

Nostalgia using in advertising campaigns

Assist. Prof. Dr. Ghada Mouhmod Ebrahim Ouf

Assistant Professor and Director of Administration

Department of Electronic Education- Ministry of Education.

Dr.ghauf@gmail.com

Abstract:

Every person's life has unforgettable memories, when people are unhappy, they miss their previous lives and will evoke through special memories at a certain time. Some major companies have used the nostalgic marketing approach to achieve the purpose of increasing sales. Nostalgia plays a big role in society, not only in the media but in the products we buy, nostalgia is very strong because it is very personal and talks about things everyone has witnessed and lived with in a movie, song, place, position, etc. It means precious things for the recipient, the power of nostalgia is in the way in which ideas, media and general and common themes can be presented and used to create personal feelings inside each person. Nostalgia makers believe that they can influence consumer behavior emotionally and through images that bring back many beautiful memories from childhood, and consumers believe that feelings of nostalgia are associated with the product, and constitute a large part of their product consumption experience, and this will affect Consumer buying behavior by reviving products linked to past consumers. (Abdullah J. Sultan, 2017). The research found that implement nostalgia in television advertising leads to attracting more attention by faster and simpler ways to reach the audience and make it available to all strata of society, and also the possibility of interacting with advertisement, that works to achieve the required response (Lamia El Kasem. (2019).

Keywords:

Nostalgia, Nostalgic Advertising, Marketing Strategy Nostalgia, Personal Nostalgia.

Introduction:

Nostalgia is the dream of every marketer who seeks to challenge in the field of marketing and advertising, and this makes the message impressive and accessible to a diverse audience. As the pace of modern life accelerates, remembering the past is a kind of complex emotional feeling that plays an important role in advertising, and nostalgia for the past is an effective way to communicate with consumers, and it is a way to express and nurture a culture of nostalgia and to make advertising more attractive and successful (Gao, (2006)).

Statement of the Problem:

The research problem is summarized in trying to answer the following questions:

- What creative methods appear in the Nostalgia Declaration that increases the relationship between the consumer and the product?
- To what extent does the Nostalgia announcement affect the motivation of consumers to purchase the product?

Objective:

The research aims to:

- Learn about many television advertisements that used the nostalgic strategy.

- Identify the repetition of the nostalgia strategy for the same producing companies for years in a row and the methods of working on them.

Methodology:

The research follows the descriptive analytical method.

The time range:

The time range to choose advertising campaigns from 2013 to 2019.

Delimitations:

The research applies to some TV commercials that use Nostalgia's strategy. Advertising campaigns were selected in fields and activities, they are collective with friends and family as an entry point to buy and shop in order to increase product and business sales. This search showed a different ad like Chipsy, Pepsi, Coca-Cola, Vodafone, IKEA, and Banque Misr ads in addition to brand's loyalty.

Theoretical Framework:

Nostalgia:

Nostalgia is a type of complex emotional nostalgia for the past, nostalgia is a compound word derived from the combination of the Greek words Nostos (at home) and algos (pain), and the literal meaning of the word is pain caused by taking the journey back home (Rubo Cui. (2015.)) The origin of the word refers to the Greek language, as it refers to the pain that the patient suffers after his yearning to return home and the fear that he will not be able to do so forever was described as a pathological condition or a form of depression in the beginnings of the modern era and then became a topic of great importance in the romantic period. Mostly Nostalgia is a passionate love of past ages with its characters and events. "Nostalgia" as a concept is "nostalgia for an ideal past", or it is an emotional state that we make in a particular context and at certain times and places ,or it can be described as a retrieval process. Transient feelings, happy moments from memory, and the expulsion of all negative moments. It is a valuable fact that 80% of people feel Nostalgic at least once a week! Experts say that "nostalgia" is a defense mechanism that the mind uses to raise moods and improve the psychological state, so it abounds in cases of boredom or a feeling of loneliness, especially for the elderly, that is, when a person feels that his/her life has lost its value and has changed for the worse, the mind invokes the good memories of the past with its warmth and those emotions give him/her those memories that they need to deal with the current challenges, as they say that the past is the "power of the dead", as Nostalgia is a psychological resource in which people land to restore their lives and feel their value, and it is one of the successful ways to repel depression "temporarily", so you feel that your life is miserable. The value "day". Holbrook (1991), 18, 330-335 believes that the nostalgia consumer has a passion for people, places and things from the past. These things were common in that age since childhood (in early adulthood, adolescence, childhood, or even before birth).

Nostalgic Advertising:

Famous American commentator Robin Chomsky said: "I firmly believe that in order to create first-class advertising we must inject passion into ads, so consumers will not forget." Previous studies of nostalgia show that advertisements have led to good consumer intent for advertising and branding, as well as it helps to improve buying interest. It is a type of advertising that appeals to passion, focusing on the emotional relationship with companies, products and

services, adding nostalgic factor in advertising design that may attract consumers of particular interest, stirring their nostalgia, stimulating their desire to buy Liu, H.Y. and Zhou, Z.M. (2009) This leads to beautiful and warm feelings. Advertising expresses a major change in values, beliefs, behavior, and purchasing patterns and is one of the things that affect people's lifestyles (Usman et al., 2010).

• **Former scholars have studied the conceptual structure of nostalgia consumption, which is recognized and includes:**

1- Personal Nostalgia:

It is a direct personal experience of a person dependent on memory.

2- Interpersonal Nostalgia:

An indirect, memory-based experience that comes from parents, shared experiences and more.

