

The Role of Scenography in The Advertising Scene in Enhancing the Brand

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Research Summary

The audience is constantly exposed to a vast number of advertisements competing for their attention, making it difficult for some brands to remain memorable and impactful. This situation affects their ability to effectively influence the audience, convey their intended message, achieve the goals of the advertisement, and emphasize the brand's mental image. As a result, many brands struggle to create lasting impressions that would help them stand out in the crowded advertising field. This research delves into the role of scenography in advertising, emphasizing its importance as an effective tool to enhance communication with the brand.

As Scenography is the art of designing and arranging visual, auditory, and kinetic elements in an advertising scene, plays a crucial role in creating persuasive and visually effective environments. By carefully utilizing these elements, scenography enhances the overall impact of the advertisement, increasing brand awareness and emphasizing the advertising message on both visual and emotional levels. The goal of scenography in advertising is not only to design a visually appealing scene but also to ensure that all elements are aesthetically and functionally integrated to support the objectives of the advertisement and enhance the brand's image.

When scenographic elements are thoughtfully arranged, they transform an advertisement from being a simple product display into a compelling narrative that communicates the intended message more effectively. The result is an advertisement that resonates deeply with the audience, conveying a lasting impression that remains in their minds long after they have seen it. This process helps establish a stronger emotional connection between the audience and the brand, ultimately increasing their attachment to the product and emphasizing the brand's mental image.

This Research concludes that scenography in advertising not only aids in achieving the desired impact on the audience but also contributes to long-term brand recognition and loyalty. By integrating and coordinating scenographic elements, the advertisement becomes

a powerful tool in shaping the audience's perception of the brand and ensuring its continued success in a highly competitive market.

Keywords

Scenography - Advertising Scene - Brand - Advertising Message

Problem Statement

The research problem can be summarized in answering the following questions:

1. How can the scenography of the advertising scene influence the recipient and persuade them?
2. To what extent does the scenography of the advertising scene help in confirming the brand's mental image and increasing the recipient's awareness of it?

Research Objectives

The research aims to determine the role of scenography in the advertising scene in achieving the goal of the advertisement and enhancing the brand.

Research Hypotheses

The research hypothesizes that scenography in the advertising scene plays a significant role in achieving the goal of the advertising message and enhancing the brand.

Research Methodology

The research relies on the descriptive method to collect information related to the study, followed by an analytical study of advertising models to verify the research hypotheses.

Elements of the Scenography in the Advertising scene:

The elements of scenography in the advertising scene can be identified in the following elements:

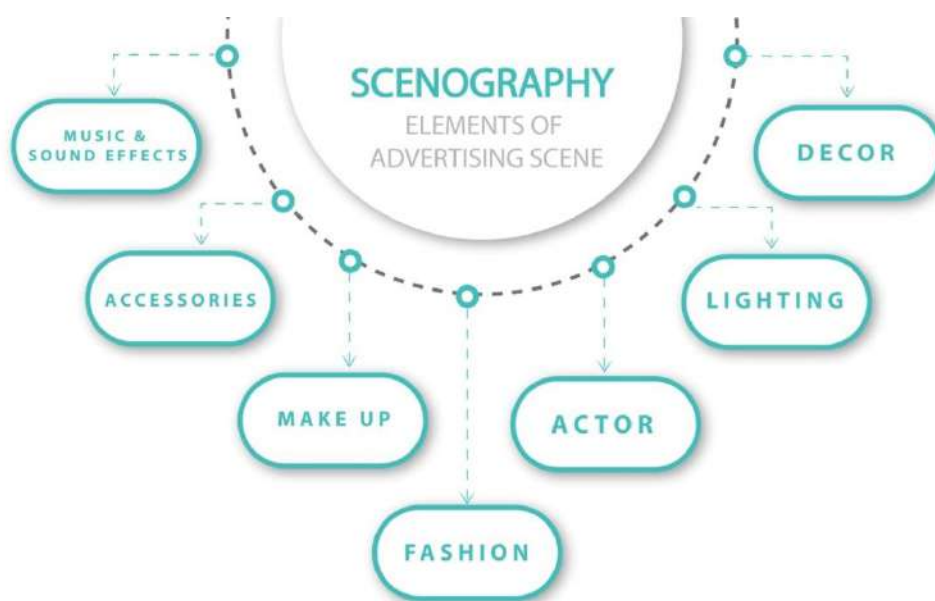


Diagram (1) of the elements of scenography in the advertising scene, designed by the researcher

