

The effectiveness of Anamorphic Illusion Technology in enhancing brand loyalty and creating lasting impact on target audience

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Abstract:

In today's fast-paced and crowded world, it's essential for companies to differentiate themselves from the competition and reach prospective clients. Creative anamorphic advertising can assist in achieving this objective by leaving a lasting impact on consumers by reaching them in unexpected locations and methods. Anamorphic projection creates an illusion of reality. It is used in various fields, including cinema and art, to create a realistic and immersive viewing experience. By projecting a distorted image and then correcting the distortion when viewed from the correct angle, anamorphic projection can give the viewer a sense of depth, perspective, and a more immersive visual experience. Anamorphic advertising can increase user interaction. People will take a moment to comprehend the image, talk about it, and relate their personal experiences to others, this cutting-edge anamorphic advertising technology not only invites people to participate but also increases consumer engagement with the brand or product featured in the ad. Whether it's to purchase the product or spread word-of-mouth information. Their striking visual impact creates a lasting impression, brand will be associated with creativity and innovation, increasing the likelihood of a potential customer remembering the message.

The purpose of the research is to utilize anamorphic illusion technology to create a powerful visual impact and enhance consumer engagement, confirming the effectiveness of anamorphic illusion technology in creating strong bonds between the brand and its customers, and illustrating the extent of the impact of anamorphic illusion technology on brand loyalty and purchasing decisions.

Methodology/approach: The research follows the descriptive approach by analyzing some advertising models based on the use of anamorphic illusion technology and its role in influencing the audience.

Then followed by by an analytical approach to investigate the impact of the use of anamorphic illusion technology to achieve the required loyalty to the brand. In addition to quantitative approach in order to understand the effect of the phenomenon on stimulating consumer purchasing behavior and its role in building loyalty towards the brand in the long term and maintaining the institution's position among its competitors.

Findings: Anamorphic illusion technology creates strong bonds between the brand and its customers, increases consumer interaction with the brand or product. Anamorphic illusion technology creates a powerful visual effect and enhances consumer engagement, it is works to surprise and engage audiences, leaving a lasting impact on the minds of viewers, feelings generated by anamorphic illusion technology stimulate purchasing behavior and build brand loyalty and it is a smart choice for companies to excel in the world of advertising and establish a brand in the markets.

Originality/value Investigation of the effectiveness of Anamorphic Illusion Technology in enhancing brand loyalty and creating lasting impact on target audience

Keywords:

Anamorphic illusion technology, Brand loyalty

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Introduction:

Advertisement industry faces more challenges, it is necessary to make advertising more vibrant, realistic and more visible towards the product or services so that it can touch the audience's senses. Businesses and brands are constantly looking for new and innovative ways to promote their products or services and capture the attention of potential customers. Because creating distinctiveness is the primary attribute and function of a trademark (Ramello, 2006), marketers are turning to innovative techniques to capture their audience's attention, enhance brand visibility, and create a

lasting impact and connection with the audience. Technology and its management is considered to be the most valuable competition weapon that adds value to the products. However, products are nowadays become homogeneous in the eyes of customers, so there is a still need for differentiation of products, which can be achieved through an effective branding strategy. (Türkay Dereli, Aybeniz Akdeniz Ar & Alptekin Durmuşoğlu, July 2006)

customers can have access to many products and services at a moment due to development of information technology, probability for selecting a

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new company for receiving services or products is very high, thus the customers may refer to the other companies for receiving service or product. Thus, it can be said that retaining clients is one of the key challenges. In fact, if companies can acquire customer satisfaction by adopting appropriate strategies, they can prepare context for their loyalty and gain high profit in long term. (Monfared, 2015) Anamorphosis is a unique form of perspective art that obeys mathematical perspective laws. An anamorphic picture appears distorted, but when the image is viewed from a certain position (perspective point) or through an optical device, such as a curved mirror, it becomes recognizable. Anamorphic techniques have been in art from as early as the fifteenth century. Nonetheless, a variety of anamorphic art forms continue to amaze and inspire creativity today. (Marina Menna Barreto & Diego Lieban, 2017)

This technique has a long history, dating back to the stone age when oblique angles on cave walls created distorted images for casual observers. In the renaissance period, some of the most popular pieces of art that used anamorphic techniques were Leonardo da Vinci's ⁽¹⁾'Leonardo's Eye' and Hans Holbein⁽²⁾ "The Ambassadors", and can be performed on a variety of platforms from physical surfaces to digital worlds, the most common use of distorted illusions in the production of interactive art installations where effects are achieved through the manipulation of light and shadow on walls or floors (superpixelSG, 2023). There are two common anamorphic techniques: perspective or oblique anamorphosis, and mirror or catoptric anamorphosis. Usually, the kind of anamorphic technique employed is depends on the creative intentions of the artist. (Marina Menna Barreto & Diego Lieban, 2017)

Advertising industry continues to develop along with advances in technology and creativity (M. Raka Pradana, Debi Setiawan & Liza Trinawati, 2023), advertising through anamorphic illusion technology is a prime example of how technology and creativity collaborate effectively. With its ability to create a strong visual impact and enhance consumer engagement, they not only ensure that a brand's message is seen but also that it resonates and lingers in the minds of consumers. (reboundads, 2023)

⁽¹⁾ Leonardo da Vinci's An artistic genius, a pioneer of medical research, scientist, architect, engineer, and inventor of many machines and devices. Leonardo da Vinci truly was the ultimate Renaissance man. He was hundreds of years ahead of his time with his technological ideas and ambitions.

⁽²⁾ Hans Holbein Painter, print maker and designer, best known for creating portraits, realistic images.

Research problem:

With the increase in brands, institutions remain in constant need to enhance the loyalty of their customers and gain the loyalty of new customers. In order to achieve this goal, they are constantly searching for new and innovative strategies and methods that attract the public and their feelings to achieve the required loyalty to the brand, stimulate the consumer's purchasing behavior, and maintain the company's position among its competitors. Among the innovative methods is anamorphic illusion technology not only ensures that the brand message is seen, but also ensures that it resonates and remains in the minds of consumers. Hence the formulation of the research problem in the following questions:

- 1- Does anamorphic illusion technology play a role in creating strong bonds between the brand and its customers?
- 2- To what extent does using anamorphic illusion technology increase consumer interaction with the brand or product?
- 3- Does anamorphic illusion technology enhance brand visibility and create a lasting and unforgettable impression?
- 4- How can anamorphic illusion technology maintain the position of institutions and companies among their competitors?
- 5- How can anamorphic illusion technology achieve an element of dazzlement and persuasion for the audience?

Research Objective:

- 1- Utilize anamorphic illusion technology to create a powerful visual impact and enhance consumer engagement.
- 2- Confirming the effectiveness of anamorphic illusion technology in creating strong bonds between the brand and its customers.
- 3- Illustrating the extent of the impact of anamorphic illusion technology on brand loyalty and purchasing decisions.

Significance:

- 1- Emphasizing the role of anamorphic illusion technology in excellence in the world of advertising and establishing the brand in the markets.
- 2- Keeping pace with developments in a way that contributes to increasing purchases and enhancing consumer loyalty to the brand.

Research hypothesis:

The research assumes that:

- 1- Anamorphic illusion technology enhances the loyalty of existing customers and turns the temporary consumer into a permanent consumer.

- 2- Anamorphic illusion technology works to promote products in a way that achieves gains and benefits for companies and institutions.
- 3- The feelings generated by anamorphic illusion technology stimulate purchasing behavior and build long-term brand loyalty
- 4- Anamorphic illusion technology works to surprise and engage audiences, leaving a lasting impact on the minds of viewers.
- 5- Anamorphic illusion technology is one of the creative manifestations that confirms the effective cooperation of technology and creativity.

Research Methodology:

- 1- The research follows the descriptive approach by analyzing some advertising models based on the use of anamorphic illusion technology and its role in influencing the audience.
- 2- This is followed by an analytical approach to investigate the impact of the use of anamorphic illusion technology to achieve the required loyalty to the brand. In addition to quantitative approach in order to understand the effect of the phenomenon on stimulating consumer purchasing behavior and its role in building loyalty towards the brand in the long term and maintaining the institution's position among its competitors.

2. Literature Overview:

Definition of the main concepts:

2.1 Illusion:

"illusion" is that it does not have an equivalent description for what could be considered its opposite—truth. Illusions can be defined as deviations from reality, either from the physical world or from truth. (Gregory, 1996)

"To show something other than the hidden, and also means the trick," is the definition of illusion in language. On the other hand, it is the act of utilising mathematical principles to alter how objects, forms, or colours are perceived or identified such that they are fake, distinct from their original condition, and not found in nature. Nonetheless, because optical art relies on the visual characteristics of the eye, it was given this term. The term "optical" refers to visual, and the word "art" refers to art; together, these two terms denote the school of optical illusion. However, the art of optical illusion is what unites them. (Mahmood, 2021)

Gregory (1997) defined illusions as "discrepancies from truth," Gillam (1998) suggested that "the term illusion typically refers to a discrepancy between perceived reality and objective or physical reality," and Rogers (2010) raised the question of what illusions are and advanced the theory that they are situations in which the eye is led by the available

information to misinterpret the physical situation implied by that information. (Tyler, 2022) The main thrust of Gombrich's thesis is that any verisimilitude is a result of creating an illusion, which forces the audience to engage with the work and, in turn, forces the artist to adjust to the expectations of the audience. This illusion has been reinforced by the fact that our visual interpretations are not as instantaneous and straightforward as one may naively think, despite the fact that they are frequently extraordinarily quick and sophisticated. Interpreting any visual data requires having a variety of schemata at one's disposal—what Gombrich refers to as a visual language that grows with age. (E.Gombrich, 2015)

2.2 Optical Illusions:

One of the contemporary artistic trends is the art of optical illusion, which emerged in the early 1950s as a result of advancements in science and technology as well as the expansion of media outlets such as television, publishing, and advertising. The artists of this trend utilised concepts from Gestalt theory, kinesiology, and optics to create a dynamic impression on the image's surface, which spread the trend's ideas to other artistic mediums. The art of optical illusion is predicated on the optical deception that the sense of sight is exposed to. It typically describes the delusion associated with spatial galleries, relationships, dimensions, and distances where objects appear to be false in front of individuals. (Aouf, 2018)

