

Effects of using visual metaphors in designing branded giveaways as non-traditional advertising media

“An Analytical Study at Advertising department, Faculty of applied arts, Helwan university”

Dalia Mohsen Gaber

Lecturer, Faculty of applied arts, helwan university, dalia_jaber@a-arts.helwan.edu.eg

Abstract

The advertising crowd and the intensity of the competition is one of the most important reasons for moving towards non-stereotyped advertising means in order to attract the audience attention and leave a positive impression for brands. Creative branded giveaway can be considered one of the non-traditional advertising media that can stay a long time with the target audience while using it and can be a good reminder to keep the brand in their minds with good impressions because of the good design and the concept of it which is related to the brand promise.

This research focus on studying how to design branded giveaways with applying visual metaphours in new 3d ideas that can be new creative media with 3rd-grade students, At the Advertising Department, Faculty of Applied Arts, Helwan University, designing creative advertising media Course for the Academic Year 2021/2022 and 2022/2023.. Visual metaphors are smart tool and artistic rhetorical techniques that convey multiple messages and meanings. They appear to encourage users to experience and elaborate their meaning, which results in positive attitudes toward the advertisement idea and the brand. In addition to their influence on persuasion, visual metaphors have the remarkable power to boost designer creativity. They are useful tools for developing innovative branded giveaway concepts.

The consequence is visual metaphors can be a useful tool when designing inventive branded giveaways to capture audiences' attention and enhance the ability to keep brands in their minds.

Keywords

Visual Metaphors, Branded Giveaways, Non-Traditional Advertising Media.

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Introduction:

Branded giveaways indicate that this method of advertising is likely to leave its positive impression on the customers through frequent, favorable exposure. Branded giveaways last longer than any video or radio ad and provide a real-world experience that customers can attribute to the brand.

People today live in a visually rich society and in a world filled with amazing and fascinating visuals. They view images from sources more frequently than they read words. In advertising field, Using familiar elements in novel contexts to grab the viewer's attention and effectively convey a message, These visual messages try to influence everyone to think, feel, act, and purchase. An image is substituted for or placed alongside another in a visual metaphor to compare the two or to convey a message. One of the strategies used to generate

innovative, non-traditional advertising media such branded giveaways is the use of visual metaphors.

Research Problem:

The research problem is to study how to benefit from visual metaphors in designing branded giveaways as a non-traditional advertising media within a teaching experiment in advertising department, Faculty of Applied Arts teaching process, Helwan university, by answering the following questions:

- Is it possible to apply visual metaphour technique in designing 3D branded giveaways?
- How can visual metaphors contribute to the designing of branded giveaways ideas?
- How can the branded giveaway idea support the brand promise?
- How can the branded giveaways compete as a non-traditional advertising media?

CITATION

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Research Objectives:

The current study aims to:

- Find solutions that help in designing creative branded giveaways focusing on the brand promise that can be a smart non-traditional advertising media.
- Documenting an educational experience about applying visual metaphors techniques in designing 3d branded giveaways.

Research Importance:

The importance of the research is due to the need to document some techniques that can help designers to design creative branded giveaways as a non-traditional advertising media that can attract attention and stick in audiences' memories.

Research Methodology:

The study uses a descriptive methodology to describe visual metaphors structure and applying this visual techniques in designing a variety of branded giveaways as a non-traditional advertising media then an analytical methodology about an educational experiment outputs carried out by the researcher with 3rd-grade students, At the Advertising Department, Faculty of Applied Arts, Helwan University, designing creative advertising media Course for the Academic Year 2021/2022 and 2022/2023, And the idea of the research is then confirmed by a study of a number of branded giveaways ideas based on applying visual metaphor in designing them.

Research hypotheses:

H1: learning visual metaphors techniques can help in designing creative branded giveaways based on the brand promise.

H2: Creative branded giveaway can attract the

audience attention and leave a positive impression for brands.

