

## Utilizing Empathy Philosophy in Advertising Design

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### Abstract:

The research focuses on studying the philosophy of empathy and how it is employed and utilized in advertising design. Empathy is one of the most effective ways to communicate with someone and leave a lasting impression on them. Empathy can be an entry point for designing the advertisement so that the designer places himself in the place of the recipient and the audience, and thus he can learn more deeply about the opinions and behaviors of the audience and their trends by asking them directly about their desires, hopes, pains and goals. Empathy also means that the designer is aware of the recipient's feelings and emotional state when interacting with the advertisement presented. Thus, empathy-based design research, such as the empathy map, aims to find common ground with the audience to apply the concept of empathy, and then formulate advertising ideas in light of the feelings and desires of the recipient, the requirements and objectives of the advertisement. Hence, the research problem lies in identifying the philosophy and theories of empathy and how they can be used and employed in advertising design to build advertising ideas in light of the concept of empathy, as well as addressing the use of the empathy map in understanding the recipient, and how the advertisement can be formulated in light of the emotion categories classification scheme. The research aims to benefit from the principles and theories of sympathy, as well as the empathy map as a way to reach a deep understanding of the recipient and thus formulate advertising ideas that attract the recipient and are compatible with his needs and desires. The study also aims to study the categories of emotion categories and how to use them to formulate advertising ideas in light of the concept of empathy. The research follows the descriptive approach accompanied by an analytical study. The research has reached the importance of putting the designers themselves in the shoes of each other through the empathy map as a tool, which helps to reach a deep understanding of the feelings and needs of the recipient, and then formulate the advertising message in a manner consistent with those needs and touch the needs of the target audience according to the emotion categories classification scheme.

### Key Words:

Empathy Based Advertising Design- Empathy Map- Emotion Categories in Advertising design- updates in advertising design

**Research problem:**

The research problem lies in the scarcity of employing the concept of empathy in advertising design, and as a result advertising messages may be directed to the public but not commensurate with their needs, ideas, depressions and hopes, and then the study of employing empathy philosophy in advertising design can contribute to solving the problem of messages that are not compatible with the target group, thus increasing the attention and attractiveness of advertising messages.

So, the research problem lies in answering the following questions:

1- How can the field of advertising design be enriched by studying and analyzing the philosophy of empathy and its role in advertising design?

**Research Hypotheses:**

The research assumes that:

- 1- Applying the philosophy of empathy helps to formulate an advertising idea that achieves the goal of the advertisement.
- 2- Using the empathy map to collect information from the target audience, helps in a deeper understanding of the audience and thus formulating appropriate advertising ideas for the target audience.
- 3- Use the emotion category classification scheme to help creating the advertising ideas compatible with the needs and desires of the target audience.

**Research objective:**

The research aims to:

- 1- Benefiting from the principles and theories of Empathy, as well as the empathy map as a way to reach a deep understanding of the recipient and thus formulate advertising ideas that attract the recipient and are compatible with his needs and desires.
- 2- Study classifications of emotion categories and how to employ them to create the advertising ideas in light of the concept of empathy.

**Research limits:**

- Time Limits: Studying some advertisements from 2010 to 2020.
- Spatial Limits: Both Arab and international countries.
- Objectivity Limits: The research is determined in dealing with the study of the philosophy of empathy and how to employ it through the empathy map in advertising design.

**Research Methodology:**

The research follows the descriptive approach accompanied by an analytical and practical study.

**The theoretical framework of research:**

The theoretical framework of the research is determined in reviewing the following points:

- The concept of empathy, theories of Empathy and how to take advantage of them and employ them in advertising design.
- The empathy map and how to use it to understand the recipient and use it in the design of the advertisement.
- Drafting the declaration in light of the emotion categories classification scheme.

**Analytical and applied framework for research:**

- The theoretical framework dealt with a case study of the proverb inti campaign in favor of Sunny Foodstuff Company, monitoring the deficiencies and abuse of the concept of empathy and categorizing feelings through it.
- While the applied study presented a proposal to address the deficiencies observed in the analytical study with a form to take a sample from the public opinion and the target group through which the proposed campaign was formulated.

**Theories of interpreting empathy and their employment in advertising design:**

According to social neuroscience, there are two theories that attempt to gain a better understanding of empathy.

