mental processes in general.
- 2- The sensory characteristics of the product or service have a significant impact on the consumer's behavior and the sensory inputs are influenced by how the recipient feels, thinks, chooses and uses the products. The maximization and

exaggeration of the sensory characteristics of the product or the creation of a new sensitivity condition is clearly influenced by how the recipient remembers the product and impression A mental picture on him.

- 3- That there are two specific parameters to measure the mental energy of the recipient in the interactive advertising environment have a set of variables that can be used, the first is to attract attention "excitement", and the second is process of interaction which can be described in all the variables involved in the interaction process which can be measured by modern Techniques and digital Recognition technologies.

The use of modern interactive techniques to change and raise the mental energy of the recipient is working to increase the effectiveness of interactive advertising