

Employing popular culture elements in social media advertisements to enrich the emotional brand attachment

Lecturer. Dalia Mohsen Jaber Alwani

Lecturer at the Faculty of Applied Arts, Helwan University - Egypt

Dalia_Jaber@a-arts.helwan.edu.eg

Abstract:

The explosive growth of The Internet and information and communication technology's has boosted the great spread of social media websites, which has contributed to increase interest in social media platforms by brands, as brands are investing increasingly in advertising on social networks, brands are always striving to provide non-traditional creative ads in order to attract the attention of the target audience in the midst of advertising crowds, These advertisements are based on visual elements that aim to entertain and attract the attention of the target audience by presenting innovative and funny ideas that lead to a feeling of satisfaction when understanding the content and idea of the advertisement. Popular culture, in all its elements includes TV & cinemas shows, cartoon characters, superheroes, games, famous characters, public holidays, trends and memes is an endless source of inspiration and introducing creative advertising, People grow up in the light of popular culture accepted by individuals and contributed to its growth and are always in emotional contact with its elements, whether famous stars or favorite virtual characters for them and others. Brands are always looking for new ways to distinguish them from competitors and to be different and keeping up with everything that is modern. Brands heading out to popular culture to inspire creative advertising ideas aimed at stopping recipients for a moment to contemplate and pay attention to their content. The elements of popular culture are rich and can help the brand to present innovative advertising ideas that can support the brand's connection with customers and making them talk about products or services in an attractive and rewarding way and share it with those around them through social media websites. Usually, brands are existed in the places where people are and where is their interests, in case there is a trendy event or topic, this means that people talk about it and contribute to its spread to those around them from friends and followers. Also, people may contribute their own content related to the nature of that trending content, and social media websites provide the possibility of continuous conversations between brands and people and between people and each other in real time. Following up on events, topics, conversations, and sharing views on the trending topics emanating from popular culture creates many opportunities for brands to introduce creative advertisements that support brand attachment and emphasizes brand identity to the audience.

Keywords:

Popular culture, Emotional brand attachment, social media advertising