



Studying the Mutual Effect of Advertising Attractions and Creative Methods of Advertising on Persuasion of the Audience (2000-2017)

Somayeh Rasoulipour¹, Reyhaneh Keshtgar Ghasemi², Seyyed Nizamuddin Emamifar^{3*}

¹ Master of Visual Communication, Faculty of Art, Shahed University, Iran.

² Master Student of Painting, Faculty of Art, Shahed University, Iran.

³ Assistant Professor, Faculty of Art, Shahed University, Iran.

*Corresponding Author

Abstract: *The modern age has made advertising and information in the various fields an integral part of life, and we face a large amount of them in the urban or virtual space every day. Environmental advertising is the most important communication and educational tool in the societies; it has a power beyond the imagination. Urban advertising is one of the most effective branches of advertising in the environmental graphics that is used in many of the advanced countries of the world to beautify urban space, information and commercial advertising. Therefore, the environmental graphics should pay attention to the elements of aesthetics, audience analysis, initiative, creativity and advertising attraction, and to present its design and idea with creativity more effectively. The purpose and the question of the present research is to examine the mutual effect of advertising attractions and creativity in advertising and its characteristics in order to transmit the message effectively to the audience. This research is descriptive-analytic and data collection is done using library method. Finally, using the obtained data, we analyzed some samples of the world advertising between 2000 and 2017. The results of this research indicate that for the rational advertising attractions, the creative way of environmental factors (especially the climate) have been benefited.*

Keywords: *Ad Attraction, Creativity, Urban Advertising, Audience Persuasion.*

INTRODUCTION

This research focuses on the study of creativity and advertising attractions in urban advertising design. Investigating the capabilities of environmental graphics has led the authors to the way of discussing attraction and creativity of advertising. The purpose and the question of the present research is to examine the mutual effect of advertising attractions and creativity in advertising and its characteristics in order to transmit the message effectively to the audience. We are intensively associated with the graphics. Advertisements, banknote, packaging, street billboards, traffic signs, newspaper pages, and sites pages all reflect the importance of graphics in the society and the weaknesses or abilities of graphic designers in using this art for communicating. Environmental advertising is one of the most powerful and, at the same time, the oldest advertising methods and is a traditional advertising. Environmental advertising uses physical elements to attract viewers. Advertising billboards, promotional tables, bus stations, etc. are a part of the

environmental advertising. Since these ads are installed in the crowded and busy places, the viewers will not have any choice and will certainly face them. Therefore, the attractive environmental advertising can attract more attention. Hence, the creative ideas will play a significant role in the success of environmental advertising.

Research Background

In recent years, there have been many studies of creativity in advertising or creativity in marketing. We can refer to the article *an experimental study of the effect of creativity in advertising on the purchase intention: the role of the mediator of tendency toward advertising and brand*. According to the result of data analysis, using the path analysis with the LISREL software, the relationship between creativity in advertising and purchase intention was proven through the mediating role of tendency toward brand (Moradi et al., 2014). In another study titled "Investigating the Influencing Factors in Creating Innovation, Creativity and Entrepreneurship", the results show that over the last few years, the process of improving innovation capacity in the company has been decreased and the level of organizational innovation had rarely any impact. This change of the organizational structure of Hepco's company, especially in the area of development, necessitates the change in culture and managers' attitudes for moving towards organic structures. In these structures, the innovation, creativity and organizational entrepreneurship provide more suitable consistency for the employees of company's units (Kazemi and Shakiba). Another research entitled "Creativity in Advertising", in which the researcher reviewed three brands, the results show that all three of these brands have benefited from the direct and indirect advertising (Motavasel-al-Haq, 2008).