3- Cultural Nostalgia: The aim of it; is to use it through studying the past so that we are able to plan for the future. Whoever controls the past controls the future, and whoever controls the present controls the past. We may find the best way to solve future problems that we find in the folds of the past. We must have full knowledge of our past culture in order to keep pace with our future.

4- Virtual Nostalgia:

On the basis of books, videos and other indirect materials. (Holak , (2006)) Holbrooke believes that consumers feel mixed feelings of nostalgia, which is the spread of young people's favorite things. Creating a nostalgic factor in a product is the key to successful advertising and marketing.

It is not just adding a nostalgic factor to the product, but to use this factor to combine the gain and the product, and the product brand is considered one of the most important scenes or personalities, and in this way we can stimulate consumer feelings, promote and sell more on this basis, and achieve good sales results in the end (Zhu, HF (2013)).

The behavior can be divided into three interactions:

-Emotional Reaction - Cognitive reaction -Behavioral Reaction.

• **Emotional reactions, cognitive responses to nostalgia and nostalgic behavior responses are divided into three stages:**

• **First stage: Emotional Interaction:**

At this point, people are awakened by their inner memory through direct or indirect contact with goods and for communication with themselves and goods, and that occur through attitudes and emotions. Research shows that feelings can be provoked by various nostalgic factors, including people, events, etc., and physical stimuli and stimuli can be invisible (Wildschut. (2006).

• **The second stage: Cognitive Interaction with Nostalgia:**

People who are affected by the aspects and psychological mechanisms that produce a positive or negative attitude towards goods, and we generally call them cognitive responses to nostalgia. And in it, people tend to feel positive nostalgia, affirmation and love of the past applies to the products, and from consumers to meet their emotional needs through consuming a nostalgic product which is the basis of successful advertising.

- **Stage Three: Nostalgic Behavioral Interaction:**

At this point, people begin to feel nostalgic and aware during the event. People's behavior toward the past (cognitive variables) will be associated with the behavior of buying a product that indicates nostalgia, and research indicates that the more people love things in the past, the more likely they are to purchase the product Sierra, J.J. (2007).

- **Nostalgic Marketing Strategy:**

Marketing here focuses on consumers' perception of nostalgia, stirring nostalgia, inspiration, and identifying appropriate triggers to stimulate feelings in order to achieve marketing effectiveness and purpose.

Nostalgic personality: Family and friends can bring back the warmth of memories. The nostalgic nature is the primary motivation for consumers, so companies can take advantage of the nostalgic element in product design and create an intimate feeling for marketing purposes (Rubo Cui. 2015).

Collective nostalgia: Collective nostalgia refers to a set of shared memory, as an entry point for purchase and shopping, and promotional activities undertaken with nostalgia can play a good role in marketing. Memories of this group can be found and conjured together and the influence of frequency. In order to increase product and business sales (Wang, G.L. and Zhang, W. (2011).

These are the advertising campaigns in which nostalgia appears through "Imaginations" series by photographer TOM HUSSEY depicting the elderly in a moment of reflection in front of the mirror to remember the beautiful past.



Nostalgia invades us during important holidays, seasons and events, reminiscent of our past conditions and what we were. We feel that delicious and painful yearning for the past. Feelings, senses, dreams and delusions affect consumer behavior, and the feeling gives the feeling of enjoyment that accompanies the consumption experience.

Scientists recently studied the feeling of nostalgia, and found that this feeling has a positive function, as it improves moods and perhaps mental health as well. Our spirits and sense of vitality, and it reinforces a greater sense of self-continuity by increasing the sense of social connectedness, as emotional memories often include our loved ones, which can remind us of a social network that extends to many people over a number of time periods. This feeling gives its owner a sense of vitality, activity and high spirits, and there are many ways in which people feel nostalgic for the past, including: looking at pictures, cooking certain meals, sharing memories stories, or playing music. People have clung to this phenomenon called Nostalgia or what is known as nostalgia because it is remarkable, as well as because it is a more than a wonderful marketing idea. The phenomenon of employing nostalgia or reviving pictures of the

beautiful past that occupies the throne of happy memories has recently swept the world of marketing. Many companies have taken to reviving the artistic and advertising production of previous generations by employing personalities, vocabulary and events from the past and presenting them with a modern touch that reflects the life we live in today. The phenomenon of intermarriage between old and modern and linking the past and the present is spreading in the field of marketing globally and finds resonance quickly in the Arab world and is one of the innovative marketing ideas that help in providing the product and services in an innovative and distinctive way and then digging the brand name in the consumer's memory for a long time, and mostly Nostalgia is a passionate love of the past ages with its characters and events. Arabs may be among the people most attached to the past and calling for the preservation and revitalization of heritage. Many propaganda campaigns that reclaim people who have left our world.

The companies that have distinguished this phenomenon in their advertisements are:

* Pepsi ads since 2013 have wonderfully caressed our feelings, and made many of the generation of the eighties cannot resist the situation in which the advertisement puts them through when seeing "Amo Fouad", "Bouji, Tamtam", "Nili" and many of our happy childhood memories, making them smiling involuntarily while watching the advertisement. Nostalgia for the past was considered a neurological disease in the past, as it causes loneliness and depression for some individuals, especially those who do not have strong relationships with those around them, and it is the mistake that "Pepsi Company" made in the 2013 announcement and 2014, the ad was carrying only beautiful memories of the past, which caused pain for those living in the present Of their lack of those sensations, which makes caused more rejection to their present.

