

Employing nostalgia in designing Brand Display Window

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Abstract:

The brand display window represents the interface of the store, as it is an important means of communicating with recipients immediately and directly. It is designed in line with the promotional campaign and in accordance with the corporate strategic planning. The design of the window display aims to highlight the identity of the brand, as the image of the brand is of utmost importance when designing the window display; it conveys its unique identity. In addition, loyalty to the brand can be expected by the level of emotional attachment of the recipients. Recipients who show high levels of emotional attachment to the brand, are suited to using nostalgia as part of the strategic marketing of the brand, since nostalgia represents positive values for the past created by the recipient when he perceives the brand, such as the ability to remember or learn positive memories of the past. In our time and due to the increasing competitiveness, the need to distinguish the brand has emerged by employing nostalgia in the design of window display, whether nostalgia is personal, or historical... etc. Nostalgia has a power to evoke the heritage of the brand, which is one of the strong assets in retro marketing strategies. It enhances the participation of the recipient in the history of the brand, and contributes to the establishment of brand communities.

Keywords:

Window Display – Nostalgia - Brand Heritage - Brand Identity - brand communities.