

Planning advertising campaigns in the view of cognitive styles between man and woman

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Research summary:

The main purpose of any advertising campaign is conviction the recipient and from here comes the importance of this accurate study of psychology to the recipient in all its sides, as there are many factors that affects the recipient of most important the social class, age group, culture, experience, gender...etc. And this research came to study the difference between men's and women's psychology and the natural mental activates for each of them... Based on the recent studies presented in this field and its great impact in selection or identifying cognitive styles followed for each of them as the mental process used for each individual in classification of its perception or the ways to respond to the various influence which have significant impact when putting strategy to the contemporary advertising campaigns...

Keywords:

- Cognitive styles
- Psychology of men (Masculine psychology)
- Psychology of women (Feminist psychology)
- Lobes of the brain

Research problem:

The problem of the research in trying to answer the following questions:

- 1) To what extent can benefit from the cognitive styles of individual when planning advertising campaigns?
- 2) What is the effect of psychological difference for both men and women with cognitive styles?
- 3) What is the relationship between psychology aspect of both men and women with cognitive styles when planning a targeted advertising campaign?

Research aims:

The research aims to:

- 1) Benefit of different cognitive styles when planning contemporary advertising campaign to achieve conviction.
- 2) Creating different strategies for advertising campaigns through the good study for both men and women psychology.
- 3) Finding new ways to build impressions and mental images inside the mind and the conscience of the recipient by taking into consideration the gender difference and cognitive styles.

Research assumes:

The research assumes that:

- 1) It's possible to have psychological aspect of the two genders in the response to stimuli (cognitive styles).
- 2) By benefiting in recent studies about the psychological difference for each men and women which find great interest in present time, can plan a successful advertising campaigns achieving much more impact of influence and conviction.
- 3) Cognitive styles may have a role in planning process of advertising campaigns as it is personal way that express an individual's preference to have information.

Research importance:

The importance of the research goes back to the study of different cognitive styles and psychological aspect of both men and women which works on finding different strategies when planning advertising campaigns to reach the highest impact to convince the recipient.

Research methodology:

The research follows the theoretical descriptive analytical method to identify the different cognitive styles as well as psychology of both men and women which is useful in the good planning process of advertising campaigns through the display of advertising campaigns models to one product present for both men and women in separate campaigns to judge the effectiveness of these campaigns.

Research results:

- 1-The psychological difference for both men and women affects the followed cognitive styles them as they are individual differences in the processes of taking and handling information and it is the third step of advertising communication process steps, which in its turn works on perception and the conviction.
- 2- Men use the left lobe of the brain more than the right lobe, which is responsible for Logic, calculations, numbers, words...etc., While women use the right lobe more than the left lobe, which is responsible for colors, images, drawings, feelings and sensations..., etc. and the planners of advertising campaigns should take into consideration this aspect when planning an advertising campaign for each of them.
- 3- Can be exploited from the different cognitive styles such as exploitation opposite dependence, simplification opposite complexity, risk opposite care...etc in presenting a successful advertising message as it is the sensory input of external stimuli by which the individual stores the information until it is used in different situations.
- 4- From the analysis of advertising campaign models we find that When putting men's advertising campaign strategy, it should be concise, use the words of force, prove the facts to suit his psychology, his way of thinking and values, while women should tend to be descriptive and use emotional hints and provide more soft words reaching conviction.

Recommendations:

1-It's necessary to focus and benefit from modern psychological studies of the recipient, which has developed significantly as it is the cornerstone when planning the advertising campaign.

2-It's necessary to link the various sciences (humanity, sociability, technical, technological...etc) to extract results that can be used in the field of advertising.

3- Emphasis that the advertising campaign planner should be aware of psychological nature of both men and women as an essential part of influencing the target audience.

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