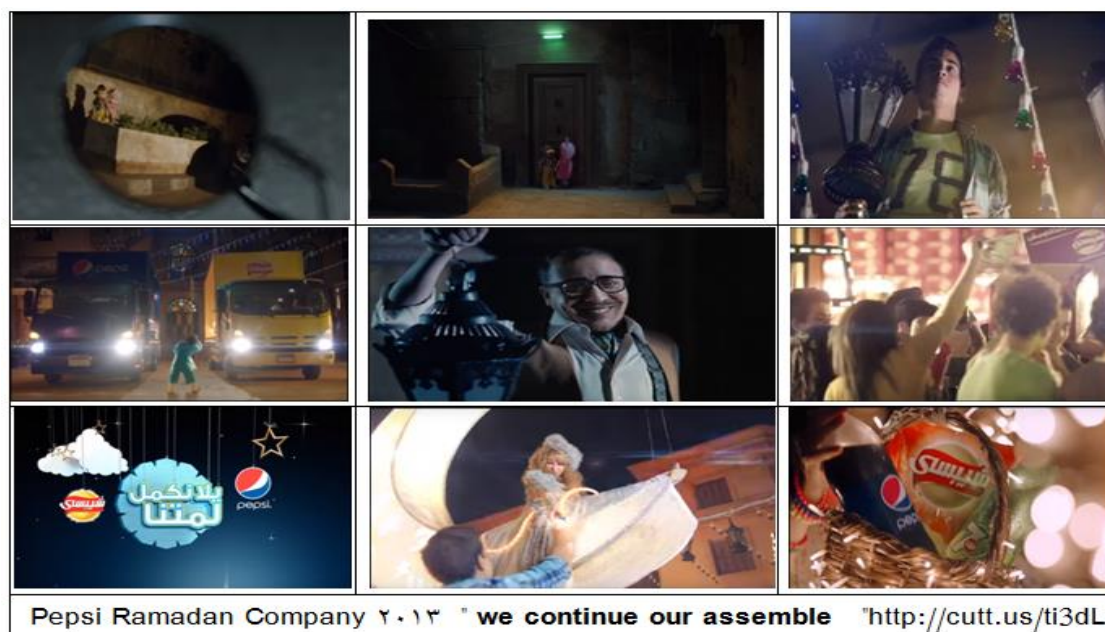
<http://cutt.us/4XXQy>

PepsiCo is a pioneer in the employment of nostalgia, and its Ramadan advertisements include symbols of art from previous generations who occupy a lot of nostalgia and respect in the mind of the recipient.

• (Pepsi-Chipsy Company Ramadan 2013, "Let's continue to our mother").

You reach a message in Ramadan, gather together to bring back for you, the most famous Ramadan characters: Nelly, Amu Fouad, Bouji and Tamtam. Under the slogan "Let's complete our beloved."

These are the advertising campaigns that show nostalgia for the past through the appearance of the most famous personalities in Ramadan.



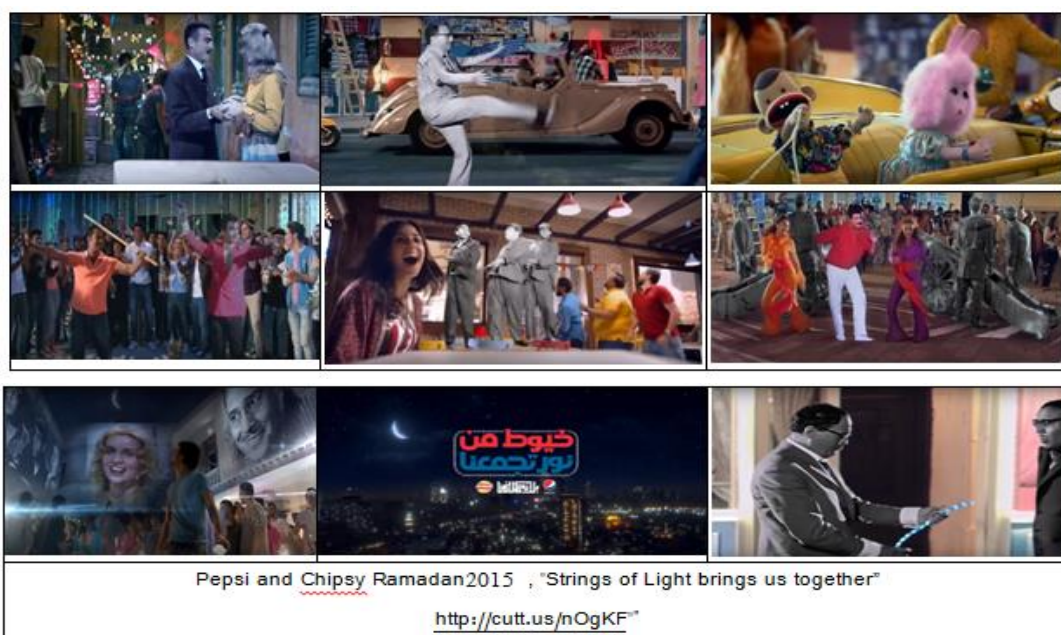
• An advertising campaign for Chipsy and Pepsi Ramadan 2014, under the slogan "Come on, we continue our assemble". They are new lyric words that ask people to care about their own memories with each other and do not forget them because they are the beautiful past that they lived and the present they are in. The idea of advertising was based on mixing black and white scenes with a direct scene from the present to show that our memories always live with us and life continues.

The advertisement is full of art and sports stars in Egypt, such as Samir Ghanem, Sherine and George Sedhom, their master in the theatrical clothing for the play "the married couple".



