

Philosophy of design thinking as a creative methodology for designing interactive advertising campaigns

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Abstract:

This study deals with design thinking as a creative methodology that aims to solve design problems and employ it to design and produce interactive advertising campaigns that serve the advertising goal. This study deals with four sections; the first section dealt with design thought's nature, emergence, stages, and importance. The second section reviewed instructiveness in advertising campaigns and the importance of interactive advertising campaigns for both the advertiser and the user. The third section discussed the creative strategy for designing advertising campaigns through design thinking, in which the creative methodology presented in designing interactive advertising campaigns through design thought. Finally, the fourth section included the analytical study that dealt with two interactive campaigns in Saudi Arabia, particularly the "Spirit of Saudi," the campaign of the Ministry of Tourism, and the ten-plus-year campaign of the "Shawarmer" Fast Food Company. The most important results of this study signified that the design of interactive advertising campaigns requires an organized methodology characterized by creativity and innovation to achieve the desired effect and goal. In addition, design thinking is a creative methodology that contributes to finding innovative approaches to designing interactive advertising campaigns. To sum up, the study suggests conducting more Arabic studies on design thinking as a creative approach applied in all fields. Further, adopting a creative strategy in employing design thinking to design interactive advertising campaigns in advertising agencies.

Keywords:

creative strategy - interactivity - interactive advertising campaigns - philosophy of design thinking

Research introduction:

The Kingdom of Saudi Arabia is currently going through the highest levels of development that it has ever reached, since its founding by the late, God willing, King Abdulaziz bin Abdulrahman Al Saud. This development includes all aspects of life and society, exemplified by the vision of the Kingdom of Saudi Arabia 2030, which is considered the decisive turning point in which it is heading towards more economic, social and cultural development, in addition to strengthening its place on the map of Arab, Islamic and global identity.

Interactive advertising campaigns are characterized by ease of access to all segments of society, their attractiveness and ability to persuade, because they are easy to display in attractions, such as screens, banners and various social networking sites, to achieve their most prominent interactive goals.

Accordingly, the design of interactive advertising campaigns requires a methodology that helps in achieving its goals, and presenting them in an organized manner characterized by creativity and innovation, to achieve the desired effect and goal for the target groups, so the researcher believes that the design thinking methodology can be used in designing interactive advertising campaigns in the Kingdom of Saudi Arabia, as it is a philosophy with an organized strategy that contains many tools and methods that can be employed in designing an interactive advertising campaign and achieving its goals with creativity and innovation.

Research problem:

The research problem is defined in the following question:

How can design thinking be used in designing interactive advertising campaigns in the Kingdom of Saudi Arabia?

Research Objective: The research aims to:

Studying the philosophy of design thought and benefiting from it in designing interactive advertising campaigns.

The importance of the research: The importance of this research is to: Take advantage of the design thought as a creative methodology for designing interactive advertising campaigns, by employing its iterative stages, methods and tools.

Research hypothesis: The research assumes that the study of design thinking and its use in the field of interactive advertising campaigns can contribute to effectively achieving the goals of the campaigns.

The search parameters:

Time limits: interactive advertising campaigns in the period after the adoption of the vision of the Kingdom of Saudi Arabia 2030.

Objective limits: interactive advertising campaigns.

Spatial boundaries: Saudi Arabia.

Research Methodology: The research follows the descriptive approach of selected models of interactive advertising campaigns in the Kingdom of Saudi Arabia, to identify the importance of design thought and its role in achieving its objectives.

Search terms:

1. Design Thought:

Design thinking is a thinking methodology that uses the designer's sensitivity and methods to analyze problems and find appropriate solutions to them through tangible creative products that are commensurate with the needs of the beneficiary and of value to society. (Al-Anzi and Al-Omari: 2017 AD)

Sarah Beckman and Richard Barry define design thought as: "The process of employing tools and practices, in order to create practical and creative products and solutions to solve problems, meet the needs and desires of society, and develop it, so that the designer has the ability to design." (Beckman & Barry: 2007s)

Procedural definition of design thought: It is a thinking methodology that enhances creative skill that combines empathy and creativity to generate innovative ideas that contribute to solving problems, and the skill in embodying them through prototypes.