H3: Creative branded giveaway serves as a non-traditional advertising medium which can be a good reminder to keep the brand in the target audience minds.

Non-traditional advertising media:

Advertising is an exchange between advertisers and consumers, where consumers give their time and cognitive effort and expect to receive something of value in return (the main value components have been found to be entertainment and information). In fact, consumers are avoiding traditional advertising because its perceived baseline value is so low that they do not consider individual ads worth attending to and due to the daily advertising crowd. (Dahle'n, et al., 2009)

Non-traditional advertising encompasses a range of media and opportunities but uses non-traditional means to engage with customers and to increase customer recognition of the brand. Instead of using traditional advertising methods, like commercials or digital ads, it reaches out to customers in ways they are more likely to remember. (Jamison, 2020) non-traditional media may be an effective means of reaching consumers.

Thus, the non-traditional media could also be expected to generate positive emotions and liking, simply because of its novel form. (Dahle'n, et al., 2009)

Non-traditional advertising media has several benefits for brands. as it helps brands to stand out from the crowd, By placing the ad in a space where others are not already advertising, also can increase the ad visibility and make it more likely that customers will remember later. (Jamison, 2020)

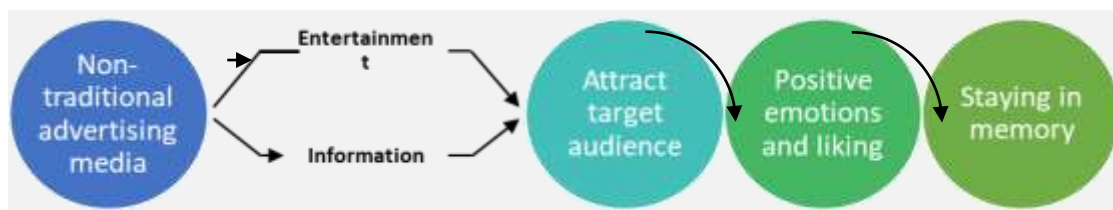


Fig. 1. Non-traditional advertising media benefits (designed by the researcher)

Branded giveaways:

Branded giveaways or promotional products, promotional items, promotional gifts, or advertising gifts such as a pen, mug, bag, t-shirt, coaster, calendar, cap, clock, diary, etc., Given away to present or potential customers. (Roberts, 2020) So branded giveaways are useful or decorative objects or accessories – it could have a company's name, logo, or message imprinted on it. (Kendrick, 1998). Branded giveaways involve giving out cute

products that allow people to see the brand and remember it, a branded giveaway, should always consider the brand promise and the target audience Characteristics, Branded giveaways should be useful and subtle, It should be something the target audience might use all the time (Anderson, 2022). Branded giveaways are used to influence attitudes and purchase intentions of potential consumers, maintain, or increase purchases by existing consumers, along with other objectives. (Montaner,

et al., 2011) Thus, branded giveaways can be an effective non-traditional advertising media.



Fig. 2. Basic considerations in designing branded giveaways (Buil, et al., 2013) (designed by the researcher)

Benefits of Branded giveaways:

Finding high Return on Investment (ROI) solutions that promote profitable growth is at the heart of every organization. Branded giveaways that are incorporated into a company's entire marketing plan are excellent ways to do this. They are also essential for retaining current customers and gaining new ones (adept, 2022). The following are some advantages of using branded giveaways:

- Branded giveaways make a product or service more visible and encourage people to buy it.
- Branded giveaways improve the relationship with current or potential consumers and encourage repurchase. (Kovacheva, et al., 2020)
- Branded giveaways are inexpensive and efficient. Having a low cost per unit, a large number of impressions, and a positive reciprocity effect as a freebie.
- Branded giveaways have a long useful life. The majority of promotional items are expected to be used or seen often for at least a few months, and some may even remain in a person's home or place of business for many years.
- Branded giveaways promote brand loyalty. A customer who has taken advantage of promotional giveaways is more likely to prefer the brand over competitors. (adept, 2022)
- Branded giveaways increase brand recognition and retention. Giving away promotional items is a low-effort way to promote goods and services

extensively. More individuals will be able to identify the brand whenever they see the logo, the more often they see the brand promotional things. (Kamleitner, et al., 2021)