Urban advertising of commercial products

Classical and modern advertisements nowadays have common goals that differ only in the simple implementation of advertising in the past (Mohammadian, 2011, 30). A general concept that can be expressed for advertising is communication through relationship; this relationship is made to change the knowledge, attitude, and behavior of the audience. In addition to the messaging, what matters in advertising is the persuasion of the audience, or the persuasion for a particular purpose. In general, we can say that the task of advertising is first to inform and, if successful, to persuade (Afsharmohager, 2012, 21-22). The information out of the general sphere is called environmental advertising; it concludes some various sciences such as: graphic design, marketing, industrial design, architecture, psychology, sociology, etc. In the environmental advertising, what is certain is that, only with the cooperation of the experts in these sciences, we can achieve positive results. Based on marketing, another definition of environmental advertising, that shows a main difference between environmental advertising and advertising in the audiovisual media, is the fact that the basis of marketing is those customers who are traveling, waiting, shopping and having fun in the public environment (Mansouri, 2015, 10). "Generally, the commercial advertising is a phenomenon of capitalism, and its emphasis is on the commodity consumption and the promotion of consumerism culture. Commercial advertising as a set of knowledge and techniques, although is influenced by the communication science, in various ways it has been associated with the sciences like economics, management, sociology, psychology, and some techniques such as visual arts, media and multimedia. Nowadays, this phenomenon is an industry, a job of great interest in the production of media messages and an institution determining social values" (Bahonar and Homayoun, 2009, 31). The modern industry of advertising has progressed to the stage of growth so that it is free to experience any solution and method. Despite these new experiences, the audience will be able to interact and engage in these creative and exciting ways. In short, we can say that the creativity makes a constructive transformation in the promotional ideas (Hamp, 2012, 9). One of the most important economic goals is the clarity and transparency of the market; this will be realized, if the transition of information that is one of the main tasks of commercial advertising, is done correctly. Growth and development is another aspect of commercial advertising that can affect the pattern of consumption and saving and thus affect employment and return. Due to the wide extent of economic, cultural and media dimensions that have commercial advertising, this kind of advertising is of particular importance because it affects the social, and

cultural behaviors of the society such as housing, food, clothing and in wider dimensions, the structure of production and distribution (Afsharmohager, 2012, 40).

Methods of effectively communicating with advertising

Logical attraction: In advertising a product, the messages must show their benefits and advantages; messages such as quality, saving, and use are examples of messages in which the logical attraction has been used. In this type of advertising, the characteristics and benefits of the desired product are clearly and explicitly addressed and avoids the issues of the margin that may distract the mind of the target audience (picture 1, Mohammadian, 2011, 131).

Fear attraction: One of the techniques that can influence the audience and provoke him is the fear attraction, which, as we said earlier, is the opposite of humorous language. With creating worries and fears in the consumer, this attraction causes him/her to do or not to do a thing. One of the reasons why the advertising with the fear attraction is successful is that it triggers emotional reactions and prompts the individual to solve his/her similar problem (Mohammadian, 2011, pp. 139-144). With increasing fear to some extent, the acceptance and persuasion also increases. If fear exceeds a threshold-limit, its impact is reversed and has less effect on persuading Person picture 2, Mansouri, 2015, 63).

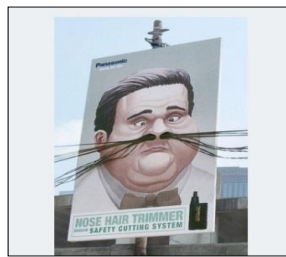
Emotional attraction: It can be said that the emotional attraction is the opposite of logical one. So, unlike the logical attraction, it stimulates the feelings of the audience to attract his/her attention. Creating and communicating between goods and consumers, also referred to as a connecting strategy, is a goal of attraction of emotions. Using this kind of attraction involves the mind of the audience and makes the message better understood (picture 3, Mohammadian, 2011, p. 133).



Picture 1: (emotional attraction, ads of the world) - **Picture 2:** (fear attraction, www.m.baklol.com) - **Picture 3:** (logical attraction, ww.media.graphics.com)

Attraction of laughter and humor: The attractions of laughter and fear are opposite. A commodity offered through laughter and humor attraction has features other than other attractions: it remains more in the minds of the audience; because of the positive feeling and vitality, it can attract more audience and, in fact, it is more effective (Mohammadian, 2011, 134). "The humor is a powerful means that lures and captures the audience of commercial advertising and is attractive to the audience, is joyful and relaxing" (Afsharmohager, 2005, 76). Use of humor attraction seems appropriate if it is used moderately and in order to use some consumer and durable goods that people buy for fun or entertainment. But it should be noted that the humorous language is not in a way that attracts all the attention of the audience, and the audience in the future, instead of the goods and its benefits, only remembers the aspect of laughter and humor of the ad (Picture 4, Mansouri, 2015, 62). Humor and Fear attractions are a subset of advertising with the emotional attraction.