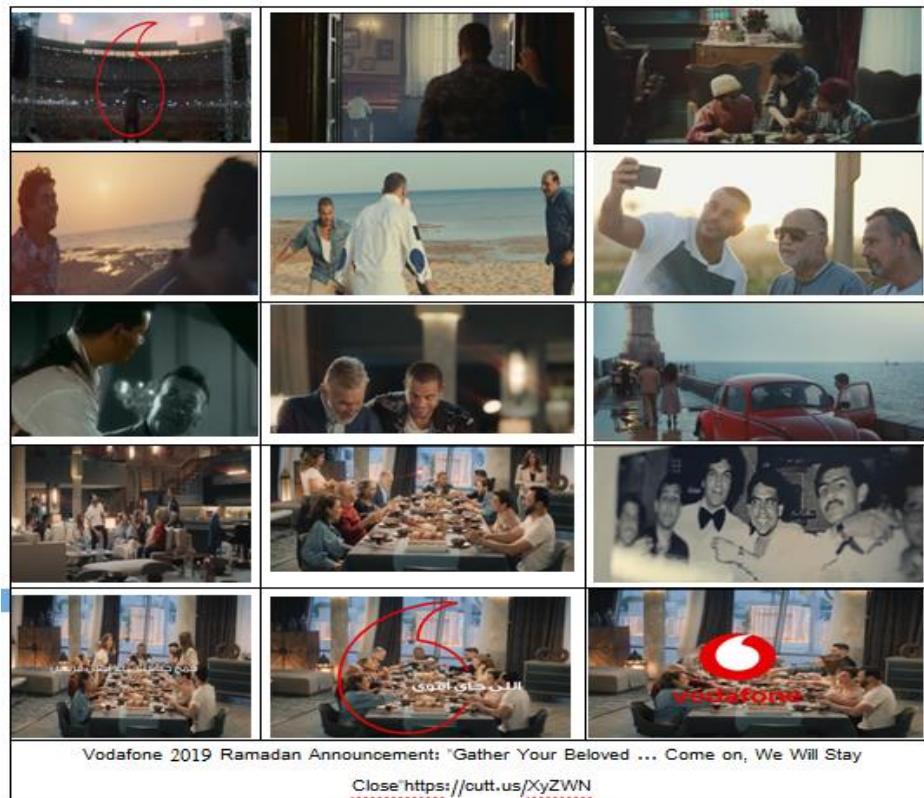
With the title "Let's continue to our motherland," these stars recalled their memories as they saw their old photos and memorial holdings, after which they visited old business comrades and reunited with family and friends after a long absence. To address the conscience of their fans from the "Nostalgia" portal, as the players of the historic Egyptian team that appeared in the 1990 World Cup in Italy appear again, despite their advanced age, dressed in the national team uniform in simulation of the famous Netherlands match and the goal of Magdy Abdel-Ghani, in the same way the singers Hamid El Shaery and Hisham Abbas performed the memories of their songs, the old friends have the same clothes that they wore in the video clip of the song "Halal Alyek" in the 1990. These are ad-based campaigns for scenes that combine old and modern with the same characters with the use of snapshots of old photos, old brides and motifs. But the company addressed this problem in its new 2015 announcement, as it began to link the state of nostalgia with contemporary signs, until you close that gap and connect your positive feelings that these memories have generated for you with the present as well (<http://cutt.us/4XXQy>).

The director summoned some beloved icons and artistic characters such as "Fouad Al-Mohandes and Abdel-Moneim Madbouly", "Sabah and Ahmed Mazhar", "Ahmed Zaki dancing with his son" and "Samir Ghanem is displaying part of his show in "Fawazeer Ramadan" while preserving the modern background with its heroes and scenes. The ad has a lot of movement and colors.



•While maintaining the very strong link between the old and the modern with the use of the special colors of all time, and this is what made the advertisement attract the viewer in a great and wonderful way, and the advertisement aims to deliver a message that the past never dies, so we can be with someone in this world under The slogan "Strings of Light brings us together" These are ad-based campaigns for scenes that combine old and modern characters together, Using snapshots of old photos, old brides and decorations of Ramadan.

An advertising campaign for Vodafone Ramadan 2019, under the slogan "Gather your beloved ones ... Come on we stay close"



It is a full life that we lived in minutes and moments that Amr Diab excelled in the announcement because it was an essential part of the situation that combines the old and the new with friends and relatives, combining memories and for each memory of the story there is a summary of our lives. The ad has an idea that coincided with the holy month mixed with the smile and happy moments that we lived with the songs and bands of the artist.... Thank you Vodafone, and the restoration of beautiful memories is one of the forms of the spiritual moment that we live in Ramadan. Then this wonderful artwork touches the chord of memories in every heart from the first night. "Collect your loved ones ... may we stay close" These are ad-based campaigns for scenes that combine old and modern characters together. Using snapshots of old photos and places.

• IKEA launched Home Furniture.

Its new marketing campaign, with the slogan **"More Family Times Around the Dining Table"**, with this campaign IKEA has reproduced the most widespread classic art paintings in the world. The nineteenth century paintings as the "Eat the Potato" painting by the Dutch artist Van Gogh and the "lunch" for Renoir were all remodeled in a modern spirit. These paintings turned into photographs taken with the latest cameras available today, and changed folkloric costumes and other details to a modern one. However, despite this, the company was keen to preserve the same features and atmosphere of the old paintings entrenched in the minds of the public.