- Targeted promotional products are possible. Using advertising gifts, you can select a specific audience and target your marketing campaign to them. (adept, 2022)
- Branded giveaways are interactive media that users interact with while using them each time, which helps confirm the brand's promise and recall it in a positive way. (the researcher opinion)

Visual metaphors:

A metaphor is “an implied comparison between two dissimilar objects, such that the comparison results in aspects that normally apply to one object being transferred or carried over to the second object”. (Margariti, et al., 2018) Thus, the representing of a person, location, or idea by a visual image that suggests a specific association is known as a visual metaphor. (Kadry, 2019)

Depending on their level of inventiveness, complexity, and incongruity, visual metaphors have been shown to boost attention, persuasion, positive attitudes, recall, comprehension, and appreciation. (Margariti, et al., 2018)

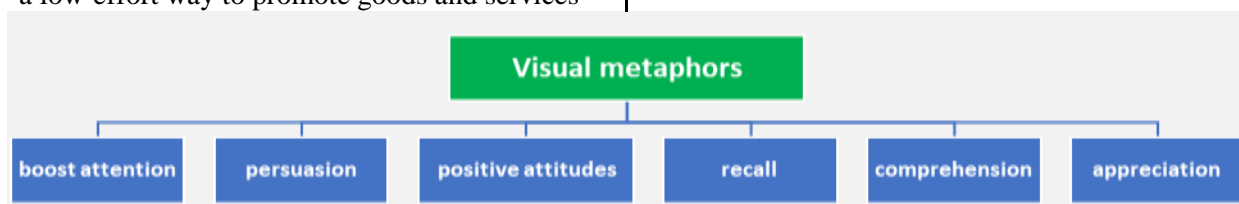


Fig. 3. Benefits of using visual metaphors for brands (designed by the researcher)

Understanding visual metaphors used within advertising ideas:

People needn't take visual metaphors literally. They

need to be interpreted. Visual metaphors stray from what the viewer expects to see. The unexpected divergence (or incongruity) is what prompts

viewers to think figuratively and draw conclusions about the meaning that is intended. The first reasonable interpretation that looks pertinent to the message is what viewers search for.

Visual metaphors can be thought of as mysteries that viewers need to solve on an innate level. The effort required to solve the puzzle is matched by the prize we will receive after doing so.

Viewers exchange cognitive work for information and pleasure - the fulfilment of decoding the meaning of the image. The significance of visual metaphors for advertisers is this cognitive effort exchange for knowledge and enjoyment.

Additionally, there is an obvious risk because the information and enjoyment effect depend on viewers deducing the intended meaning of the

image - solving the mystery. Visual metaphors can annoy viewers and harm a brand if there is no real reward. (Wright, 2022)

Visual Structure in Visual metaphors

Three different visual structures exist, and their complexity is listed below.

1. The first and most basic structure is Juxtaposition, when the two things are both completely present and displayed side by side.
2. The second type of structure is called fusion, where two separate items have been combined into one and are both just partially present.
3. The third and most challenging structure is called replacement, in which only one object is explicitly shown, and the other is implied. (Petridis & B. Chilton, 2019)

