

Influence of the advertising idea using the empathy strategy in digital advertising

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Abstract:

The emotion of the recipient for the digital advertisement consists of a set of feelings and impressions that control their behavior resulting from the interaction by watching the advertisement, where strong emotions lead to impressions that result in feelings within themselves to be formed and become emotion. The effectiveness of advertising, until the charitable advertisements that depend on collecting donations appeared through arousing sympathy with the groups, hoping to help them by presenting an advertising idea that broadcasts the spirit of kindness and sympathy, where the problem of research lies in how the empathy strategy can be used in building the advertising idea, and what is the role Emotion in influencing the recipient's sentiment, and whether the empathy strategy can have a positive or negative role with the recipient, and the research aims to shed light on sympathy emotion and its effect in advertising. In Egyptian society, the research assumes that using empathy as an advertising strategy increases the effectiveness of the success of the above idea because the exaggeration in the use of empathy strategies may lead to a negative impact on the success of the advertising idea of the advertisement, and the research follows the analytical descriptive approach by analyzing models of Egyptian advertisements to emphasize the effective role of using empathy strategies within the design of the advertising idea of the advertisement, and the research results that good use The advertising idea with the luring of human emotions contributes to increasing the effectiveness of the advertisement as it depends on the strength of the advertising idea and its suitability for the recipient, his environment, his culture, and its connection with the selling point of the product or service, and the use of sympathy in advertising works on an impressionistic emotional response that is linked to the occurrence of a painful circumstance and is linked to human feelings greatly.

Keywords:

Empathy -Advertising Idea - digital advertising

Introduction:

Emotion is a set of feelings and impressions that control human behavior, and strong emotions may lead to taking positions that the recipient does not always want to do. Collecting donations by arousing sympathy with the groups who are requested to help them by presenting an advertising idea that broadcasts the spirit of sympathy and kindness.

Research problem:

The research problem lies in trying to answer the following question:

How can the empathy strategy be used in building the advertising idea?

- What is the role of emotion in influencing the conscience of the recipient?

Can the empathy strategy have a positive or negative role with the recipient?

Search objective:

The research aims to shed light on the emotion of empathy and its impact on advertising through the strategy of empathy in the advertising idea.

Research Importance :

The importance of the research is clear in clarifying the effect of using empathy as an advertising strategy in the Egyptian society.

Hypothesis:**The search assumes that:**

- 1- Using empathy as an advertising strategy increases the effectiveness of the success of the advertising idea.
- 2- Stirring up positive emotions in the advertisement contributes to increasing the response of the audience receiving the advertisement.
- 3- Exaggeration in using the empathy strategy may lead to a negative impact on the success of the advertising idea of the advertisement.

Research Methodology:

The research follows the descriptive analytical method by analyzing samples of Egyptian advertisements to emphasize the effective role of using the empathy strategy within the design of the advertising idea.

Search Limitation:

The research depends on the objective limits of the advertisements of charitable institutions, as well as on the digital advertisement so that it is a mobile digital advertisement.

Search results:

- Good use of the advertising idea with the inclusion of human emotions contributes to increasing the effectiveness of advertising, as it depends on the strength of the advertising idea and its relevance to the recipient, his environment and culture, and its connection to the selling point of the product or service.

- Effective use of empathy strategies works to leave a positive impact on the receiving audience, and then the success of the advertising goal.

The use of empathy in advertising works on an impressionistic emotional response that is associated with the occurrence of a painful circumstance and is closely related to human feelings.

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