

Globalization and Surreal Photo Advertising Challenges on the Egyptian Market

Prof. Dr. Tamer Abdellatif

Professor and head of Advertising department - Faculty of Applied Arts - Helwan

University -Giza – Egypt

proftamer@gmail.com

Dr. Mohamed Ardash

Associate Professor at Advertising department - Faculty of Applied Arts - Helwan

University - Giza – Egypt

msardash@yahoo.com

Fatma Elarmany

Teaching Assistant - Arts and Design Faculty - October university for modern sciences and arts (MSA) - Giza – Egypt

fatma.kornellia@gmail.com

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.