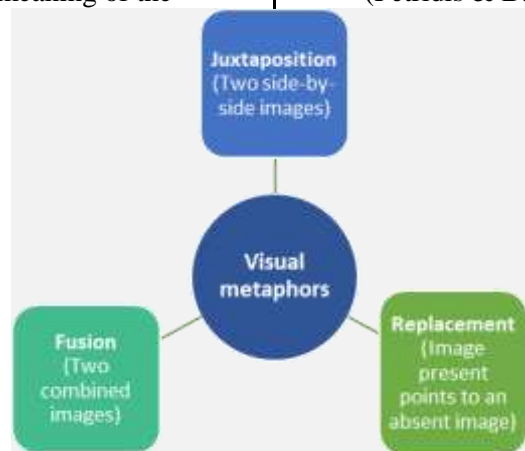


Fig. 4. Visual Structure in Visual metaphors (designed by the researcher) (mulken, et al., 2014)

<p>Two side-by-side images – tomato’s image side by side with Heinz ketchup bottle (A) (Pullen , 2019)</p>	<p>Two combined images – tomato image combined with the shape of Heinz ketchup bottle (B) (ateriet, 2018)</p>



Image present points to an absent image – tomato image with the cut here shape represent Heinz ketchup product (C) (Kailaash, 2006)

FIG. 5. Visual Structure in visual metaphors for Heinz advertisements: (a) juxtaposition, (b) fusion, and (c) replacement. (mulken, et al., 2014)

Applying visual metaphor technique in designing creative 3D branded giveaway:

Visual metaphors are usually used in 2d advertising designs, However, it can be used effectively in designing creative 3D branded giveaway, thus higher-quality, creative branded giveaways are more successful and encourage some customer segments to respond more positively to promotional gifts. (Kovacheva, et al., 2020)

The steps to take when developing Visual metaphors in designing 3D branded giveaways are as follows:

- Step 01: List the crucial words and phrases that will help the image most effectively express the main point (the exact message you want to convey), then brainstorming by making a list of

potential, well-known objects that could be used to demonstrate the point while being careful not to confuse the audience. (MADALINA, 2020)

The Visual Metaphor Brainstorming Process:

1. Defining the message based on the brand promise (a summary sentence)
2. Decide if you're explaining an attribute, structure, or process. Are you trying to say the attributes of something in your project are like the attributes of something else? Are you trying to explain the structure of something? Or are you conveying some sort of flow or transformation over time?
3. Answer a set of questions based on which type you choose (table 1).

Attributes	Structure	Process
What are the notable features of your data. - What's the purpose/value of the features? - How are the features arranged or relate to each other?	- What's the foundation of your structure? - What're the different layers and their defining features? - What's the glue holding it all together? - What's the main purpose of the structure?	- What's the beginning state like? What's the transform active action? What's the ending state? What's the overall effect?

Table 1. Shows the attributes, structure, and process related to the product or the service which is needed to design a branded giveaway

4. Circle keywords in the answers you wrote down.
 5. Write down synonyms, antonyms, or images that come to mind when you read your circled words. (Elevate, n.d.)
- Step 02: merging those concepts into a few sketches to see how they work together to convey the idea. (MADALINA, 2020)
 - Step 03: experimenting with different combinations of your brand's assets and 3D visual metaphors to determine which has the greatest impact. (kimp, 2020)

- Step 04: Discuss with the creative team to determine the best 3D visual metaphor to use in order to minimize more misunderstanding and achieve the desired result. (MADALINA, 2020)

Analytical study

These study is divided into two sections, the first one is about analyzing some global examples for branded giveaways, and the second part is a study of an experiment taught by the researcher with 3rd-grade students, At the Advertising Department,

Faculty of Applied Arts, Helwan University, designing creative advertising media Course for the Academic Year 2021/2022 and 2022/2023, to design non-official branded giveaway as a non-traditional advertising media.

This project was an individual project with a group brainstorming session every week. The project took 12 lectures, which were divided into 3 lectures for doing a research about the brand promise, Giveaway Characteristic and Consumers' Perceptions, 4 lectures for learning how to apply visual metaphor structures in few sketches that convey ideas related to the brand promise, 5 lectures for the final 3d giveaways designs.

1- Analyzing some global examples for branded giveaways:

1-1- Plant spikes for WWF organization in the Earth Hour event 2010.