The painting is an invitation to relax, in which artists try to rediscover the simple pleasure of cooking, eating and being together. These are ad-based campaigns for scenes that combine ancient and modern through clothing and lighting.

Great message! The real value is social interaction and communication.



- A student at the university also released a video that he created to answer the question "How does nostalgia in advertising affect the brand's loyalty of the consumer?" The video contains many brands like Internet Explorer and McDonalds. These are ad-based campaigns for scenes that combine ancient and modern through the most famous ancient brands



•A trailer advertising movie is a love letter to classic Hollywood, La La Land achieved in 2016 a huge box office success, winning six academic awards, and achieved \$ 450 million at the box office, despite a budget of \$ 30 million. Although this picture is placed in the modern world, it is a warm look back and plays on one of our strongest emotions which is nostalgia for the past. The film itself is a love letter to classic Hollywood, full of cutting songs and dancing. These are ad-based campaigns for scenes that combine ancient and modern through the most famous songs, clothes and dancing moves.



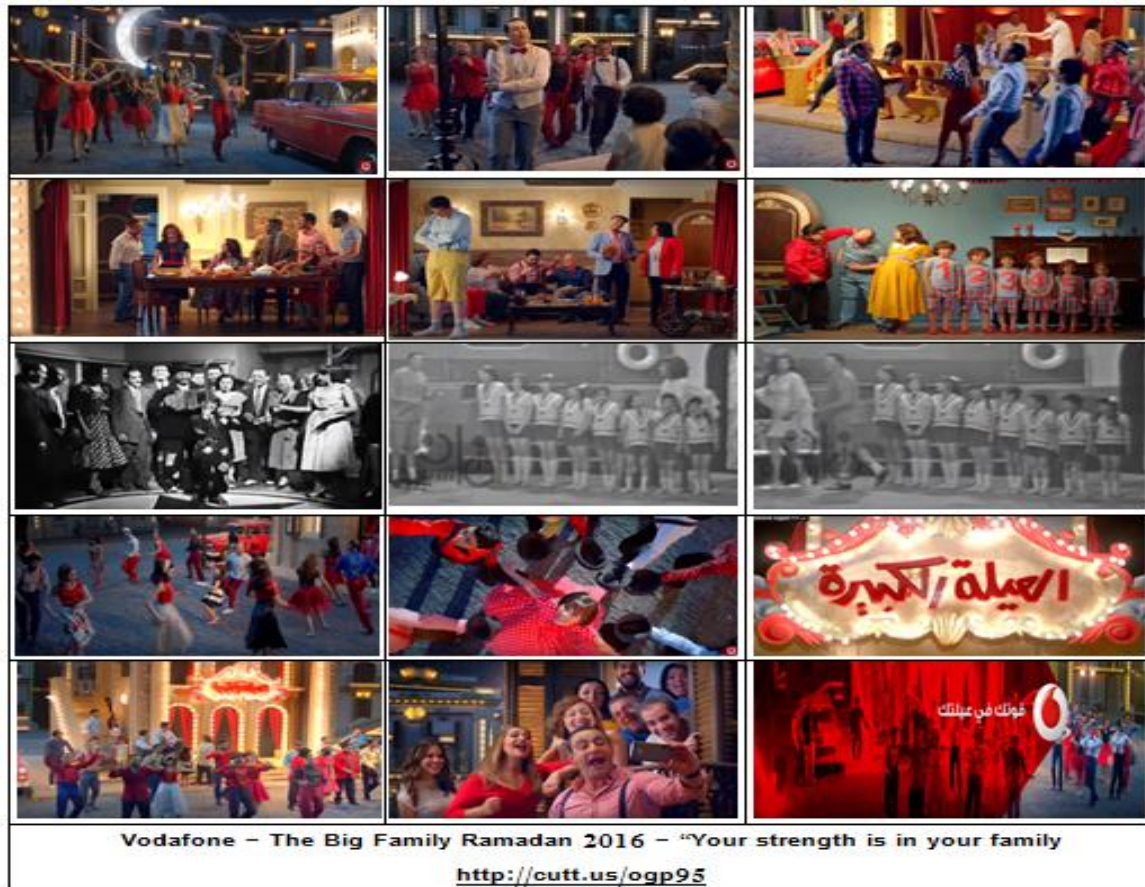
Google's initiative (Coca-Cola) Project ReBrief to reproduce more innovative and creative ads: In 2012, Google, in cooperation with four international brands, launched the Project ReBrief initiative to reproduce their most innovative and creative ads. The project aims to convert old classic advertising ideas into the digital age and present them in the consumer language of the third millennium. Through this initiative, Google seeks to take advantage of the experience of former directors and marketers and use modern technology that was not previously available in producing new formulation of old ads to unleash happy memories in starting again and sharing them with those who did not live with us the same events or time period. Among the companies contributing to this initiative is Coca-Cola Company, where it has reproduced one of its first commercials in order to promote its campaign that enables people to send Coca-Cola bottles to a stranger in different cities around the world through the use of mobile applications. It was showing for the viewer how Coca-Cola's "Hilltop" was redesigned. Now you can send Coke to a stranger across the world from your phone. These are ad-based campaigns for scenes that combine ancient and modern through the most famous ancient brands.



This was not the first time that nostalgia has been played in marketing in recent years, especially in the blessed month of Ramadan, various advertising campaigns have been brought back to reclaim memories.