One of the art movements that mainly concentrated on visual perceptions and how they affected the viewer's eye was optical illusion. The Gestalt theory, which stressed that the sense of shapes is based on the logical system of the various images that the senses receive and perceive fully or partially by deletion and addition depending on the nature of the field surrounding the artwork, served as the basis for this trend. (Mahmood, 2021) "Any illusion that deceives the human visual system into perceiving something that is not present or incorrectly perceiving what is present" is defined as a literary definition of an optical illusion. (ara Bolouki, Roger Grosse, Honglak Lee & Andrew Ng, 2007)

2.3 Anamorphic Illusion:

2.3.1 Anamorphosis:

Paintings from the second half of the fourteenth century contain the earliest documented examples of the usage of anamorphosis. Among the most well-known are the unpublished anamorphic drawings of the Codex Atlanticus by Leonardo da Vinci (1478–1519), Hans Holbein the Younger's The Ambassadors (1533), and Piero della Francesca's Pala di Brera (1472). The method,

subsequently called optic anamorphosis, emerged from an intuition that re-elaborates the theoretical underpinnings of perspective, which were already codified between the fourteenth and fifteenth centuries by notable artists like Albrecht Durer,

Filippo Brunelleschi, Ambrogio Lorenzetti, Masaccio, and Leon Battista Alberti. (Fig1 and 2) (Francesco Di Paola, Pietro Pedone, Laura Inzerillo & Cettina Santagati, 2015)



Fig1. The Ambassadors by Hans Holbein the Younger 1533.
<https://link.springer.com/article/10.1007/s00004-014-0225-5>

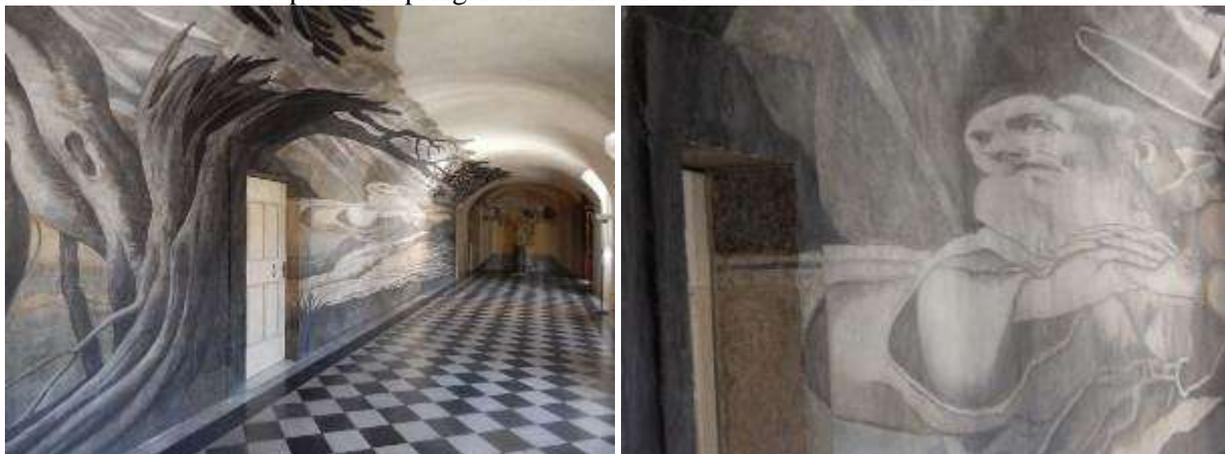


Fig2. Anamorphic fresco of St. John in Patmos at Trinità dei Monti convent, Jean Francois Niceron
<https://ivanawingham.com/2015/01/01/anamorphic-fresco-of-st-john-the-evangelist-in-patmos-at-trinita-dei-monti-convent-j-f-niceron/>

The late fourteenth century saw the discovery of anamorphosis, also known as anamorphic projection, in art, which simultaneously challenged and confirmed the linear perspective laws that had previously been established. The foundation of classical linear perspective is the Euclidean paradigm, which states that light travels in straight lines and that a planar surface is accurately represented by the light that is reflected from an object as it crosses it. (Franc Solina & Borut Batagelj, 2007)

It was first used by German Jesuit scholar Gaspar Schott in *Magia Universalis* in 1657. Renaissance artists created the distorted projection technique known as anamorphosis, which adheres to

perspective rules. The audience must examine the image in a specific way in order to restore it to its original state. (Ho Jie Lin, Mohammad Khizal Saat & Tetriana Ahmad Fauzi, 2018)

Anamorphosis has often been produced with grid templates. The first step is to mark the anamorphic transformation of an empty square grid based on specific decisions regarding the viewpoint's location, the size and angles of the mirrors, etc. The contents of each tiny grid element are then replicated to the corresponding element of the distorted grid when the square grid is placed on top of the original image. After then, in order to exit the anamorphosis, the grid needs to be taken off. A set of grids created by Jean-Francois Niceron to create

a cylindrical mirror anamorphosis is depicted in Figure 3. (Fan Guo, Hui Peng & Jin Tang, 2016)

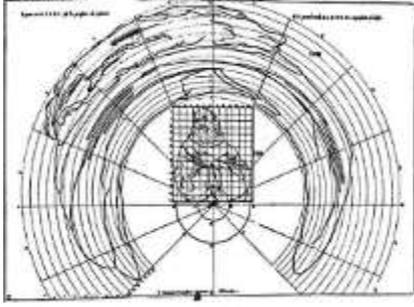


Figure. 3 Jean François Niceron, Anamorfosis cilíndrica de San Francisco de Paula, 1638 (Fan Guo, Hui Peng & Jin Tang, 2016)

The word anamorphosis Consisting of two Greek words, ‘ana’ meaning (again) and ‘morphoun’ meaning to (shape). (Kettley, Calum & Wodehouse, Andrew, 2023)

A distorted or monstrous projection or representation of an image on a plane or curved surface that appears regular and in proportion when viewed from a specific point or as reflected from a curved mirror is referred to as a "anamorphosis." Anamorphoses that employ a cylindrical mirror are specifically referred to as cylindrical anamorphoses. Anamorphoses that employ a conical mirror are referred to as conical anamorphoses in a similar manner. (Fan Guo, Hui Peng & Jin Tang, 2016)

Anamorphosis is a distorted perspective or projection that requires the observer to view a recognisable image from a particular vantage point, with the assistance of special devices, or both. This does not imply that a parallel geometry has been created to trick the device; rather, it means that the

same geometry has been applied, modified for a specific viewpoint, and this enables us to establish this relationship between the device and the object from a position that is suitable for the user and the object itself. (A. Alvaro-Tordesillas, S. Crespo-Aller & S. Barba, 2019)

2.3.2 Types of Anamorphosis

Anamorphosis is divided into two primary categories: surface and reflected. For reflected anamorphoses, each designated subgroup is associated with a certain form of anamorphosis. The term "flat reflective anamorphoses[,...] reflective cylindrical (tubular) anamorphoses[,...] reflective conical anamorphoses[,...] [and]" refers to a number of subgroups. "any reflective surface can be used to implement reflective anamorphoses." (Joseph, 2021)

The traditional anamorphosis is classified into two types:

perspective and mirror.

- Perspective anamorphosis defines a particular viewing point to perceive the distorted image. Fig. 4 presents a typical example from the work of Julian Beaver.
- Mirror anamorphosis, a distorted image is painted on a plane, and the true image can be seen by placing a conical or cylindrical reflective mirror on the image. The cylindrical case of mirror anamorphosis is demonstrated in Fig. 5. Unlike perspective anamorphosis, catoptric images can be viewed from many angles (Tsorng-Lin Chia, Hsiang-Ju Chen & Ping-Sheng Huang, 2022).



(a)



(b)

Figure 4 Perspective anamorphosis (a) viewing at general positions and (b) viewing at the designated position (Tsorng-Lin Chia, Hsiang-Ju Chen & Ping-Sheng Huang, 2022)



(a)



(b)

Figure. 5 Mirror anamorphosis (a)the distorted image and (b) the true image reflected on the cylindrical reflector. (Tsorng-Lin Chia, Hsiang-Ju Chen & Ping-Sheng Huang, 2022)

2.3.3 Anamorphosis via FFD (Free- Form Deformation):

Some FFD (Free-Form Deformation) technique, a term coined by Sederberg and Parry (1986). Indeed, for creating anamorphic 3D geometry, Hansford and Collins (2007) advocate the use of a collineation, a certain linear map in projective space that can be regarded as a rational linear FFD. Sela and Elber (2007) also employ a FFD (in this case, a polynomial B-spline FFD) to generate deceiving geometry. However, instead of an anamorphosis, their goal is to merge two 3D objects into a common geometry, which resembles the first object from one viewing direction and the second one from another orthogonal direction. (Javier Sánchez-Reyes & Jesús M. Chacón, 2016)

2.3.4 Principles and Examples of Anamorphic Perspective:

There is a tight relationship between the lateral distortion of an image induced by linear perspective when the eye moves towards the boundary of the perspective plane and the distortion that arises from projecting an image onto a second plane. Even if the perspective elongation brought about by altering the angle of the visual field takes place in the same plane as the image, a careful examination disproves the assumption that lateral distortions are anamorphic projections. A true anamorphic projection is created when an image in the perspective plane is projected onto a different plane. This transfer could occur from one curved or flat plane to another, or in any mix of the two. This principled distinction between lateral distortion and anamorphic projection does not pose a necessary condition for image transfer in each and every case. (Tomás García Salgado, BSArch, MSArch, PhD & UNAMprize, SNI3, 2001)

2.3.5 Phantogram

A phantogram is a stereoscopic anamorphic picture that is usually intended to be viewed at around a 45-degree angle on a horizontal surface, like a tabletop. By exploiting the conjunction of the (actual) flat tabletop with its (virtual) representation in the stereoscopic image, objects can be made to convincingly 'pop up' from the tabletop with surprising realism, even when displayed as anaglyphs (red/blue filtered images). A phantogram can thus be seen as a special case of the viewer-centric perspective required by the CAVE™ (Cave Automatic Virtual Environment) and similar projectionbased head-tracked virtual reality configurations. This kind of viewer-centric projection is actually just the anamorphic projection calculated in real-time and updated continually

using head-tracking. Phantom views are created with an off-axis frustum, in which the line of sight is at an oblique angle to the projection surface, just like any other projection-based viewer-centric display. These displays are also examples of orthostereoscopic imagery, where the virtual cameras' position and optics are matched as closely as possible to the viewer's look and position. (Perry Hoberman, Marientina Gotsis, Mark Bolas, David Turpin, Rohit Varma & Andrew Sacher, January 2012)