2. Advertising campaigns:

Abdul Razzaq Al-Dulaimi defines advertising campaigns, in his book *Communication Sciences in the Twenty-first Century*, as: “A series of different advertisements or one advertisement in one or more media, united by one goal and targeting a specific audience and based on a period of time that may be long or short depending on the company’s goal in this campaign, and often uses repetition and intense advertising discourse to achieve the company’s goal of this campaign, which may be introducing a new product, enhancing the image or sales of an old product, or working to change or strengthen the image of the company or product in the minds of the target audience of its advertisement. (Al-Dulaimi, Abdul Razzaq: 2015 AD)

As Zuhair Abdul Latif defines it as: the program planned and defined by the advertiser to current and potential target consumers, and includes a set of carefully planned operations and efforts, which seek to achieve specific goals. (Abed, Zuhair: 2014 AD)

3. Interactive:

Wiener 1950 defines it as an idea of reactions and a means of controlling the communication system (Nasr, Hosni: 2009), and Ha and James 1998 defines it as the extent to which both the communicator and the user are able to respond to each other mutually. (Shehata and Muhammad Shata: 2018 AD)

It is the expression of the extent of exchange through a series of communication, where each message is linked to the previous messages, and thus the communication is considered interactive when it is mixed with a high degree of response and reaction, and this response appears when the user plays the role of the sender and responds to the original message, and this response represents the main component of interaction , and then the communication does not become unidirectional, but rather a dynamic between the sender and the receiver. (Al-Saadawi, Duaa: 2019 AD)

4. Interactive advertising campaigns:

Advertising campaigns that involve displaying information through digital technology-based means, and conducting relatively instantaneous interaction between marketers and consumers through the use of digital technologies. (Al-Saadawi, Duaa: 2019 AD)

Leckenby & Li defined it as a paid or unpaid presentation of the promotion of products, services, and ideas through an identified sponsor through media outlets involving mutual actions between consumers and producers. (Al-Saadawi, Duaa: 2019 AD)

The researcher defines the design of interactive advertising campaigns as: “The design process that aims at creativity to achieve interaction between the user and the advertising message, through the use of technology and aesthetic sense, by a designer with experience in designing behavior, user experience and its interface, and multimedia and its types.

Results:

The researcher reached a number of results, which are:

1- Interactive advertising campaigns have a stronger impact and effectiveness than traditional campaigns because of the multiple characteristics that interactive provides in enriching the content, and making the user in a state of continuous interactive dialogue with the advertisement in its various forms and means.

- 2- Interactive advertising campaigns have a positive impact on both the advertiser and the user.
- 3- The design of interactive advertising campaigns requires an organized methodology characterized by creativity and innovation, to achieve the desired effect and goal.
- 4- Design thinking is a creative methodology that contributes to finding creative and innovative approaches to designing interactive advertising campaigns.
- 5- Employing the stages of design thought and benefiting from its methods and tools helps to formulate the idea of an interactive advertising campaign and achieve its goals.
- 6- Design thinking represents an organized creative methodology that can be used to enhance the impact and effectiveness of interactive advertising campaigns in Saudi society.

Recommendations: After studying the design thought and designing it as a creative methodology for designing interactive advertising campaigns, the researcher reached a number of recommendations, the most important of which are:

- 1- Conducting More Arabic studies that deal with design thought as a flexible approach that can be applied in all fields of science and knowledge.
- 2- The necessity of conducting a practical application to study the impact of the design thinking methodology on interactive advertising campaigns, in order to find out the strengths and weaknesses, and try to improve them.
- 3- Interest in studying design thought in design institutes and academies in the Kingdom of Saudi Arabia.
- 4- Establishing a specialized body to study and apply design thought in various fields in general and advertising design in particular in the Kingdom of Saudi Arabia.

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