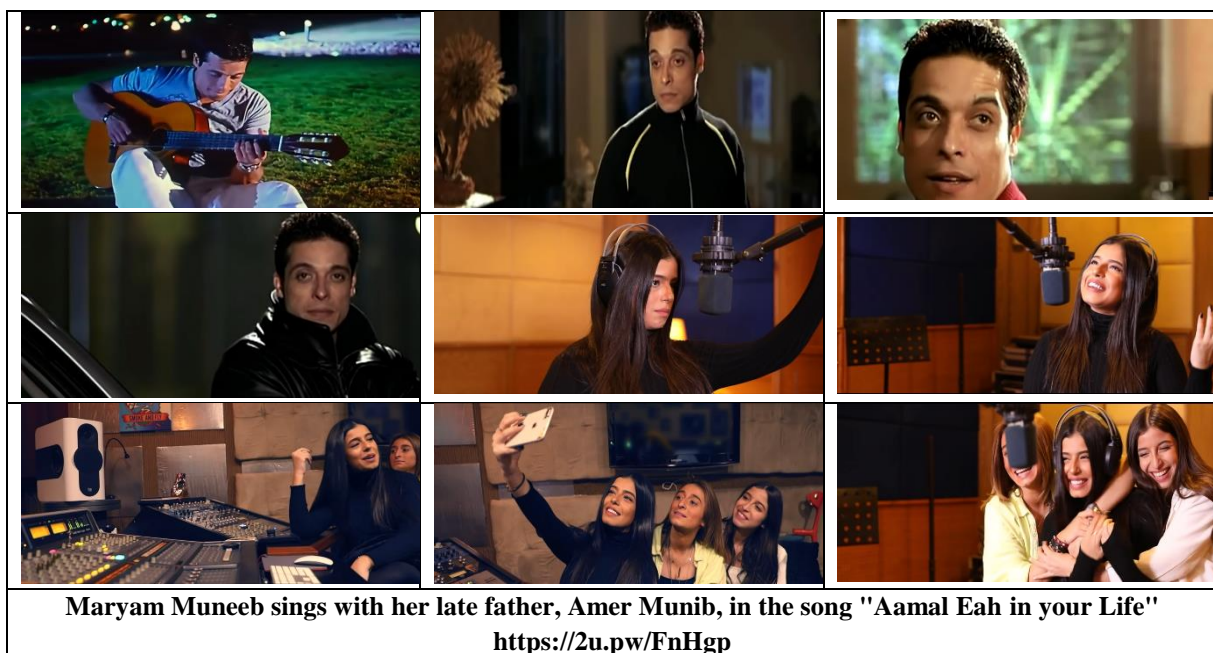


Advertising campaign for Vodafone - The Big Family - Ramadan 2016 under the slogan "The Big Family" The campaign is a group of characters wearing clothes from the past time and shows several things such as an old model car with a background of the music of the song "The Big Night" and the installation of a modern song on it with accompanying singing from many stars of singing and acting, and the advertisement displays the same song, with a reminder to the viewer in every run with clips of some movies and plays that are popular with scenes such as the appearance of (a scene from the play "Music in the Eastern District" by Samir Ghanem and his daughters) and a scene from Anwar Wajdi's movie wearing a striped t-shirt with the show along with Fayrouz. In your family" .



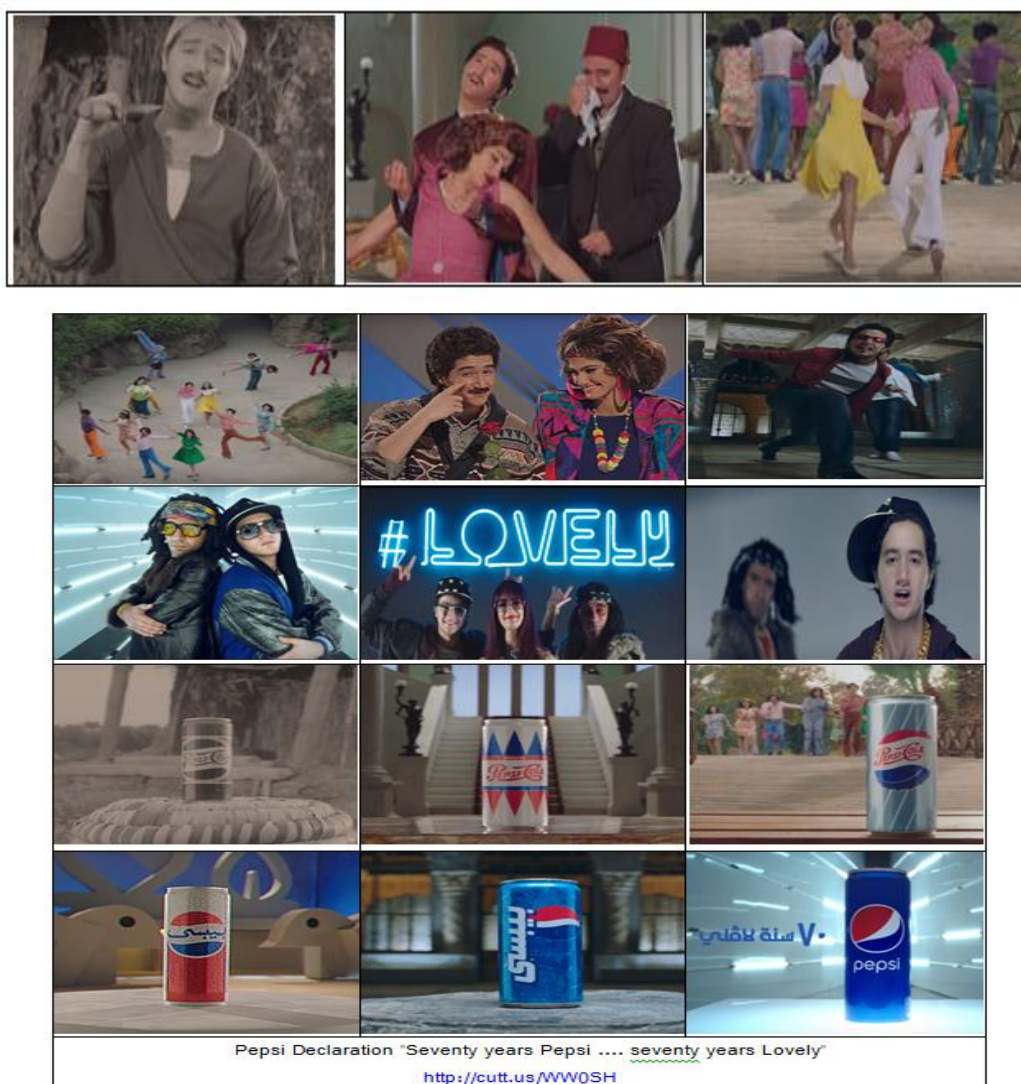
Nostalgia plays a big role in society, not only in the media that we consume and the institutions we deal with but also in the products we buy. These are ad-based campaigns for scenes that combine ancient and modern through the most famous ancient dancings, movies and plays.