2.3.6 Dynamic anamorphosis:

Dynamic anamorphosis as a new concept was first described in 2007. Dynamic anamorphosis or perspective-aware interface is a combination of observer localization and image warping that adapts itself to the changing observer location. Owing to recent advances in computer technology real time dynamic anamorphosis of video imagery can be achieved now also in practice using standard computer equipment. Tracking of the observer's head can be achieved reliably by wearing passive or active sensors on the head. (Robert Ravník, Borut Batagelj, Bojan Kverh & Franc Solina, 2014)

Dynamic anamorphosis which adapts itself to the changing position of the observer in such a way that he always sees the image in its correct un-deformed form. (Franc Solina & Borut Batagelj, 2007)

3. Graphic Anamorphs:

Anamorphoses have been utilised to graphic design in recent years. The artistic experimentation of the "3D Chalk Painters," including Kurt Wenner, Julian Beever, Manfred Stader, Edgar Muller, Eduardo Relero, and Leon Keer, has been studied and documented by numerous researchers. They have also looked into certain forms of anamorphic art that are created without the use of drawings or paints. (Empler, 2017, p. S2858)

3.1 Definition of graphic anamorphs:

In many places, anamorphosis has grown in popularity and prevalence. The term "anamorphosis" in music refers to the title of a composition composed in 1974 by F. Morel. In 20th-century cinema, anamorphosis as a technique allowing to save a good-quality widescreen image on a typical film tape was applied as well. The image with the proper proportions was recorded and restored using this technique.

The definition of an anamorph developed by A. Zdziarski: An image that has been purposefully and geometrically altered so that viewing it from a fixed angle or in its reflection in the proper mirror is required to determine its accurate reading is known as an anamorphic picture.

3.2 Classification of graphic anamorphs:

Anamorphic images can be divided into two main categories based on how they are visualised:

- 1) Surface anamorphoses, which can be visualised without the need of mirrors
- 2) Reflective anamorphoses, which will be visualised in front of an appropriate mirror surface.

We can distinguish anamorphoses created:

- Conventionally (mechanical techniques, geometric constructs, intuitive drawings, pentagraph)
- Digitally . (Andrzej Zdziarski & Marcin Jonak, 2017)

3.3 The construction of anamorphoses in Graphic Design:

- Use of photo editing applications
- Use of video projectors

Ghigos Ideas designed and fitted the exhibit for the DOCVA archive at the MAXXI museum in Rome. The Documentation Centre for Visual Arts' logo was transformed into an anamorphosis using a video projector, and the point of view was positioned near the exhibit's entrance. It is possible to project different colours using a video projector that is connected to a computer and photo-retouch software.

- Use of 3D modeling

The process of three-dimensional modelling permits an operational mode wherein the



Fig.6

3.5. Advantages of advertising through anamorphic illusion technology:

Captivating Visual Effects

The primary advantage of anamorphic advertising is their ability to captivate and engage the audience. By using realistic 3D visual effects.

When people watch anamorphic advertising and witness the drastic image transformation, it sparks both awe and curiosity, making it difficult for them to ignore the advertisement.

High Engagement:

Due to their unique nature, anamorphic advertising can boost interaction levels with the ads. People will pause to understand how the image works, discuss it, and share their experiences with others.

anamorphic apparatus's fabrication, in accordance with exhibit design, to take place somewhere other than its intended exhibition location. Real-time editing and processing are possible for both the 3D simulation and building of the objects used for the anamorphic projection as well as the anamorphosis itself. (Empler, 2017, pp. S2865- S2868)

3.4 Anamorphic drawing

Anamorphosis is an art of drawing, it produces an illusion effect across the drawn picture plane; the illusion's effect is removed when the drawn image is viewed from the designated viewing location. The degree of distortion in the anamorphized image is a quantitative indicator of the anamorphosis effect in the digital imaging domain. (S Bobby Stefy Chris, L K Pavithra, R Srinivasan & T Sree Sharmila, 2019)

Hungarian anamorphic artist Sandor Vamos produces amazing optical illusion 3D illustrations that appear to pop off the page. Vamos employs deft shading, line work, and perspective to produce his hand-drawn 3D optical illusions. He also has a strong grasp of angles. Early Renaissance artists like M. C. Escher popularised anamorphic art by creating distorted images that were only understandable from a specific perspective. Vamos used the same method to produce his works, taking pictures of each 2D sketch from particular perspectives to give the impression that they are 3D. (Fig6 and7). (Taggart, 2018)



Fig.7

This creates buzz and awareness around the advertisement.

In other words, this cutting-edge anamorphic advertising technology not only invites people to participate but also increases consumer engagement with the brand or product featured in the ad. Whether it's to purchase the product or spread word-of-mouth information.

Limitless Creativity:

The concept of advertising through anamorphic illusion technology allows designers greater freedom to explore creativity. It could be difficult to produce distinctive and compelling pictures with traditional advertising mediums, but designers can.

Creating Long-Term Memories:

The general population tends to forget conventional ads really fast. However, the concept of advertising through anamorphic illusion technology leaves a stronger long-term impression. This is because, in contrast to traditional advertisements, the distinctive and unforgettable visual experience helps individuals recall the content.

Cost Efficiency:

Many people may perceive anamorphic technology as expensive. However, advertising through anamorphic illusion technology can be a cost-effective choice in the long run. These advertising media tend to stand out more and have better recall among the public. Therefore, they may offer greater long-term value than conventional advertising. (Reboundads, 2023)

4. Brand Loyalty:

Brand loyalty is an important term that defines the relationship between customer and brand and expresses the extent to which customers feel that they are in synchronization with the brand. Aaker defines brand loyalty as a situation which reflects how likely a customer will be to switch to another brand, especially when that brand makes a change, either in price or in product features. The loyalty enables the consumers to develop habits such as making purchases from the same brand or same retailer and as consumers become more loyal, they do not prefer to assess the other alternatives such as lower price, attractive promotions and they are less likely to switch to other rivals. On the other hand, some product categories are more convenient for the consumers to develop loyalty. (N Erdumlu, C Saricam, M Cetinkaya & AC Donmez, 2017)

It is agreed that customer satisfaction, trust and brand value contribute a positive effect to brand loyalty. In most of the studies, it has been proved that product and service performance are positively related to the satisfaction of customers. Also, brand reputation plays an important role to the customer satisfaction too. Customer satisfaction is improved regardless the changes of product and service quality. Trust, on the other hand, is affected by customer satisfaction and act as a driving force to influence brand loyalty. The stronger the customer satisfaction is, the stronger the trust. Fig8. (K H Ting, Y Y Lau, C Dragomi & F Surugiu, 2018)

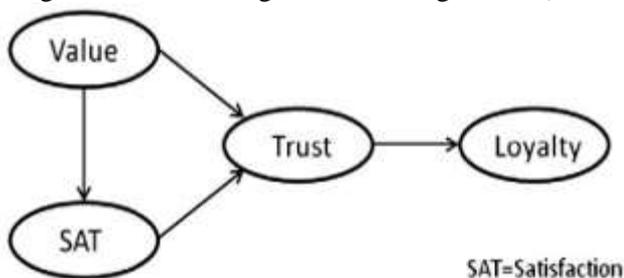


Fig 8. Established framework of perceived value, customer satisfaction, brand trust, and brand loyalty. (Hongwei He, Yan Li & Lloyd Harris, 2012)

4.1 Customer Loyalty:

The term customer loyalty emerged with the concept of relationship marketing. Customer loyalty is defined as long lasting relationship with a brand as a result of the positive emotional experience, physical satisfaction and the perceived brand value [5]. Customer loyalty is mainly measured by four metrics: satisfaction, repurchase behavior, WOM and brand switch. (1) Customer satisfaction refers to the extent to which a consumer is happy with the product or service offered by a firm. (2) Repurchase means the repeated buying behavior of a consumer. (3) WOM is defined as the willingness of a consumer to deliver good information about the brand to others. (4) Brand switch is determined by the level of loyalty. Consumers who perform high level of loyalty will refuse switching their preferred brand. (Jiyang Chen, Yong Zhang, Lei Zhang & Qianqian Zou, 2021)

4.2 Brand Loyalty in assessing Purchase Intentions:

consumers choose their favorable and familiar brands due to the rise in their consciousness. As a result, companies need to instill consumer passion for their brands in order to compete with competitors. Macdonald and Sharp (2000) state that brand awareness is a factor that still affects consumers' decisions to buy even when they are familiar with and willing to acquire the goods. The first brand name that comes to mind when a customer is ready to purchase a good or service indicates that this product has a greater level of brand awareness. Dodds, Monroe, and Grewal (1991) assert that a greater degree of brand awareness can affect consumers' decisions to buy. Grewal, Monroe, and Krishnan (1998) proved the same. This is one of the reasons a product with a higher degree of brand awareness would have a larger market share and be seen as having better quality. However, companies also need to build brand loyalty. (Muhammad Ehsan Malik, Muhammad Mudasar Ghafoor, Hafiz Kashif IqbalUsman Riaz, Noor ul Hassan, Muhammad Mustafa & Saleh Shahbaz, 2013)

5. Anamorphic illusion advertising to enhance brand loyalty:

Advertising, according to Agrawal (1996), can be viewed as a "defensive" tactic intended to foster brand loyalty, which aids in keeping the devoted customers. (Hong-Youl Ha, Joby John, Swinder

Janda & Siva Muthaly, 2011) Advertisement influences information processing processes, adjustment of reactions to motivational demands, reaction to marketing stimuli, and targeted behaviors and many other activities. Advertising plays a significant role in evoking consuming responses in consumers, which leads to repeat purchases and brand loyalty. Since advertisement affects expectations from products and service quality, its role should be associated to the brand loyalty. (Monfared, 2015)

Anamorphic illusion technology in advertising, this type allows you to stand out from the crowd. The brand's character comes to life using anamorphic illusion technology, customers are more willing to investigate your brand since the visual experience is so similar to reality. It also keeps the audience's attention for longer. Hyper-realistic anamorphic illusion technology have dazzled passers-by on busy streets, and now Tanishq's latest installation has made its debut in India. The installation, which is dubbed an anamorphic illusion or anamorphosis, is a distorted projection that shows itself once you occupy a precise vantage position at Mumbai's Bandstand Promenade in Bandra. According to the firm, the aim for this campaign was to create something dreamy, paradisaal, surreal, and bigger than life to expose the collection to a wider audience in a way that is accessible, engaging, and joyous. The observer has a one-of-a-kind experience when they see the optical illusion effect in advertising in real life.