Moral attraction: In the moral attraction, identifying something right and wrong of a message is the audience' undertaking, and its aim is to persuade the audience to support and advocate the social issues (picture 5, Mohammadian, 2011, 148).



Picture 5. Moral attraction, ads of the world – **Picture 4.** Laughter and humor attraction, ayenehtehran.com

Creativity of persuading audience

"From an assessment made by Miliam Bern Bach in 1949, it was concluded that in the purposes of commercial advertising, first the process of audience attention to the "message" should be addressed and the advertisers should use all their abilities to "draw attention". It is the beginning of the work in which the creativity plays a fundamental role, after which "persuasion" must occur. "Persuasion" means "creation of getting to accept a range of values", and in the success of an ad, it is a pivot and the transformation of the audience is not possible without it. Let your ad communicate with the outside space" (Motavasel-al-Haq, 2018, 122-66).

Creative practices in commercial advertising graphics

In urban advertising, with the advancement of technology, various, and sometimes creative forms take place. Many creative methods have been developed to create creative ideas, and most of them have been used in the design of urban advertising. In the following, three methods are mentioned:

1. Use of visual mistake: Paradoxes or visual mistakes are those that appear to look correct but do not match the intuition. The paradox and visual mistake have always been effective in attracting most people. Regarding this issue, one of the effective ways in advertising creativity is to use the designs of visual mistake or paradoxical sentences (Izadi, 2013, 43).
2. Participation of the audience: The main purpose of the companies is to sell the goods as much as possible. Accordingly, the time and place of sale and access to the buyer group should be known. The traditional media cannot approach the way of communication between the two sides so close (Hamp, 2012, 12). Direct access to the customers can be the best option for any known brand. Two ways can be mentioned in order that two sides get closer to each other: 1. Presence in the places that are crowded for the presentation of famous brands. 2. Honest and inviting tone (Hamp, 2012, 13).

1. Use of environmental factors




The appearance of each object and place in terms of shape, color and size can be used in advertising. With his own initiative and creativity in composing a message with apparent characteristics, a graphic designer can transform the relationship into a part of the advertising (Hamp, 2012, 35). How to work from outside space:



- Using context
- Use of the climate as a catalyst (Rain, wind, mud, moisture or sunburn)
- Redesigning in nature (Lapten, 2015, 146-147)


Analysis


According to the information obtained in this research, we will analyze 5 works. These works have been randomly selected from the years 2000 to 2017, which have been attempted to be a sample of advertising that has creativity. The basis of the analysis of the works is the various types of advertising attractions and creative methods and their criteria in the design of urban advertising, some samples of which are described in details in the present research.