**The first: simulation theory:** It assumes that sympathy occurs when we see another person suffering, so we simulate his suffering or express the same feelings that he expresses, so that we can know directly what he feels. These are based on the presence of subsidiary nerves in the front of the brain, called the mirror neuron, and are activated when a person imitates another person. When you sympathize and adopt another point of view, you have imitated it, and because in order to actually imitate others, you have to adopt their point of view in your brain first, and here comes the role of those nerves.

**The second: theory of mind:** It is completely different from simulation theory, as it searches in how we see other people's psychological states and how we use these states in interpreting and anticipating their actions, as well as knowing how they think and how they feel. That is, it examines mind-reading, mental analysis, and mental abilities and thus empathy or pity for them.

**Empathy map:**

Its founder is Dave Garay and it helps to develop a deep, common understanding and compassion for others. Designers and design research teams use them to help them improve the customer experience and design better business environments, with the goal of developing the process of building business models based on the customer's understanding and needs.

**Categories of feelings and their use in advertising design:**

Each group of emotions contains a specific type of intelligence that helps guide your thoughts and actions.

**1- The Angers:** It occurs when limits are crossed or a rule is broken. Hence, it helps you set behavioral guidelines for yourself and others.

**2- The Fears:** Fears are an individual's intuition and instincts, and it helps guide the individual to what is going on in his surroundings and notice change, unfamiliar things and potential dangers.

**3- The Sadness Category:** Sadness helps to get rid of things and things that have become useless, cry, and mourn the things that have ended.

**4- The Happiness category:** Happiness helps to look at the soul of a person, and around them, or towards the future with hope, satisfaction and pleasure.

**Analytical study:**

Analytical Study case: You are the model, for Sunny Foodstuff Company- 2017.

The campaign presented the advertising message in the form of feelings of disapproval of misconceptions about women in Egyptian society through popular proverbs, which aroused feelings of anger among the public due to the use of direct directives or direct stigmatization of

girls with the phrase “you are spinster”, which is what society in some environments has seen as a disparagement of women at late marriage age, which is the opposite of what the campaign promotes, and consequently, there has been a denial of the campaign itself and not its content.

### **Applied study (1) Enhancing the image of women in society - sponsored by Sunny Foodstuff Company:**

**Empathy Map Tool** was used to collect information for the practical study of advertising the idea of promoting the image of women in society with the sponsorship of Sunny Oil:

**The reason for choosing the tool:** The empathy map helps in a deep and shared understanding of the target group, defining goals and the target group, and translating his words, actions, pains and hopes through it.

The empathy map aims to shed light and reveal some of the attitudes that Egyptian women are exposed to and how this has affected her feelings, thoughts and actions, and then to carry out advertising ideas that enhance the positive image of women in society and change misconceptions about them.

Based on the most common and frequent answers and accordingly and in light of the advertising idea building scheme in light of the combination of empathy-based design and social learning theory, the researcher presented a set of visual formulas to express what was previously collected from the research sample.

### **Results:**

- 1- Adopting the concept and philosophy of empathy, helps the designer position himself in the place of the target audience.
- 2- Using the empathy map contributes to a deeper understanding of the recipient’s feelings, pains, goals and frustrations, and this is consistent with what was observed and concluded from the research sample answers, as the answers allowed me to see different aspects and views from the audience’s perspective, thus expanding perceptions and horizons for building advertising ideas in light of the audience’s needs.
- 3- Formulating empathy map questions allows the target audience to express their words, actions, pains, frustrations, and potential gains, and thus the ability to translate those feelings into building advertising ideas.
- 4- The use of the emotion classifications scheme designed to help analyze and classify feelings according to their category and how to deal with those feelings by answering the internal questions raised by the classification according to each category of feelings, and thus the ability to formulate advertising ideas in a way that addresses the needs and feelings of the audience.

### **Recommendations:**

- 1- The researcher recommends that designers study the philosophy of empathy, to help this in deep perception and broad understanding of the recipient and then help build advertising ideas that achieve their goal.
- 2- Using the sentiment scheme to build advertising ideas in its light, and thus the designer can distinguish the type of feelings and distinguish the advertising message that is compatible with the needs of the audience.

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