For the first time, a method known as 'Anamorphosis' was used to produce optical illusions for the observer in India. It's a fantastic new tool for creatives. The installation is difficult to describe yet surprisingly simple to see with the right perspective, lighting, and shadows, which don't require any special glasses, mirrors, or technology. (Raghuvanshi, 2022)

Speaking to BestMediaInfo.com about the hyping up of anamorphic installations by brands in the current times, Jayesh Yagnik, CEO, MOMS Outdoor Media Solutions, stated that advertisers are exploring such formats to stand out in the crowded advertising landscape because the usage of optical illusions and perspective in such activations create lifelike 3D images when viewed from specific angles which further leads to captivating viewer's attention and enhanced brand visibility owing to significant attraction. The captivating and

interactive nature of anamorphic installations leads to higher engagement, increased attention, memorable experiences and a lasting impact, enabling brands to create a connection and enduring effect with the audience, he underlined. (Negi, 2023)

Anamorphic advertising is highly effective because it creates depth illusions, drawing viewers into the message. Whether it's a still image or a video, anamorphic illusions immerse the audience, making a lasting impact. This ability to craft illusions of depth is what sets anamorphic advertising apart. It captivates viewers and engages them actively. Whether it's a static image or a dynamic video presentation, anamorphic illusions offer an immersive experience. This experience not only captures the audience's attention but also leaves a lasting, memorable impression, making anamorphic advertising a powerful tool for brands. (Admin, 2023)

In a first for an automotive brand in South Africa, Audi has launched a series of innovative anamorphic advertising in Johannesburg, Cape Town, and Umhlanga, using anamorphic illusion technology.

Head of Audi South Africa Sascha Sauer states, "Given our brand commitment to digitalization and design, this campaign mirrors our intention in striving to create memorable and fascinating brand experiences for both Audi devotees and consumers "The attraction of anamorphic design is its capacity to engross viewers and produce immersive experiences. Anamorphic design produces an optical illusion that gives viewers the sense that items extend beyond the screen by utilising depth and perception. This method uses 3D modelling or computer-generated imagery (CGI) to add realistic lighting, volume, and texture to images to make them seem more alive. (gadget, 2023)

6. Applying anamorphic illusion technology in advertisements:

6.1 Television advertisement:

Honda car:

The campaign aims to tackle preconceptions about SUVs by positioning the CR-V 1.6 Diesel as the economical SUV; Offering a bigger car experience, but with smaller car economy. With the campaign line "An impossible, made possible", the work shows the CR-V taking a journey through a series of optical illusions of the art of anamorphosis, where it shows the car through a series of three-dimensional models and is surprised that they are

two-dimensional images, and they embody the idea that it is a car Big, but economical as a small car, it

takes you through a series of tricks because it is a car that does the impossible. Fig 9

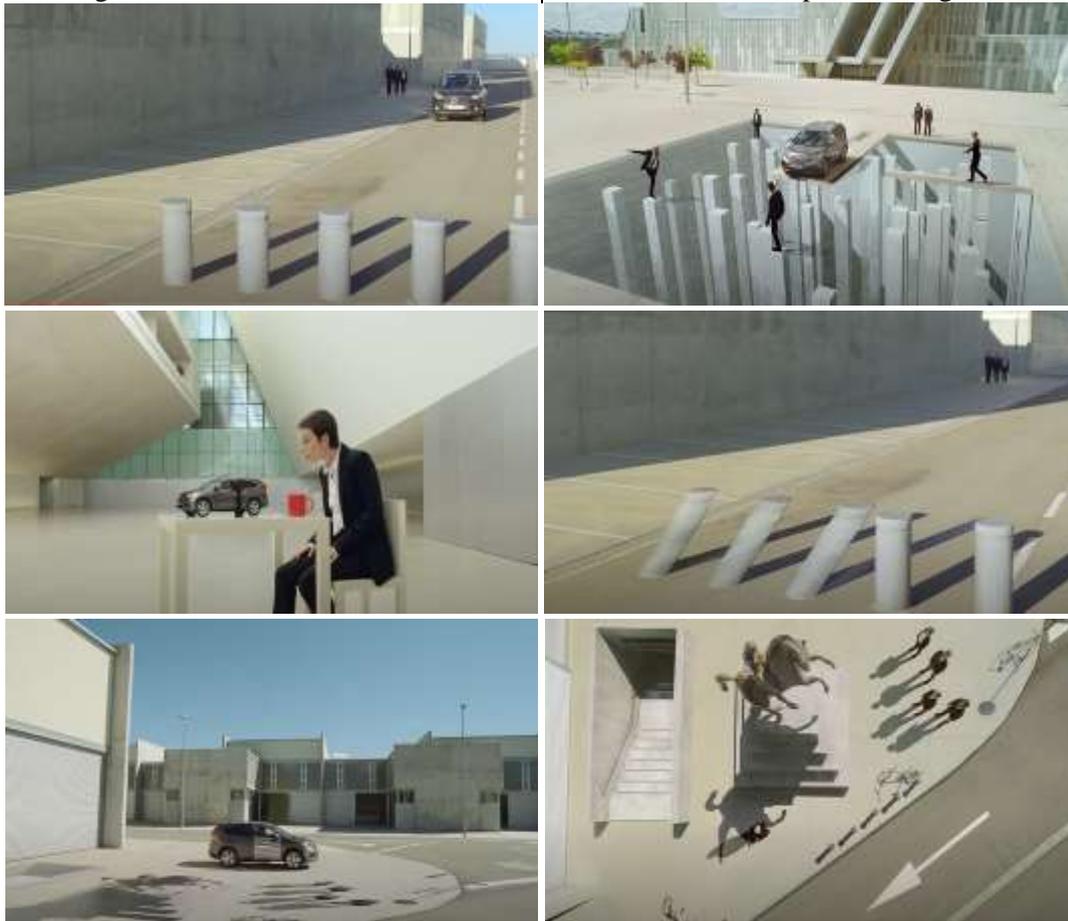


Fig 9. Honda car advertising <https://www.youtube.com/watch?v=1ZCo-ZXB16g>

Lacoste L!VE perfume:

Advertisers and musicians have also exploited the phenomenon, as demonstrated by the Lacoste L!VE perfume TV advertisement, which features an

anamorphosis created by well-known French street artist Zoer. Fig10. (Franchi, Optical illusion (or anamorphosis): the latest trend in graphic design, 2019)



Fig10. Lacoste L!VE perfume https://www.youtube.com/watch?v=pnRsC9BrM_Y

OK Go The Writing's On the Wall:

The marketing campaign and visual identity OK Go the writing's On the Wall. Created by Swiss graphic designer Greg Barth. Fig11 (Franchi, Optical illusion (or anamorphosis): the latest trend in graphic design, 2019)

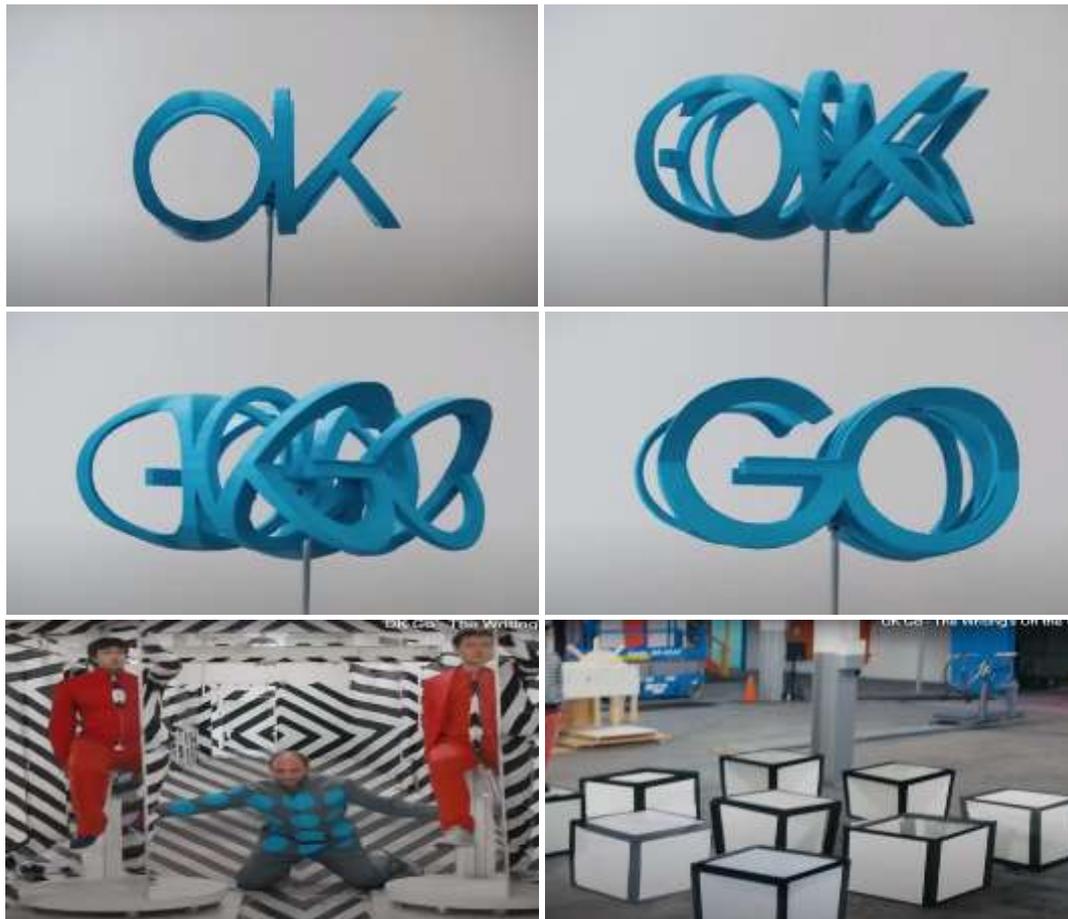


Fig11. OK Go the Writing's On the Wall <https://www.youtube.com/watch?v=oL3qDpubXU8>