Table 1. The selected advertising sample for analysis

Number	Sample	Description	Interpretation	Attraction	Creativity
1	 <p>Type of work: Urban Billboard Subject of work: E-mail company La Redoute France Source: mohiti.com</p>	<p>Vertical rectangular billboards that work directly with the climate; on these panels there are sensors that change on the basis of two indices of temperature and rainfall. The model shown on this panel is constant and only its physical state changes. The top left is a gray colored cadre that shows the temperature of the air as well as the time.</p>	<p>The sensors that are mounted on these boards change according to the two indices of temperature and rainfall, so that when the temperature drops, the number of billboard model clothes increase, based on the latest products of the company and its type becomes warmer and thicker according to its model. When the temperature rises, the number of model cloths decreases, and when the weather gets rainy, the model immediately takes the umbrella and its coat changes.</p>	Logical	Use of environmental factors (climate)
2	 <p>Type of work: Bus Station Work Subject: Coca-Cola Happiness Machine Year and Location: 2001, Switzerland Source: bartarinha.ir</p>	<p>A sample of the Coca-Cola company's ad has been implemented at the bus stop. The station consists of a cocoa beverage of red bottle. With the turning-on of the light of the device and taking the beverage by the passengers, the walls and the floor of the station, which are made of digital signage are turned on. In the winter, some images of the summer together with the sounds of birds are playing. This is part of campaign of Coca-Cola's Reasons to Believe.</p>	<p>The Swiss bus station, in which Coca-Cola's beverage Machine called Coca-Cola Happiness Machine has been mounted. By an interactive movement between the device and taking a drink by passengers, the walls and floor of the station are turned on and some beautiful pictures of the summer season are displayed. It also sends bird sounds that associate summertime and warmth for travelers.</p>	Logical Emotional	(Direct) Participation of audience
3	 <p>Type of work: Urban Billboard Subject of work: RENTOKIL insecticide Year and place of construction: 2004, New Zealand Moderator: Advertising Agency Republic Source: pedramfayazian. com</p>	<p>This relatively large billboard has a red rectangular cadre, mounted on a wall of a pedestrian bridge over the street. It has a simple yet creative design. The image of a large beetle is placed on the left side of the panel and its motto is in the middle of the panel. The brand name of the company is also placed in a small, white box at the bottom right of the panel.</p>	<p>The motto of the ad tells us "there's never just one", at no time just one of them is here. This panel is designed in a way that in normal light, we see the image of a big beetle and a slogan with the day light. The same billboard in the night light carries many other beetles that are drawn on a billboard using a special kind of color that is seen in the night light, in the sense that beetles usually appear in the dark and nightlife.</p>	Logical Fear using	visual mistake and environmental factors (light)

<p>4</p>	 <p>Type of work: Street posters Subject of work: puzzle of McDonald Year and place of construction: 2013, Sweden Moderator: Advertising agency http://tehran.tejarat.blogsky.com</p>	<p>McDonald's Smart promotional poster with vertical rectangular box directly linked to the audience. This billboard displays the face of a woman and is depicted in the bottom right poster of McDonald's sign in a red box.</p>	<p>This poster was launched in Sweden for the McDonald's Large Coffee at € 1. Digital posters are used in open air and in the streets. Their efficacy is such that the image depicted on these posters is a distorted puzzle that encourages the audience to match the pieces of the image. The smart page of these posters is touch-based and has become a great fun puzzle.</p>	<p>Logical Emotional Humor</p>	<p>(Direct) Participation of audience</p>
<p>5</p>	 <p>Type of work: Urban Billboard Work topic: Free Flyknitt Sport Shoes Year and place of construction: 2013, China Moderator: Advertising agency + Wieden Kennedy Source: arel.ir</p>	<p>A rectangular billboard in the sky blue, a picture of a naked foot in the middle of it. Of course, during the hours of day in the board, as it was stated, there is only one naked foot, but in the final hours the foot is covered with a luminescent green colored shoe, woven by workers. Workers who are hanging on the board during the day by ropes. This billboard does not have any advertising slogans.</p>	<p>For advertising its newest sportswear called Free Flyknitt, in Shanghai, China, Nike weaves on a billboard, wiping out a large shoe for naked foot. Four workers wear this shoe with luminescent green stripes. Apart from the charm of a woven shoe, the attraction of the audience is the work of the workers who weave this foot during the day, while the billboard is installed on one of the busiest streets in Shanghai.</p>	<p>Logical Fear</p>	<p>Use of environmental factors (human)</p>

