

## Using Enneagram Strategy as Convince axes in the design of advertisement message

**Dr. Ghada Elmeadowy**

Lecturer at Higher Institute of Applied Arts

[ghadadessoky@gmail.com](mailto:ghadadessoky@gmail.com)

### **Abstract:**

Advertisement is an important and fundamental component of promotional mixture that essentially aims to effect the consumer behavior and stimulate his motives to take the decision to buy, to have allegiance to the products, services, thoughts and trends. The consumer is considered the main episode in the marketing process. Where at it begins the study of the market and it also ends by measuring the feedback and satisfaction. The consumer is the fundamental engine to the production process and its purpose. The psychologists also devoted their efforts over the years to study the human behavior its motives and the factors affecting it, where many school of psychological and behavioral were created. A lot of theories specialized in personal analysis appeared, importantly the “Enneagram” theory. It’s a method to analyze anything and assimilate any complex process in an easier way and understand any easy process in a deeper way. People are classified as parts of the total system in which each of them completes the others and search for motives, emotions and main thoughts; whereas, the majority of other personal theories are looking for the external behavior without paying attention to its causes. This research will include the applications of Enneagram theory in the field of designing the advertising message that is directed to implement the communicative effectiveness to advertisement message, to make it integrated intellectual building characterized by logical and adopts the target audience point of view. The advertisement message is considered the perfect solution to the problem. From here the importance of this research comes where the Enneagram will address the person character and its applications in the classification of motives, trends of the consumer behavior, moving towards development and the good preparation to the advertisement message, that must be able to transfer thoughts and orient the attitude of the target audience according to the predetermined strategy.

### **Keywords:**

Enneagram, Ad message, motivations.