6.2 Sidewalk advertising:

- Anamorphic illusion technology for sidewalk ads are used not only for artistic performances during festivals, but also for commercial purposes by brands and companies. Anamorphic representations are a powerful tool to draw attention to their products and services, and to interact with consumers. This type of artwork is introduced within advertising campaigns to create eye-catching and to share their brand message. The technique, it allows to involve consumers in an easy, fun and natural way. What is also interesting is the perpetuation of the artistic experience beyond the end of its display by consumers, who continue to share their experience by taking a photograph and sharing it. (Cristiana Bartolomei, Alfonso Ippolito, Cecilia Mazzoli & Caterina Morganti, 2020)

In an effort to produce the largest and longest piece of 3D street art ever, Reebok has teamed up with 3D street artists, Max and Joe. The artwork offers a genuine depiction of the Reebok CrossFit brand, which is a lively, colourful, three-dimensional exercise space that inspires individuals to work out

and experiment with practical Reebok CrossFit exercises. Fig12 (Kidrobot, 2011)



Fig 12 3D Joe ve Max, Reebok CrossFit (Yildirim, 2020)

- Many businesses use 3D-illusions for advertising. Examples of such illusions is shown in Figure 1. In a recent experiment, an optical illusion created on the road is used to restrict the speed of automobiles in Canada. (This experiment is conducted by the Fund of Traffic Security of British Columbia. Probably one of the most spectacular and impressive examples of anamorphosis is Madonnari – one of the kinds of street art. These drawings, which we shall refer to as 3D-illusions, are

created on pavements and purposefully twisted so that, when viewed from a specific angle, the artwork looks to be a three-dimensional item. The term "Madonnari" comes from the Madonna, which was the primary work of art in sixteenth-century Italy. These days, this style of painting is highly in demand. Fig13. (Maksim Rovkin, Evgenij Yel'chugin & Maria Filatova, 2011)



Fig 13 illusions advertising

Dunkin Donuts:

This piece is clearly a promotion for Dunkin Donuts Fig. 14 (LDGRAVATT, 2014)

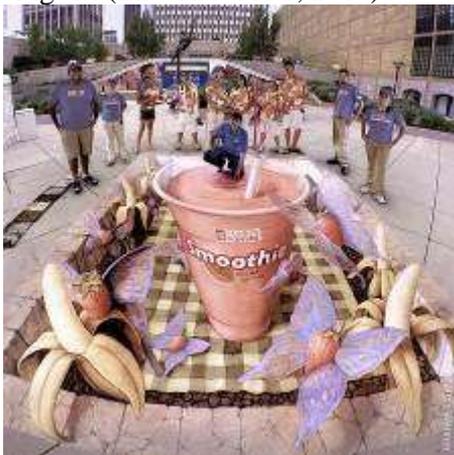


Fig 16 (PORCH, 2015)

6.3 Outdoor Advertising:

*** Nike – Air Max:**

In March 2022, Outside Shinjuku Station in Tokyo, Nike Japan commemorated the 35th anniversary of the Air Max with an incredible, inventive, and larger-than-life 3D billboard. The advertisement was a hit, provoking enthusiasm and interaction among shoe enthusiasts and commuters with its cool, colourful, and direct style. The in-house brand

Fig 14 Kurt Wenner Dunkin Donuts Promotion, Boston, Massachusetts, 2006 (LDGRAVATT, 2014)
Advertisement for the drink (SLATE) Fig. 15



Fig 15 .SLATE drink advertising

<https://www.immenso.org/9008/disegni-illusione-pavimento-3d-street-art/julian-beever-3d-street-art-14/>

- Anamorphic illusion technology in logos on a sports pitch that ‘appear’ to be standing up, they are planar anamorphic images that have been sprayed onto the pitch or printed onto a two-dimensional mat, yet they appear to the eye to be three-dimensional features (like an advertising hoarding). This article includes two copies of the examples. They allow the advertiser to place their logo as close to the action on the television screen as possible without endangering the players' safety. They are only perceptible from the primary camera position, which is directly overhead. They are invisible from any other place on the ground. Fig 16. (PORCH, 2015)

creative studio of Nike Tokyo worked in tandem with the creative collective CEKAI on this project. The motion graphics were directed by Kota Iguchi, who founded CEKAI and is a prominent figure in Tokyo's creative scene, in collaboration with the Nike brand design team. Fig17. (Ari Peralta, Arigami, 2023)



Fig 17 Credits: Nike Air Max Creative Director: Julie Igarashi
 Designer: Yoshio Kato Art Director: Danny Demers
 Studio Manager & Producer: Nanaka Sakurai (Ari Peralta, Arigami, 2023)



Fig.17. Nike Air Max <https://www.youtube.com/watch?v=kPeXRJyIjwA&t=5s>

Amazon Prime:

For Amazon, Amplify designed an anamorphic billboard to advertise the upcoming fantasy series The Wheel of Time on Prime Video.

Rosamund Pike, the main character of the performance, starred in the live-action 3D illusion that made its debut at Piccadilly Circus. Fig .18 (Houston, 2022)



Fig.18. Amazon Prime 3D's billboard for The Wheel of Time at Piccadilly Circus in London (Houston, 2022)
<https://www.youtube.com/watch?v=jbfKzgCnCvc&t=17s>

Lego Dreamzzz:

In a unique global marketing endeavor, the well-known toy manufacturer Lego has started an immersive advertising campaign in London, New York, and Tokyo that includes anamorphic billboards. The billboards, which are an advertisement for Lego's brand-new "Dreamzzz" YouTube series, feature a wide range of fanciful animals, like the enormous flying cat owl Zian, the magnificent Crocodile Car, and the green slimy sidekick Z-Blob. As part of Lego's promotion for its next TV series, the company has launched an enthralling outdoor advertising campaign that

features a number of engaging characters who have significant parts in the plot. Our Lego Agency (OLA), Amplify, and Intertia, together with Lego's internal team, collaborated creatively on the project.

The underlying message of the project: "Lego Dreamzzz brings to life a wondrous world of imagination and creativity." The show investigates what happens when dreams come true, and these amazing anamorphic billboards provide children all over the world access to that reality "To inspire and empower children to create a world of their wildest dreams. Fig19. (dailycommercials, 2023)



Fig 19 Lego Dreamzzz <https://www.youtube.com/watch?v=j7AmqDyfiuI>

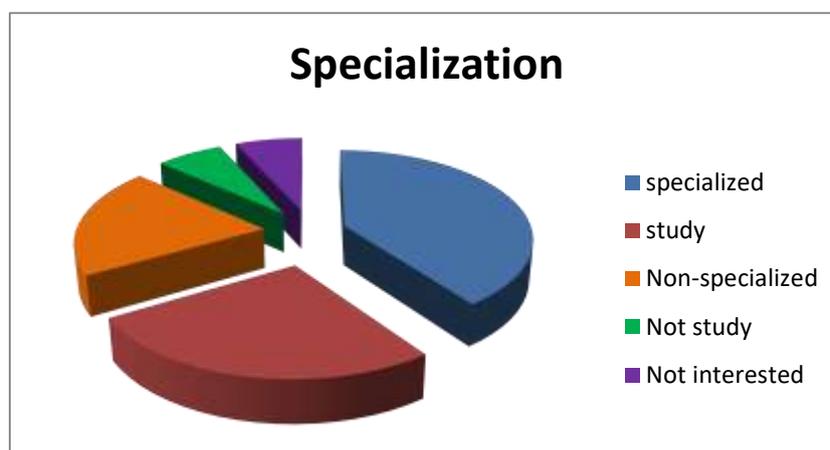
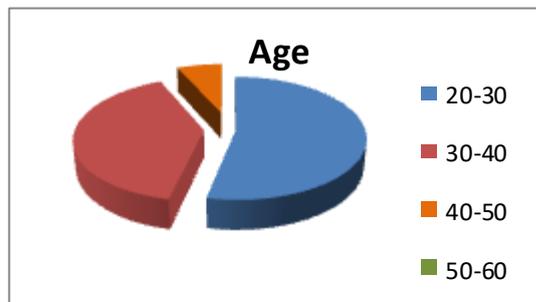
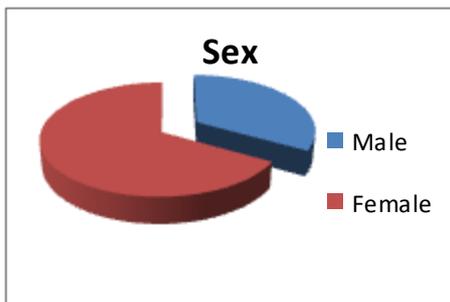
7. Search Procedure:

A sample of 50 people has been involved in a survey through a questionnaire in order to measuring the impact of anamorphic illusion technology on brand loyalty and purchasing decisions, confirming the effectiveness of anamorphic illusion technology in creating strong bonds between the brand and its customers, and the extent of the recipient's interaction with the

The research sample:

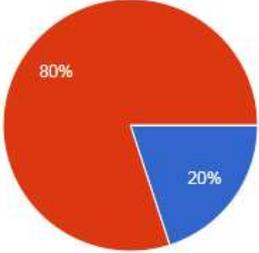
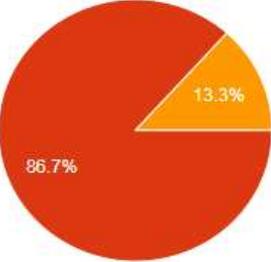
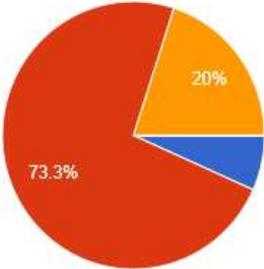
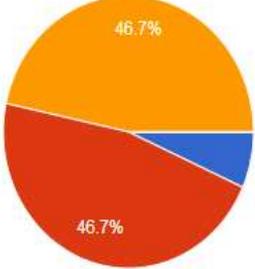
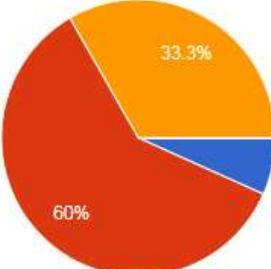
advertisements created by anamorphic illusion technology

