

## **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.