Analytical Example:

An analytical study of a television advertising model for the brand (Jaguar).

Advertising Model (1) : (Jaguar 2023)



Advertising Model (2) : (Jaguar 2024)



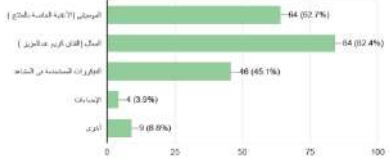
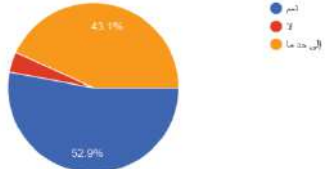
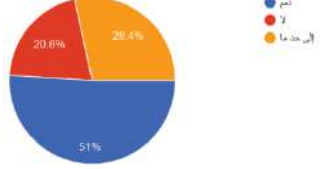
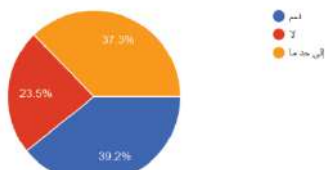


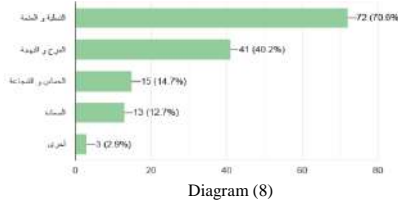
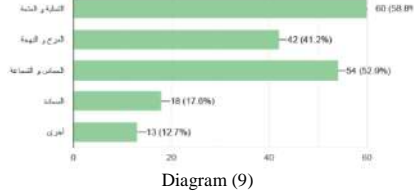
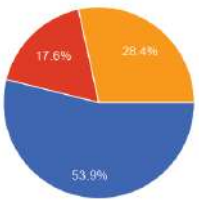
Advertising Model (1): (Jaguar 2023)

Advertising Model (2): (Jaguar 2024)

Ads specifications	Advertising Model (1)	Advertising Model (2)
Ads	(Jaguar 2023)	(Jaguar 2024)
Ads. Company	Egypt Foods	
Ads. Link	https://www.youtube.com/watch?v=9q3KB50IkFI	https://www.youtube.com/watch?v=e2QqU1O2sNQ
Product	Different Types of Snacks	
Ads. Aim	Introduction to the different shapes and flavors (Jaguar - Corn Snacks)	Introduction to the different new products of (Jaguar).
Ads. Message	<p>جاجوار ياكل الكل قلب فى أى شكل جاجوار ياكل قلب فى أى طعم جاجوار ياكل Jaguar eats all of them Choose among any shape, jaguar eats Choose among any flavor, jaguar eats</p>	<p>جاجوار جاجوار الكل Jaguar is jaguaring all of them كما أضاف جملة إعلانية تعبر عن كل نوع من منتجاته Also added a sentence expressing all its types of products (طعم كله جراءة مع برايم) : Prime A bold taste with prime (إختراعات ملهائش أخر مع كريشانز): Creations Endless inventions with creations (مغامرة مع رورز) : Roars Adventure with roars (سعادة مع كلاود ناين) : Cloud Nine Happiness with cloud nine (تسلية بجد مع وندر بوبس) : Wonder Pops True amusement with wonder pops</p>
Ads. Idea	Based on the idea that the different shapes and flavors of (Jaguar) products transport the consumer to different places and new events, emphasizing the feeling of fun and enjoyment.	Based on expressing each type of (Jaguar) products through a different world that symbolizes the feeling the consumer will experience while tasting the product.
Elements of the Scenography in the Advertising scene		
Visual Elements (Decor - Actors-	The advertisement relied on constructing integrated advertising scenes using decor, lighting, costumes, and accessories that expressed different events and locations. It conveyed the	The advertisement relied on building a comprehensive ad. Scene, using decor, lighting, costumes, and accessories that represent each world. It expressed the product (Prime), which symbolizes