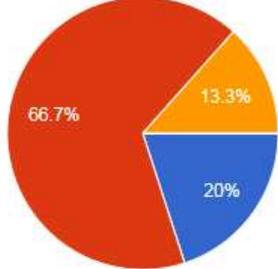
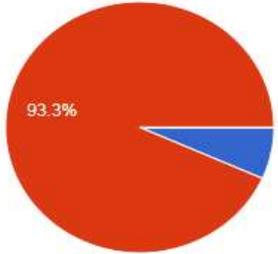
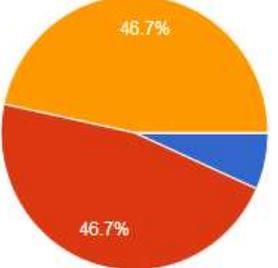
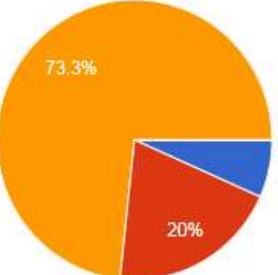
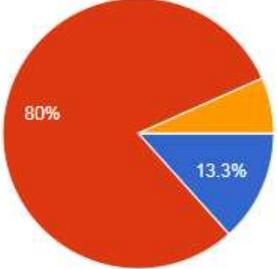
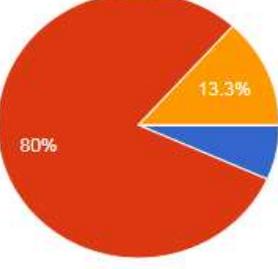
The questionnaire questions were divided into demographic questions in which he was asked about gender and age, and a set of questions, in which he was asked about anamorphic illusion technology, its role create a powerful visual impact and enhance consumer engagement, and its impact on brand loyalty and purchasing decisions.

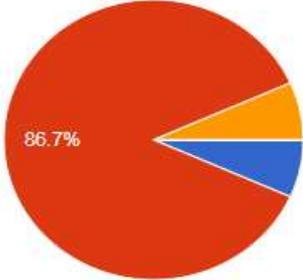
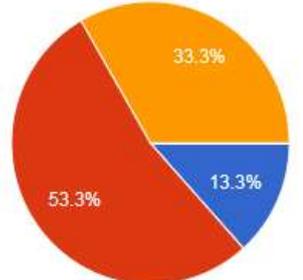
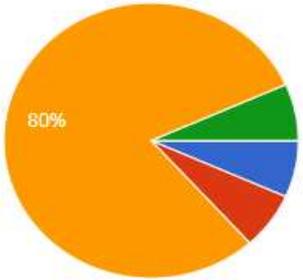
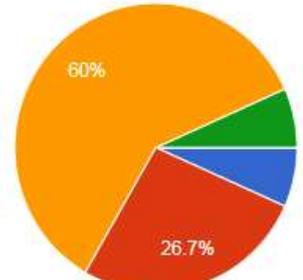
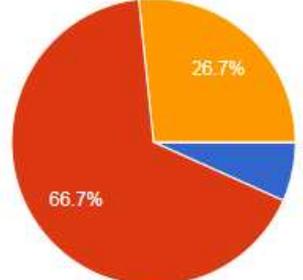
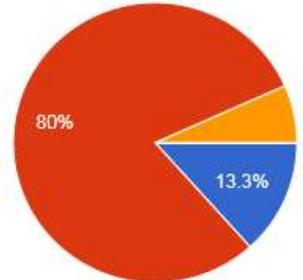


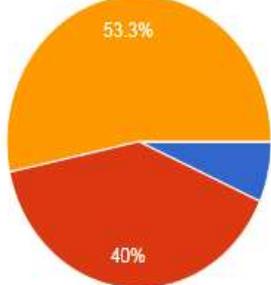
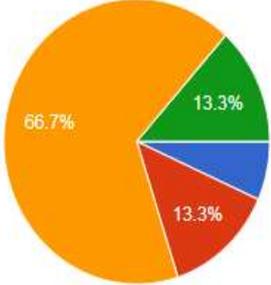
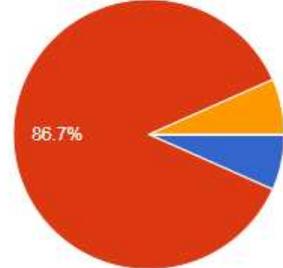
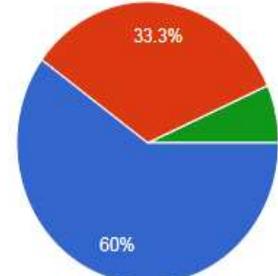
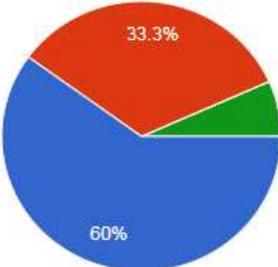
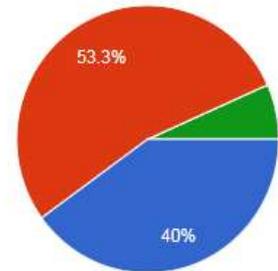
The results of the questionnaire showed the following:

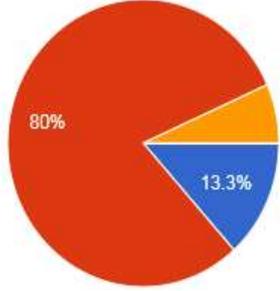
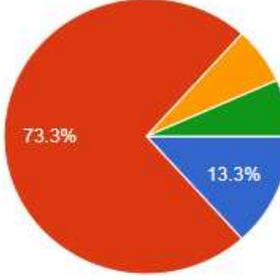
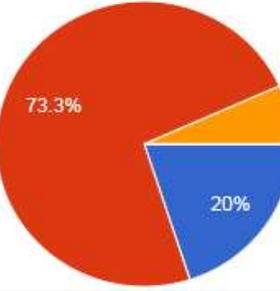
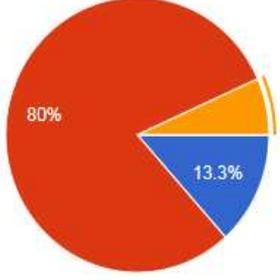
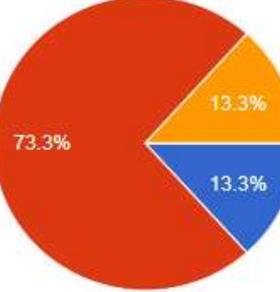
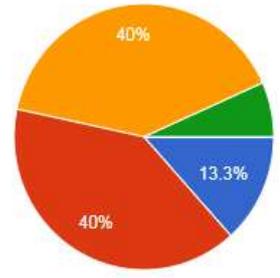
- Totally agree
- Agree
- To some extent
- Disagree
- Totally disagree

