

The effect of creating curiosity theory (information gap) in teaser advertising campaigns on recipient behavior

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Abstract:

Advertisers use teaser ads to introduce a new product or to attract attention to an upcoming ad campaign for an existing product. The teaser campaign operates on the simple premise of the need to capture attention before the brand's story can be told. It persuades the recipient audience to create and develop their curiosity for the unbranded product, and make them talk about the advertisement in order to satisfy their curiosity. This "curiosity for news" trend pushes the Teaser campaign ad forward as the mystery is exposed in a series of segments. These advertisements arouse curiosity and appeal to the behavior of the recipient and adopt their orientation towards the purchase decision.

One of the modern theoretical treatments of curiosity is the "knowledge gap" perspective, also referred to as the "information gap." Curiosity is created when the recipient became aware of the shortcomings in their knowledge. Awareness of the knowledge gap results in an excessive feeling of discomfort that can only be alleviated by obtaining the necessary information to bridge the gap, resulting in an intense desire to modify the knowledge structure of the recipient. Curiosity manifests itself in the desire to seek knowledge. It is only created when the gap in knowledge is perceived as manageable or moderate, the recipient has some 'cue' that helps him relate the lost information to knowledge that is already in the field. The extent of curiosity will be stronger when the knowledge gap is more moderate than when the knowledge gap is very low or very high. Therefore, the research recommends the need to study the theory of creating curiosity (information gap) in teaser advertising campaigns, because they help influence the behavior of the recipient to respond to the advertising message in a positive way. This paper focuses on studying the information gap theory to create curiosity. Moreover the impact of creating curiosity on target audiences of teasing advertising campaigns.

Keywords:

Information Gap Theory, Creating Curiosity, Teaser Advertising Campaigns, Recipient Behavior