lighting-costumes-Accessories)	<p>transition between events by tasting different shapes and flavors of the product, emphasizing this concept through the connection between scenes, events, and musical phrases. It expressed "taking the shot" by having the actors move to a business dinner through a contract agreement centered around the product. It expressed "Jaguar goes in any shape" by linking the actors' transition to a desert with the use of astronaut costumes, as well as the presence of dancing monkeys, to emphasize the intended meaning. In another scene, it portrayed a different flavor by moving the actors to a billiards hall, where the actor wins, reinforcing the phrase "In the Game, he's the king," symbolizing fun and enjoyment. It expressed "Jaguar is a star" by using cowboy costumes and transitioning to that era. It conveyed the phrase "decode the puzzle" by moving the actors into the world of the Jumanji jungle, a game known for its puzzles, and showing that they solved the puzzle with the help of Jaguar. The advertising scenes expressed the intended message, which is fun and enjoyment, as Jaguar is the best choice.</p>	<p>courage and boldness, by creating a decor that resembles a car racing, emphasized by the use of racing costumes and blue lighting to indicate excitement & bravery.</p> <p>For the product (Creations), which symbolizes creativity, the decor represented a room of an artist, emphasized by the artist's costumes and accessories, including multiple paintings based on different artistic schools to highlight creativity. The Use of Purple lighting for symbolizing imagination and creativity.</p> <p>For the product (Roars), which symbolizes adventure, the decor represented the world of Aladdin, supported by the artist's costumes and accessories. Pinkish-red lighting was used to signify adventure and impulsiveness.</p> <p>For the product (Cloud Nine), which symbolizes happiness, the decor represented a world full of clouds in the shape of the product, emphasized by the repeated name of the product written on windmills. Yellow lighting was used to symbolize fun and happiness.</p> <p>For the product (Wonder Pops), which symbolizes entertainment, the decor represented a cozy home with characters shaped like the product sitting and enjoying watching television. Orange lighting was used to symbolize enjoyment and entertainment.</p>
Auditory elements (music & sound effects)	<p>It is embodied in the jungle, which contains advertising phrases that clarify the impact of tasting the product in its different flavors and shapes, linking them to the expressive advertising scenes. Additionally, the product name is repeated to ensure its retention in the consumer's memory, with the rhythm being energetic.</p>	<p>It is embodied in the jungle that represents each type of (Jaguar) product. As the rhythm changes depending on the world & product it represents. The rhythm at the beginning of the ad. is energetic to symbolize the challenge and courage represented by the product (Prime), while in the world of the product (Creations), the rhythm becomes slower to express imagination & creativity.</p>
Survey Results		
Product retention in the recipient's memory	<p>The percentage of recipients who remembered the advertised product was significantly high: 80.4% said "Yes," and 16.7% said "To some extent." "The recipients unanimously recognized the</p>	<p>The percentage of recipients who remembered the advertised product was significantly high: 73.5% said "Yes," and 18.6% said "To some extent." The recipients unanimously recognized the</p>