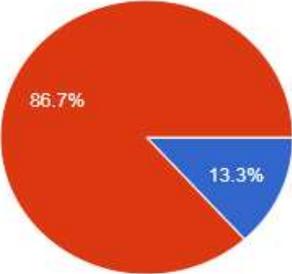
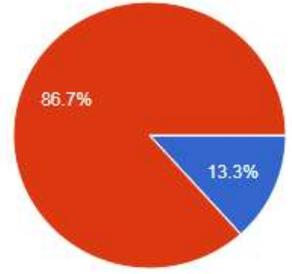
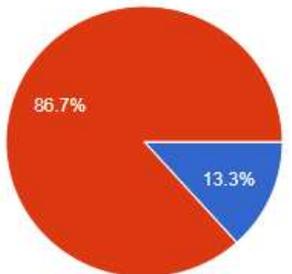
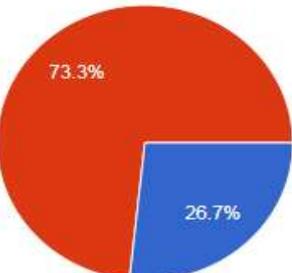
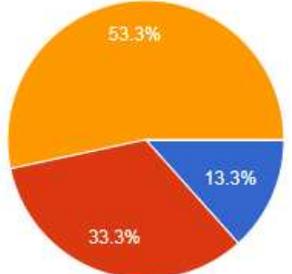
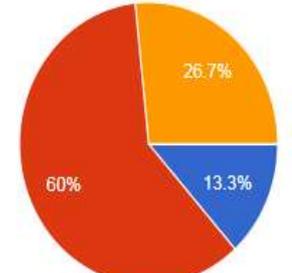
1. Honda car TV advertisement									
1.1 Honda car advertising with anamorphic technology Boost brand loyalty and create a lasting impression and connect with the audience.	 <table border="1"> <tr><th>Response</th><th>Percentage</th></tr> <tr><td>Agree</td><td>80%</td></tr> <tr><td>Totally agree</td><td>20%</td></tr> </table>	Response	Percentage	Agree	80%	Totally agree	20%		
Response	Percentage								
Agree	80%								
Totally agree	20%								
1.2 Honda car advertising with anamorphic technology has created strong bonds between the brand and its customers	 <table border="1"> <tr><th>Response</th><th>Percentage</th></tr> <tr><td>Agree</td><td>86.7%</td></tr> <tr><td>To some extent</td><td>13.3%</td></tr> </table>	Response	Percentage	Agree	86.7%	To some extent	13.3%		
Response	Percentage								
Agree	86.7%								
To some extent	13.3%								
1.3 Honda car advertisement with anamorphic technology created a powerful visual impact and enhanced consumer engagement	 <table border="1"> <tr><th>Response</th><th>Percentage</th></tr> <tr><td>Agree</td><td>73.3%</td></tr> <tr><td>To some extent</td><td>20%</td></tr> <tr><td>Totally agree</td><td>6.7%</td></tr> </table>	Response	Percentage	Agree	73.3%	To some extent	20%	Totally agree	6.7%
Response	Percentage								
Agree	73.3%								
To some extent	20%								
Totally agree	6.7%								
1.4 Honda car advertising with anamorphic technology is an effective way to attract the attention of existing customers and gain new customers	 <table border="1"> <tr><th>Response</th><th>Percentage</th></tr> <tr><td>To some extent</td><td>46.7%</td></tr> <tr><td>Agree</td><td>46.7%</td></tr> <tr><td>Totally agree</td><td>6.6%</td></tr> </table>	Response	Percentage	To some extent	46.7%	Agree	46.7%	Totally agree	6.6%
Response	Percentage								
To some extent	46.7%								
Agree	46.7%								
Totally agree	6.6%								
1.5 Honda car advertising with anamorphic technology has an impact on increasing consumer interaction with the brand or product	 <table border="1"> <tr><th>Response</th><th>Percentage</th></tr> <tr><td>Agree</td><td>60%</td></tr> <tr><td>To some extent</td><td>33.3%</td></tr> <tr><td>Totally agree</td><td>6.7%</td></tr> </table>	Response	Percentage	Agree	60%	To some extent	33.3%	Totally agree	6.7%
Response	Percentage								
Agree	60%								
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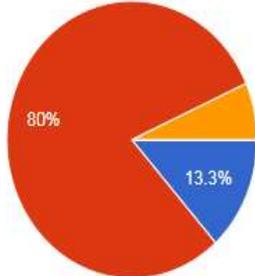
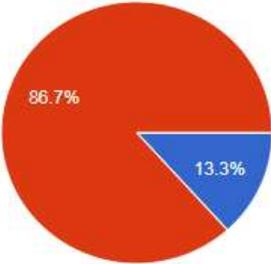
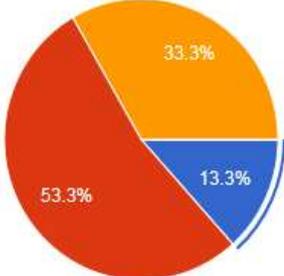
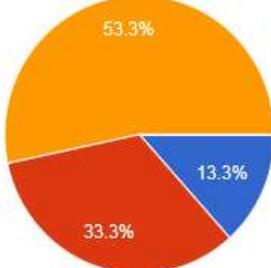
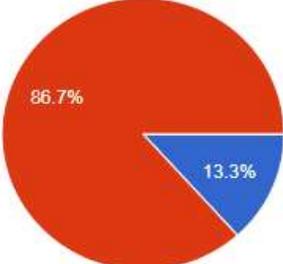
<p>1.6 Honda Car Advertising with Anamorphic Technology An immersive visual experience that differentiates the brand from other brands</p>	 <table border="1"> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Red</td> <td>66.7%</td> </tr> <tr> <td>Yellow</td> <td>13.3%</td> </tr> <tr> <td>Blue</td> <td>20%</td> </tr> </tbody> </table>	Category	Percentage	Red	66.7%	Yellow	13.3%	Blue	20%
Category	Percentage								
Red	66.7%								
Yellow	13.3%								
Blue	20%								
<p>1.7 Honda car advertising with anamorphic technology is a smart choice for the company to excel in the world of advertising</p>	 <table border="1"> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Red</td> <td>93.3%</td> </tr> <tr> <td>Blue</td> <td>6.7%</td> </tr> </tbody> </table>	Category	Percentage	Red	93.3%	Blue	6.7%		
Category	Percentage								
Red	93.3%								
Blue	6.7%								
<p>1.8 Honda car advertising with anamorphic technology serves to strengthen brand recall and increase the time when the brand is at the forefront of consumer concerns</p>	 <table border="1"> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Yellow</td> <td>46.7%</td> </tr> <tr> <td>Red</td> <td>46.7%</td> </tr> <tr> <td>Blue</td> <td>6.6%</td> </tr> </tbody> </table>	Category	Percentage	Yellow	46.7%	Red	46.7%	Blue	6.6%
Category	Percentage								
Yellow	46.7%								
Red	46.7%								
Blue	6.6%								
<p>1.9 Emotions resulting from the anamorphic technique of Honda car advertising effect on stimulating purchasing behavior</p>	 <table border="1"> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Yellow</td> <td>73.3%</td> </tr> <tr> <td>Red</td> <td>20%</td> </tr> <tr> <td>Blue</td> <td>6.7%</td> </tr> </tbody> </table>	Category	Percentage	Yellow	73.3%	Red	20%	Blue	6.7%
Category	Percentage								
Yellow	73.3%								
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<p>3.6 Amazon Prime Anamorphic advertising an immersive visual experience that differentiated the brand from other brands</p>	
<p>3.7 Amazon Prime advertising with anamorphic technology is a smart choice for the company to excel in the world of advertising</p>	
<p>3.8 Amazon Prime advertising with anamorphic technology serves to strengthen brand recall and increase the time when the brand is at the forefront of consumer concerns</p>	
<p>3.9 Emotions resulting from Amazon Prime's Anamorphic advertisement effect on stimulating purchasing behavior</p>	

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<p>4.6 Advertisement Nike – Air Max with anamorphic technology An immersive visual experience that differentiated the brand from other brands</p>	
<p>4.7 Nike – Air Max advertising with anamorphic technology is a smart choice for the company to excel in the world of advertising</p>	
<p>8.4 Nike – Air Max Anamorphic Advertising provides strong brand recall and increases the time when the brand is at the forefront of consumer concerns.</p>	
<p>4.9 Emotions resulting from Nike-Air Max advertising with anamorphic technology Effect on stimulating purchasing behavior</p>	
<p>10.4 Through advertising, anamorphic technology allows designers greater freedom to explore creativity where designers can create unique and attractive images that are difficult to achieve using traditional advertising media.</p>	

Results and discussion:

Honda car TV advertisement

1- 20%of the research sample fully agreed that honda car advertising with anamorphic technology boost brand loyalty and create a lasting impression and connect with the audience, while 80% agreed that honda car advertising with anamorphic technology boost brand loyalty and create a lasting impression and connect with the audience, while 0% rejected and completely rejected 0%.

- 2- The largest 86.7% agreed that honda car advertising with anamorphic technology has created strong bonds between the brand and its customers, while 13.3% believe that honda car advertising with anamorphic technology has created strong bonds between the brand and its customer, while 0% rejected and completely rejected 0%.
- 3- 6.7% of respondents fully agreed that honda car advertisement with anamorphic technology created a powerful visual impact and enhanced

- consumer engagement, while 73.3% agreed, while 20% believe that honda car advertisement with anamorphic technology created a powerful visual impact and enhanced consumer engagement, while 0% rejected and completely rejected 0%.
- 4- 6.7% fully agreed that honda car advertising with anamorphic technology is an effective way to attract the attention of existing customers and gain new customers, while 46.7% agreed, while 46.7% believe that honda car advertising with anamorphic technology is an effective way to attract the attention of existing customers and gain new customers, while 0% rejected and completely rejected 0%.
 - 5- 6.7 %of respondents fully agreed that honda car advertising with anamorphic technology has an impact on increasing consumer interaction with the brand or product, while 60% agreed, while 33.3% believe that honda car advertising with anamorphic technology has an impact on increasing consumer interaction with the brand or product, while 0% rejected and completely rejected 0%.
 - 6- 20 % fully agreed that honda Car Advertising with Anamorphic Technology An immersive visual experience that differentiates the brand from other brands, while 66.7% agreed, while 13.3% believe that honda Car Advertising with Anamorphic Technology An immersive visual experience that differentiates the brand from other brands, while 0% rejected and completely rejected 0%.
 - 7- 6.7 %of respondents fully agreed, 93.3% agreed that honda car advertising with anamorphic technology is a smart choice for the company to excel in the world of advertising, while 0% believe that honda car advertising with anamorphic technology is a smart choice for the company to excel in the world of advertising, while 0% rejected and completely rejected 0%.
 - 8- %6.7 fully agreed, while 46.7% of the research sample agreed that honda car advertising with anamorphic technology serves to strengthen brand recall and increase the time when the brand is at the forefront of consumer concerns, while 46.7% believe that honda car advertising with anamorphic technology serves to strengthen brand recall and increase the time when the brand is at the forefront of consumer concerns, while 0% rejected and completely rejected 0%.
 - 9- %6.7 fully agreed, while 20% of the research sample agreed that emotions resulting from the anamorphic technique of Honda car advertising effect on stimulating purchasing

behavior, while 73.3% believe that emotions resulting from the anamorphic technique of Honda car advertising effect on stimulating purchasing behavior, while 0% rejected and completely rejected 0%.

- 10- 13.3% of respondents fully agreed that through advertising, anamorphic technology allows designers greater freedom to explore creativity where designers can create unique and attractive images that are difficult to achieve using traditional advertising media, while 80% agreed, 6.7% believed that through advertising, anamorphic technology allows designers greater freedom to explore creativity where designers can create unique and attractive images that are difficult to achieve using traditional advertising media, while 0% rejected and completely rejected 0%.

2. Lacoste L!VE perfume TV advertisement :

- 1- 6.7% of the research sample fully agreed that Lacoste L!VE perfume advertisement with anamorphic technology boost brand loyalty and create a lasting impression and connect with the audience, while 80% agreed, while 13.3% believe that Lacoste L!VE perfume advertisement with anamorphic technology boost brand loyalty and create a lasting impression and connect with the audience, while 0% rejected and completely rejected 0%.
- 2- The largest 86.7% agreed that Lacoste L!VE perfume advertising with anamorphic technology created strong bonds between the brand and its customers, while 6.7 % believe that Lacoste L!VE perfume advertising with anamorphic technology created strong bonds between the brand and its customers, while 0% rejected and completely rejected 0%.
- 3- 13.3% of respondents fully agreed that Lacoste L!VE perfume advertising with anamorphic technology created a powerful visual impact and enhanced consumer engagement, while 53.3% agreed, while 33.3% believe that Lacoste L!VE perfume advertising with anamorphic technology created a powerful visual impact and enhanced consumer engagement, while 0% rejected and completely rejected 0%.
- 4- 6.7% fully agreed that Lacoste L!VE perfume advertising with anamorphic technology is an effective way to attract the attention of existing customers and win new ones, while 6.7% agreed, while 80% believe that Lacoste L!VE perfume advertising with anamorphic technology is an effective way to attract the attention of existing customers and win new ones, while 6.7% rejected and completely rejected 0%.