Maryam Muneeb sings with her late father, Amer Munib, in the song "how are you doing in your Life?" which is a successful and emotional idea that shows the merging between the past and the present in a refined images and wonderful words 11/2019.

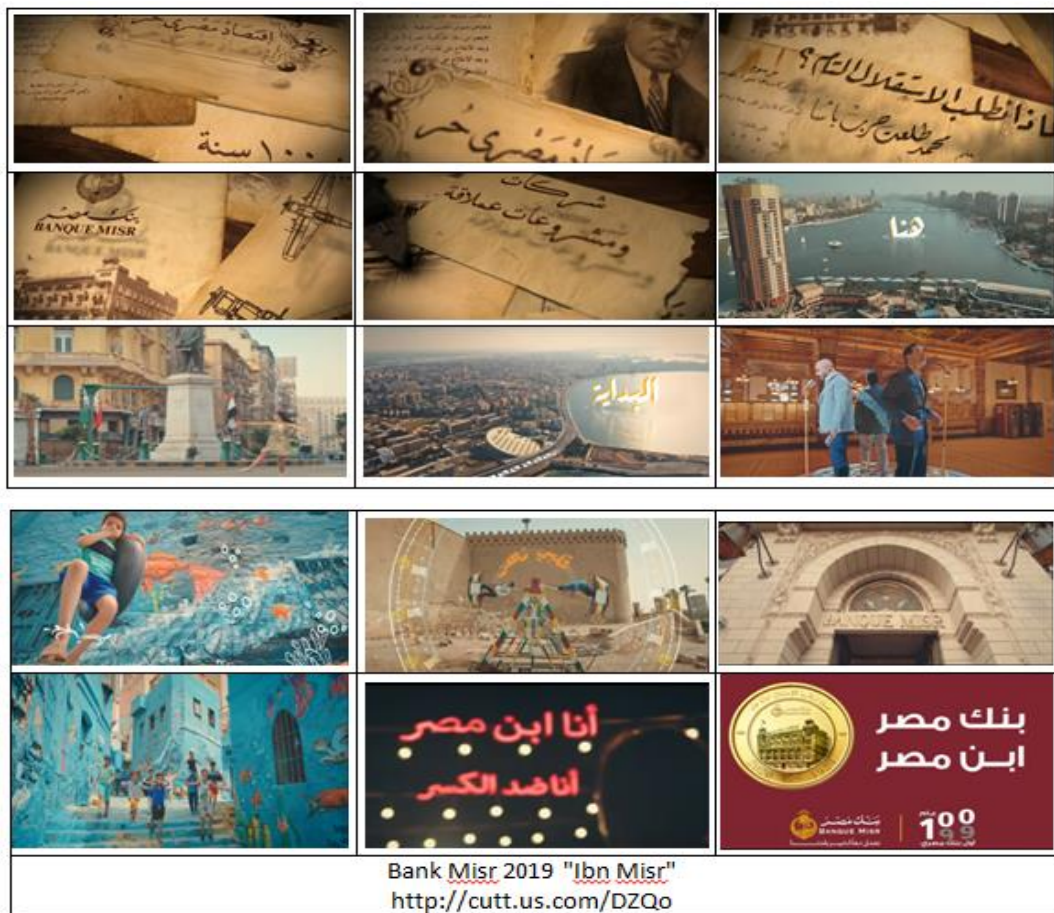




* Pepsi Declaration "Seventy years Pepsi seventy years Lovely." These are ad-based campaigns for scenes that combine ancient and modern through clothes, dancing, expressions haircuts and accessories.



- **Advertising campaign for Banque Misr 2019 "Ibn Misr=" son of Egypt"** These are ad-based campaigns for scenes that combine ancient and modern through Newspapers, old formats and places.



Reasons for the spread of the nostalgia phenomenon:

First - reviving memories and renewing positive emotions.

It is a type of marketing that mixes the past and the present. It is one of the most successful marketing ideas that move the feelings of the recipient positively. People often remember their past positively and long for the days that have passed, even if they are not better than their present, and give them a feeling of reassurance, unlike the future they are ignorant of! Employing nostalgia in marketing campaigns takes us to the moments that put a smile on our faces whenever we remember them. This contributes to the renewal of these positive feelings and enhances the sense of reassurance by reintroducing people and vocabulary familiar to people.