FIG. 6. A branded give away for WWF organization in the Earth Hour event 2010 based on juxtaposition Metaphor technique. (Wunderman, 2010)

Brand name	WWF Organization.
Branded giveaway idea	By employing Plant Spikes, a low-cost, environmentally friendly method of getting through to office block personnel and motivating them to get their companies supporting Earth Hour. The Earth Hour message for this year will be spread through office greenery to achieve maximum impact. Also the Plant Spikes had a new ink containing natural plant fertilizer.
Slogan	I help your environment, Please Help Mine.
Credits	Advertising Agency: Wunderman, Australia Writer: Theodora Gerakiteys. Art Director: Paolo Meucci. Creative Director: Matt Batten. Production Manager: Paul Hayes. Printer: Sti Lilyfield. (Wunderman, 2010)
Metaphor technique	Juxtaposition technique: Two side-by-side images - Plant spikes in the Plants pots.
Results	Plant Spikes giveaway take multi award-winning augmented reality project 'Earth in Your Hands'. (Wunderman, 2010)

1-2- Memo Pad for pantogar hair loss treatment:



FIG. 7. A branded give away for Pantogar Hair Loss Treatment based on Fusion Metaphor technique. (BARBARA, 2009)

Brand name	Pantogar Hair Loss Treatment.
Branded	Memo pad' is the name of a professional branded giveaway that was released in China

giveaway idea	To encourage people to use Pantogar to revive their hair growth and to warn them not to ignore the issue of gradual hair loss by using this meomo each paper represent a hair loss.
Slogan	Is your hair getting thinner? Pantogar revitalizer.
Credits	Advertising Agency: JWT Hong Kong Executive Creative Director: Steven Lee Creative Directors: Kwong Chi Kit Art Directors: Kwong Chi Kit, Arthur Tse Copywriters: Barbara Fu, Daat Lai. (BARBARA, 2009)
Metaphor technique	Fusion technique: two combined images – Memo Pad in the shape of a man with a huge hair that is getting smaller and smaller while using the memo to deliver the giveaway concept.
Results	Awareness level rose and IP visits to the Pantogar website increases. (BARBARA, 2009)

1-3- Eraser USB stick for Alzheimers new zealand's organization:



Brand name	Alzheimers new zealand's organization.
Branded giveaway idea	Design a memorable branded giveaway that draws attention to the alzheimer's disease early warning signs, like memory loss. These eraser/usbs, which are intended for daily use, are meant to act as a continual reminder of the significance of Alzheimer's New Zealand, as well as to help New Zealanders understand the value of our memories and how challenging life can be for people who are afflicted with this disease.
Slogan	Your memories, Save them.
Credits	Advertising Agency: Colenso BBDO, Auckland, New Zealand Art Director / Copywriter / Designer: Lisa Fedyszyn Designer / Agency Producer: Phil Newman. (BBDO, 2010)
Metaphor technique	Replacement technique: an eraser points to an absent meaning the memory loss.
Results	In an effort to spread awareness of the helping others, Alzheimer's New Zealand distributed these eraser/usbs to customers in general, sent them to various local companies, and gave them to local politicians. This is an indication of how effective the outcome was in the market.

They've had good feedback, and hopefully they'll keep leaving people with some awareness of what people with Alzheimer's deal with on a daily basis and where they can find additional support and help. (BBDO, 2010)

1-4- Candle Box for WWF Organization:



FIG. 9. A branded give away for WWF Organization based on replacement metaphor technique. (wwf, 2010)