	nature of the product (Snacks) with 99%.	nature of the product (Snacks) with 98%.
The most memorable scenographic element in the recipients' minds	<p>The recipients unanimously agreed that the actor (Karim Abdelaziz) was the most memorable element, with 82.4%, followed by the music (the product's song) at 62.7%. The decorations used in the scenes were remembered by 45.1%, and the lighting by 3.9%. Additionally, the recipients mentioned other elements at 8.8% (such as colors, movement, & advertising slogans).</p>  <p>Diagram (2)</p>	<p>The recipients unanimously agreed that the actor (Ahmed Ezz) was the most memorable element, with 79.4%, followed by the decorations used in the scenes at 53.9%. The music (the product's song) was remembered by 28.4%, and the lighting by 21.6%. Additionally, the recipients mentioned other elements at 5.9% (such as visual effects, repetition of the product name "Jaguar").</p>  <p>Diagram (3)</p>
Using different decorations and costumes to represent the various forms of the product	<p>The recipients unanimously agreed that using different decorations and costumes to represent the various types of the product was completely successful, with 52.9%. While, some of them felt it was somehow successful, with 43.1%. A percentage of 3.9% of recipients believed it was not successful.</p>  <p>Diagram (4)</p>	<p>The recipients unanimously agreed that using different decorations and costumes to represent each type of the product in a different world was successful, with 51%. While, some of them felt it was somehow successful, with 28.4%. A percentage of 20.6% of recipients believed it was not successful.</p>  <p>Diagram (5)</p>
The Jingle & sound effects	<p>The recipients unanimously agreed that the jungle & sound effects clarified the idea of the advertisement and expressed the product: 61.8% said "Yes," 34.3% said "To some extent," and 3.9% said "No."</p>  <p>Diagram (6)</p>	<p>The recipients believe that the jungle & sound effects clarified the idea of the advertisement and expressed the product: 39.2% said "Yes," while some of them felt that it clarifies the idea of the Ad. (To some extent) with 37.3%. A percentage of 23.5% of recipients said ("No") as they believed it did not clarify the idea of the ad.</p>  <p>Diagram (7)</p>
The feeling that the recipient	<p>Entertainment & enjoyment: 70.6% Fun & joy: 40.2%</p>	<p>Entertainment & enjoyment: 58.8% Excitement & courage: 52.9%</p>

<p>experiences through watching the advertisement</p>	<p>Excitement & courage: 14.7% Happiness: 12.7%</p> <p>Additionally, some recipients mentioned other feelings at 2.9%, such as annoyance, where they commented that the music & rhythm made them feeling stressed.</p>  <p>Diagram (8)</p>	<p>Fun & joy: 41.2% Happiness: 17.6%</p> <p>Additionally, some recipients mentioned other feelings at 12.7%, such as: suspense Excitement through questioning -Exaggeration & boredom-Tension</p> <p>The recipients commented that using the artist Ahmed Ezz as a singer was not successful, and the exaggeration in the use of visual effects led to the product not being clearly visible.</p>  <p>Diagram (9)</p>
<p>The most expressive ad. of the brand (Jaguar)</p>	<p>The recipients unanimously agreed that the first ad. (Jaguar 2023 by Karim Abdelaziz) was the most expressive of the brand, with 53.9%, while the second ad. (Jaguar 2024 by Ahmed Ezz) was rated at 17.6%. Some recipients agreed that both advertisements were expressive of the brand, with 28.4%.</p> <p>From the previous results, we can conclude that the first ad. was successful in choosing the actor (Karim Abdelaziz) as a scenographic element in building the advertisement, by utilizing the shared traits between him and the product, as well as the mental image intended to be conveyed. As, his Sense of humor and comedy helped in delivering the advertising message of enjoyment, entertainment, and fun.</p>  <p>Diagram (10)</p>	

Results:

1. The integration of the scenographic elements of the advertising scene, which visually translates the content of the advertising message and highlights the unique features of the advertisement to achieve distinctiveness, enhances the recipient's perception and awareness of the brand.
2. The overall atmosphere of the scene is determined by the environment created using emotional effects and the general mood of the advertisement. Through the use of scenography, specific emotions can be evoked in the recipient to align with the advertising message.

Recommendation:

- Directing specialized designers to use scenography as a design strategy to influence the recipient and enhance the brand's mental image.

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