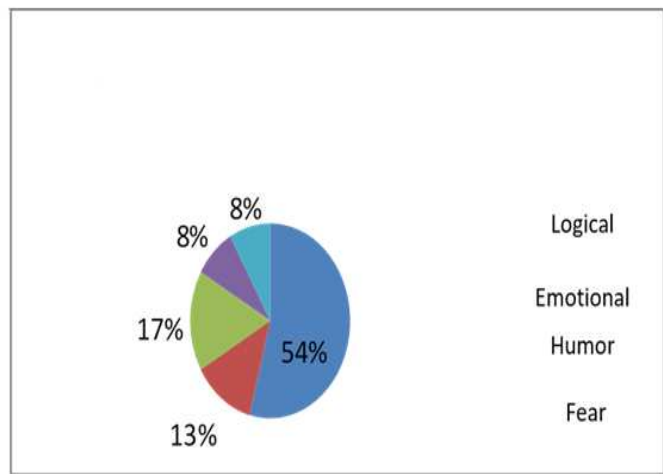
Picture	Sample	Advertising attractions					Method of creativity					
		Logical	Emotional	Humor	Moral	Mistake	Mistake	Audience participation		Use of environmental factors		
								Direct	Indirect	Light	Climate	Space
	<p>Insecticide ORPHEA 4 D</p>		-	*	-	-	*	-	-	-	*	*

	Newspaper the economist	*	-	*	-	*	-	-	*	-	-	-
	Company google	*	-	-	-	-	-	-	*	-	-	-
	Coca-cola live	-	-	-	-	*	-	-	-	*	*	-
	Happiness station – coca-cola	*	*	-	-	-	-	*	-	-	-	-
	French post La redoute	*	-	-	-	-	-	-	-	*	-	-
	Shoe BRONX	*	-	*	-	-	-	-	*	-	-	-
	Chocolate Thorntons	-	*	-	-	-	-	*	-	-	-	-

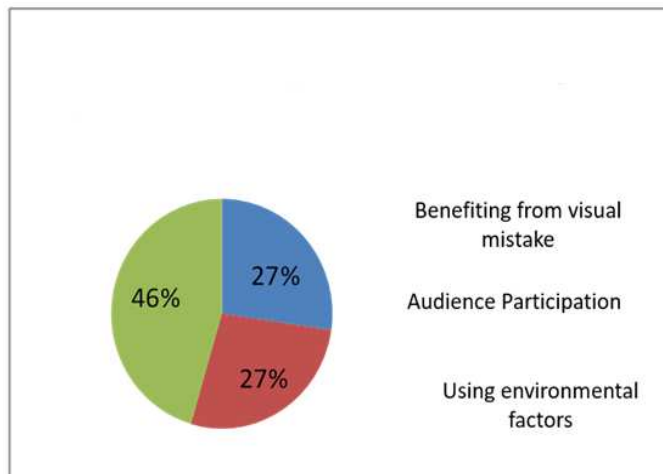
	Sport shoe free flyknitt	*	-	-	*	-	-	-	-	-	-	*
	Hair color kolestan	*	-	-	-	-	*	-	-	-	*	-
	Panasonic TV Model viera	*	-	-	-	-	*	-	-	-	-	*
	Insecticide RENTOK IL	*	-	-	*	-	*	-	-	-	*	-
	Smart vitrine of Adidas	*	-	-	-	-	-	*	-	-	-	-
	Camera Leica	*	-	-	-	-	*	-	-	-	-	*
	Puzzle McDonald	*	*	*	-	-	-	*	-	-	-	-

Discussion and Conclusion

In this research, which has emerged from a survey of commercial advertising in the world between 2000 and 2017, the advertising attractions and their creative ways have been studied. Based on the issues raised in this research, by referring to the statistical population and the analyses made in the table, the question addressed in the research (the study of the mutual effect of promotional attractions and creativity in advertising and its characteristics in order to transmit the message effectively to the audience) is responded. By analyzing 15 samples of the commercial advertising and according to Table 2 and Diagram 1, among the promotional attractions the logical attraction and humorous language are the most used in advertising; also three solutions of creativity in advertising which were mentioned and described in the research and also according to the analysis and statistics obtained from Table 2 and diagram 2 , the use of environmental factors (especially light and space) has been the most commonly used in the commercial advertising. But what matters is the results of the relationship between diagram 1 and diagram 2. For the rational advertising attractions, the creative method of environmental factors (especially the climate) have been benefited mostly.



(a)



(b)

Diagram 1. (a) Advertising attractions, source: authors 2019 – logical, emotional, humor, fear. **(b)** Creativity used in advertising, source: authors 2019, benefiting from visual mistake, audience participation, using environmental factors.

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