

Utilizing Empathy Philosophy in Advertising Design

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Abstract

The research focuses on studying the philosophy of empathy and how to utilize it in advertising design. Empathy is one of the most effective ways to communicate with the other. Empathy can be an entry point for designing the advertisement so that the designer put themselves in the shoes of the recipient and the audience, and thus the designers 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 feeling 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 thus formulate advertising ideas from the view of the feelings and desires of the recipient and 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 utilized in the design of the advertisement, also studying how to use the empathy map in understanding the recipient, and how the advertisement can be designed in light of the emotion classification scheme. The research aims to benefit 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 correspond to his needs and desires, as well as studying the classifications of feelings categories and how to employ them, formulating advertising ideas in light of the concept of Empathy. The research follows the descriptive approach accompanied by an analytical study. The research has found the importance of the empathy map in reaching a deep understanding of the feelings and needs of the recipient, and then creating the advertising message according to the emotion scheme.

Key Words:

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