

A Design Strategy to Use Green Advertising in Supporting the Mental Image of the Brand

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Abstract:

Green and environmental marketing is part of new advertising methods that not only focus, modify or enhance current advertising thinking and practices, but seek to challenge those methods and provide a completely different perspective, green advertising is a specific type of advertising that revolves around promoting factors related to the environment, it helps not only in selling products but also in selling products with a protective cover for both consumers and the environment. So it is very difficult to develop the most effective way to present the product to the public from It is halal to link it to its environmental friendliness, given the complexity of this problem. For this reason, many researchers in this field have focused on examining the effectiveness of green advertising, with the aim of providing empirical evidence and giving practical recommendations to advertisers on how to successfully communicate green messages and promote perceptions about the environmental friendliness of their company or product through green advertising.

Study Problem: The research problem stems from the need to develop a strategy to employ green advertising in supporting the mental image of the brand.

Objective: This research aims to conclude a design strategy to employ green advertising in supporting the mental image of the brand.

Study Approach: The research follows the descriptive approach.

Key words:

Green advertising, image identity, Branding