

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