Second - creating a link, thanks to modern technology.

The employment of nostalgia enables us to dive into a sea of ideas, arts and music that previous generations have created in their production and then present them in a modern way by using the available technology in line with the spirit of the age in which we live today. This would create a new link between different age groups and extend the life of art and creativity over time.

Third - preparing a new generation.

Renewing and reviving the productions of previous generations helps today's generations get to know these creations, ideas and the nature of life in the past. All of this would prepare a new generation of marketing and advertising experts familiar with what was going on in the past, helping them determine market trends, requirements and tendencies of the receiving audiences and how to communicate with them.

Results:**The researcher reached the following results:**

1. The products and goods that are presented with the strategy of nostalgia are in fact past life experiences and permissible for self-satisfaction.
2. Nostalgic marketing can only target consumers who have suffered from nostalgia because it works to affect feelings, senses, dreams and delusions, and on consumer behavior, sensation and the pleasure that accompanies the consumption experience.
3. To make advertising nostalgia successful, the first step is to arouse feelings of nostalgia for consumers, and thus produce cognitive nostalgia, then nostalgia for consumer behavior to show the psychological needs of consumers.
4. The researcher concluded that exposure of clients to the case of nostalgia raises their purchasing desire because it represents their memories, and makes them ready to pay money more easily in exchange for the acquisition of the things that deliver them to that case.
5. The focus on old memories as long as they were positive and beneficial." Announcements are an introduction to beautiful memories, these types of advertisements present the social societies of the past that we have begun to have mercy upon when we remember them.
6. The use of nostalgia in television advertisements is more effective because it is composed of images, movements, music and words, graphics, characters and symbols. Nostalgic ideas can be presented very clearly and communicating with each other as it has a goal effect that can be repeated in many ads.
7. The most appropriate way to deal with "nostalgia" and reap its benefits and avoid its consequences is to remember the past while preserving the present, remember your past and create your present and your future.

Recommendations:

1. Making ads for products that aim to connect people with wonderful memories in the past as well as educating them, and the biggest challenge for the developer of such marketing plans is to target the right segment with a high-quality product and show the development of its brand and design.
2. Redesigning products, their shapes, methods of designing and packaging them to serve the idea of nostalgia. For example, there are old products distinguished by their tempting antique forms that can be combined with modern products, so we can produce wonderful products that remind people of the past.
3. We can use old product packaging methods to remind them of the past, to show the creativity of companies in producing products that exploit the idea of nostalgia.
4. When making the announcement, we must discuss the positive impact on the soul, and show the overall feelings of the country, family and friends, so we are looking to add a feeling of happiness, safety and reassurance, with the need to emphasize the yearning for a great future.

References:**References in foreign language:**

1. Abdullah J. Sultan (2017), "Development and validation of a multi-dimensional scale for nostalgia proneness in Kuwait", Arab Journal of administrative sciences, Vol.24, No.1, pp.107-124.
2. Gao, H. and Lu, T.H. (2006) Western Consumers Nostalgia Research Review. Foreign Economies and Management, 28, 26-33.
3. Holak, S.L., Havlena, W.J. and Matveev, A.V. (2006) Exploring Nostalgia in Russia: Testing the Index of Nostalgia. Proneness. European Advances in Consumer Research, 7, 33-40.
4. Holbrook, M.B. and Schindler, R.M. (1991) Echoes of the Dear Departed Past: Some Work in Progress on Nostalgia. Advances in Consumer Research, 18, 330-335.
5. Lamia Abd El Kreem Kasem. (2019) Implement Nostalgia in Building Advertising Message "A Study on Television Advertising in Egypt", Jornal of Architecture, Arts and Humanistic sciences, The tenth issue MJAF_ Volume 3_Issue (2) _Pages 482-494.
6. Liu, H.Y. and Zhou, Z.M. (2009) Nostalgia Marketing in Turbulent Era. Sales and Marketing, 34, 52-54.
7. Rubo Cui .(2015) Journal of Service Science and Management, 8, 125-131
8. Sierra, J.J. and McQuitty, S. (2007) Attitudes and Emotions as Determinants of Nostalgia Purchases: An Application of Social Identity Theory. Journal of Marketing Theory and Practice, 15, 99-112. <http://dx.doi.org/10.2753/MTP1069-6679150201>
9. Usman, M., Ilyas, S., Hussain, M.F. and Qureshi, T.M. (2010), "General attitude towards advertising: cultural influence in Pakistan", International Journal of Marketing Studies, Vol. 2 No. 2, pp. 124-34.
10. Wildschut, T., Sedikides, C., Arndt, J. and Routledge, C.D. (2006) Nostalgia: Content, Triggers, Functions. Journal of Personality and Social Psychology, 91, 1-59. <http://dx.doi.org/10.1037/0022-3514.91.5.975>
11. Zhu, H.F. (2013) Promotional Activities Planned and Executed. China University of Technology Press, Beijing.

Internet sites:

- Asmaa Abdul Azim. "Nostalgia - Nostalgia for the Past and its Health Impact on People" 25 June 2015 .web site <http://cutt.us/4XXQy>
- Farah Al-Suhail: "Employing Nostalgia in Marketing Campaigns... a "Guaranteed "Way to Attract Customer's Attention" 4-6-2017 <http://cutt.us/dvzJq>
- Vodafone Ramadan Announcement 2019
https://www.youtube.com/watch?v=guLORQtCp_U