

Nostalgia using in advertising campaigns

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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.