- 5- 6.7 %of respondents fully agreed that Lacoste L!VE perfume's anamorphic advertisement has an impact on increasing consumer interaction with the brand or product, while 26.7% agreed, while 60% believe that Lacoste L!VE perfume's anamorphic advertisement has an impact on increasing consumer interaction with the brand or product, while 6.7% rejected and completely rejected 0%.
- 6- 6.7 % fully agreed that Lacoste L!VE perfume advertisement with anamorphic technology An immersive visual experience that differentiated the brand from other brands, while 66.7% agreed, while 26.7% believe that Lacoste L!VE perfume advertisement with anamorphic technology An immersive visual experience that differentiated the brand from other brands, while 0% rejected and completely rejected 0%.
- 7- 13.3 %of respondents fully agreed, 80% agreed that Lacoste L!VE perfume advertising with anamorphic technology is a smart choice for the company to excel in the world of advertising, while 6.7% believe that Lacoste L!VE perfume advertising with anamorphic technology is a smart choice for the company to excel in the world of advertising, while 0% rejected and completely rejected 0%.
- 8- 6.7% fully agreed, while 40% of the research sample agreed that Lacoste L!VE perfume advertising with anamorphic technology serves to strengthen brand recall and increase the time when the brand is at the forefront of consumer concerns, while 53.3% believe that Lacoste L!VE perfume advertising with anamorphic technology serves to strengthen brand recall and increase the time when the brand is at the forefront of consumer concerns, while 0% rejected and completely rejected 0%.
- 9- 6.7% fully agreed, while 13.3% of the research sample agreed that emotions resulting from Lacoste L!VE perfume advertising with anamorphic technique Effect on stimulating purchasing behavior, while 66.7% believe that emotions resulting from Lacoste L!VE perfume advertising with anamorphic technique Effect on stimulating purchasing behavior, while 13.3% rejected and completely rejected 0%.
- 10- 6.7 % of respondents fully agreed that through advertising, anamorphic technology allows designers greater freedom to explore creativity where designers can create unique and attractive images that are difficult to achieve using traditional advertising media, while 86.7% agreed, 6.7% believed that through advertising, anamorphic technology allows

designers greater freedom to explore creativity where designers can create unique and attractive images that are difficult to achieve using traditional advertising media, while 0% rejected and completely rejected 0%.

3. Amazon Prime:

- 1- 60% of the research sample fully agreed that amazon prime anamorphic advertising boosts brand loyalty and creates a lasting impression and audience engagement, while 33.3% agreed, while 0% believe that amazon prime anamorphic advertising boosts brand loyalty and creates a lasting impression and audience engagement, while 6.7% rejected and completely rejected 0%.
- 2- The largest 60% agreed that amazon prime advertising with anamorphic technology created strong bonds between the brand and its customers, while 33.3% believe that amazon prime advertising with anamorphic technology created strong bonds between the brand and its customers, while 6.7% rejected and completely rejected 0%.
- 3- 40% of respondents fully agreed that amazon prime anamorphic advertising creates a strong visual impact and boosts consumer engagement, while 53.3% agreed, while 0% believe that amazon prime anamorphic advertising creates a strong visual impact and boosts consumer engagement, while 6.7% rejected and completely rejected 0%.
- 4- 13.3% fully agreed that amazon prime advertising with anamorphic technology is an effective way to attract the attention of existing customers and gain new customers, while 80% agreed, while 6.7% believe that amazon prime advertising with anamorphic technology is an effective way to attract the attention of existing customers and gain new customers, while 0% rejected and completely rejected 0%.
- 5- 13.3 % of respondents fully agreed that amazon prime advertising with anamorphic technology affected the increase in consumer interaction with the brand or product, while 73.3% agreed, while 6.7% believe that amazon prime advertising with anamorphic technology affected the increase in consumer interaction with the brand or product, while 6.7% rejected and completely rejected 0%.
- 6- 20 % fully agreed that amazon prime anamorphic advertising an immersive visual experience that differentiated the brand from other brands, while 73.3% agreed, while 6.7% believe that amazon prime anamorphic advertising an immersive visual experience

- that differentiated the brand from other brands, while 0% rejected and completely rejected 0%.
- 7- 13.3 %of respondents fully agreed, 80% agreed that amazon prime advertising with anamorphic technology is a smart choice for the company to excel in the world of advertising, while 6.7% believe that amazon prime advertising with anamorphic technology is a smart choice for the company to excel in the world of advertising, while 0% rejected and completely rejected 0%.
 - 8- 13.3% fully agreed, while 73.3% of the research sample agreed that amazon prime advertising with anamorphic technology serves to strengthen brand recall and increase the time when the brand is at the forefront of consumer concerns, while 13.3% believe that amazon prime advertising with anamorphic technology serves to strengthen brand recall and increase the time when the brand is at the forefront of consumer concerns, while 0% rejected and completely rejected 0%.
 - 9- 13.3% fully agreed, while 40% of the research sample agreed that emotions resulting from amazon prime's anamorphic advertisement effect on stimulating purchasing behavior, while 40% believe that emotions resulting from amazon prime's anamorphic advertisement effect on stimulating purchasing behavior, while 6.7% rejected and completely rejected 0%.
 - 10- 13.3% of respondents fully agreed that through advertising, anamorphic technology gives designers greater freedom to explore creativity where designers can create unique and attractive images that are difficult to achieve using traditional advertising media, while 86.7% agreed, 0% believed that through advertising, anamorphic technology gives designers greater freedom to explore creativity where designers can create unique and attractive images that are difficult to achieve using traditional advertising media, while 0% rejected and completely rejected 0%.

4. Nike – Air Max:

- 1- 13.3% of the research sample fully agreed that Nike – Air Max anamorphic advertising boost brand loyalty and create lasting impression and audience engagement, while 86.7% agreed, while 0% believe that Nike – Air Max anamorphic advertising boost brand loyalty and create lasting impression and audience engagement, while 0% rejected and completely rejected 0%.
- 2- The largest 86.7% agreed that Nike – Air Max advertising with anamorphic technology has created strong bonds between the brand and its customers, while 0% believe that Nike – Air Max advertising with anamorphic technology has created strong bonds between the brand and its customers, while 0% rejected and completely rejected 0%.
- 3- 26.7% of respondents fully agreed that Nike – Air Max anamorphic advertising Creates a powerful visual impact and boosts consumer engagement, while 73.3% agreed, while 0% believe that Nike – Air Max anamorphic advertising Creates a powerful visual impact and boosts consumer engagement, while 0% rejected and completely rejected 0%.
- 4- 13.3% fully agreed that Nike – Air Max advertising with anamorphic technology is an effective way to attract the attention of existing customers and win new ones, while 33.3% agreed, while 53.3% believe that Nike – Air Max advertising with anamorphic technology is an effective way to attract the attention of existing customers and win new ones, while 0% rejected and completely rejected 0%.
- 5- 13.3 % of respondents fully agreed that Nike – Air Max advertising with anamorphic technology has an impact on increasing consumer interaction with the brand or product, while 60% agreed, while 26.7% believe that Nike – Air Max advertising with anamorphic technology has an impact on increasing consumer interaction with the brand or product, while 0% rejected and completely rejected 0%.
- 6- 13.3 % fully agreed that advertisement Nike – Air Max with anamorphic technology An immersive visual experience that differentiated the brand from other brands, while 80% agreed, while 6.7% believe that advertisement Nike – Air Max with anamorphic technology An immersive visual experience that differentiated the brand from other brands, while 0% rejected and completely rejected 0%.
- 7- 13.3 %of respondents fully agreed, 86.7% agreed that Nike – Air Max advertising with anamorphic technology is a smart choice for the company to excel in the world of advertising, while 0% believe that Nike – Air Max advertising with anamorphic technology is a smart choice for the company to excel in the world of advertising, while 0% rejected and completely rejected 0%.
- 8- 13.3% fully agreed, while 53.3% of the research sample agreed that Nike – Air Max Anamorphic Advertising provides strong brand recall and increases the time when the brand is at the forefront of consumer concerns., while 33.3% believe that Nike – Air Max Anamorphic Advertising provides strong

brand recall and increases the time when the brand is at the forefront of consumer concerns., while 0% rejected and completely rejected 0%.

- 9- 13.3% fully agreed, while 33.3% of the research sample agreed that emotions resulting from Nike-Air Max advertising with anamorphic technology Effect on stimulating purchasing behavior, while 53.3% believe that emotions resulting from Nike-Air Max advertising with anamorphic technology Effect on stimulating purchasing behavior, while 6.7% rejected and completely rejected 0%.
- 10- 13.3 % of respondents fully agreed that through advertising, anamorphic technology allows designers greater freedom to explore creativity where designers can create unique and attractive images that are difficult to achieve using traditional advertising media., while 86.7% agreed, 0% believed that Through advertising, anamorphic technology allows designers greater freedom to explore creativity where designers can create unique and attractive images that are difficult to achieve using traditional advertising media., while 0% rejected and completely rejected 0%.

Conclusion:

- Anamorphic illusion technology creates strong bonds between the brand and its customers.
- Using anamorphic illusion technology increase consumer interaction with the brand or product.
- Anamorphic illusion technology enhances brand visibility and create a lasting and unforgettable impression.
- Anamorphic illusion technology promotes brand loyalty and purchasing decisions.
- Anamorphic illusion technology is a smart choice for companies to excel in the world of advertising and establish a brand in the markets.
- The feelings generated by anamorphic illusion technology stimulate purchasing behavior and build long-term brand loyalty.
- Anamorphic illusion technology works to surprise and engage audiences, leaving a lasting impact on the minds of viewers.
- Anamorphic illusion technology works to achieve the element of fascination and persuasion for the audience.
- Anamorphic illusion technology creates a powerful visual effect and enhances consumer engagement.
- Anamorphic illusion technology not only ensures that the brand message is seen, but

also ensures that it resonates and remains in the minds of consumers.

- Anamorphic illusion technology allows designers greater freedom to explore creativity where designers can create unique and attractive images.
- Anamorphic illusion technology is one of the creative manifestations that confirms the effective cooperation of technology and creativity.

Recommendations:

- The use of anamorphic illusion technology in advertising to achieve greater effectiveness in enhancing brand loyalty and creating lasting impact on target audience.
- Keeping pace with developments with regard to Anamorphic illusion technology in the field of advertising in a way that contributes to increasing purchases and enhancing consumer loyalty to the brand.
- Companies and institutions use anamorphic illusion technology to distinguish themselves in the world of advertising and establish a brand in the markets.
- Designers use anamorphic illusion technology to explore creativity where unique and engaging images can be created that are difficult to achieve with traditional media.

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