Brand name	WWF Organization.
Branded giveaway idea	Yellow candles were send to business leaders as a giveaway, each candel came in a specially designed box, with one of its sides looking like a building. Putting out the candel would switch off the building lights.
Slogan	Switch off your lights to help reduce global warming.
Credits	Advertising Agency: Leo Burnett Manila, Philippines. Executive Creative Directors: Richard Irvine, Raoul Panes. Creative Director: Alvin Tecson. Art Director: Mela Advincula. Copywriters: Candice Madamba, Cey Enriquez. (wwf, 2010)
Metaphor technique	Replacement technique: Candel box present points to an absent meaning the light, By removing the candel up the building become dark without any lights as an indicator to support the earth hour by switching off the building lights.
Results	Corporate support increased by 260% from the previous year, this brand giveaway helped make the philippiness the top participant of earth hour 2009, with 650 towns and cities switching off their lights. (wwf, 2010)

2- A study of an experiment taught by the researcher with 3rd-grade students, designing creative advertising media Course for the Academic Year 2021/2022 and 2022/2023:

The reasons for Choosing the Analytical Samples of the students work are the achievement of the originality of the designs from the research to sketching the ideas then the final 3d designs simulation, the Integration between the branded giveaway idea and the brand promise, how do the selected students deal with the different visual metaphour structure?, and finally does the branded giveaway ideas serve as an attractive non traditional advertising media?

Then the study is ended by a questionnaire with 185 response to ask about the satisfaction grade with the choosen branded giveaway ideas (Questionnaire link: <https://forms.gle/Deg9Ukn6ezc5szbRA>).



2-1- Juxtaposition technique in designing branded giveaways:

2-1-1 Automatic air freshener as a giveaway for Fairy dish washer brand:



FIG. 10. A branded give away for fairy dishwashing liquid based on Juxtaposition metaphor technique.

Brand name	Fairy
Brand Promise	“The power of the drop”, as Fairy is P&G’s brand in dish care.
Branded giveaway idea	The fairy product has the power of lemon in eliminating fats in dishes, so the idea came to link the distinctive smell of lemon to the product in an image of automatic air freshener with the lemon scent.
Slogan	The Lemon scent
Credits (student name)	Nardein ashraf
Metaphor technique	Juxtaposition technique: Two side-by-side images - Lemon tree in the Fairy pot.
The Questionnaire by the researcher	<ul style="list-style-type: none"> - Do you think that the previous branded giveaway idea can increase the brand awareness? 74.1% yes, 1.7% No, 24.1% Maybe - Do you think that the previous branded giveaway idea can be considered one of the non-traditional advertising media that can stay a long time with the target audience while using it? 91.4% yes, 1.7% No, 6.9% Maybe - Do you think that the previous branded giveaway idea can be a good reminder to the target audience to keep the brand in their minds with good impressions? 82.8% yes, 0% No, 17.2% Maybe - Do you agree that the brand promise mentioned in the fairy giveaway are convincing? 24.1%strongly agree, 69% agree,6.9% disagree, 0%strongly disagree - Do you agree that the Fairy giveaway can give some information required for making a particular decision? 19%strongly agree, 72.4% agree, 8.6% disagree, 0%strongly disagree
satisfaction with the branded	<p>44.8% highly satisfied</p> <p>50% satisfied to some extend</p> <p>5.2% Not satisfied</p>

giveaway idea	
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2-1-2 Protective keyboard cover for laptop as a giveaway for Jotun brand:



FIG. 11. A branded give away for jotun based on Juxtaposition metaphor technique.

Brand name	Jotun
Brand Promise	Jotun promises that the colour of the paint will match the colour you chose from one of our colour cards
Branded giveaway idea	Jotun Paints has a wide variety of color grades, so the idea came to link the shape of the keyboard buttons with the multiple color grades, which in the end form the shape of a color palette
Slogan	Unlimited color world
Credits (student name)	Nada mostafa
Metaphor technique	Juxtaposition technique: Two side-by-side images - color palette as a keyboard cov above a laptop keyboard.
The Questionnaire by the researcher	<ul style="list-style-type: none"> - Do you think that the previous branded giveaway idea can increase the brand awareness? 72.4% yes, 3.4% No, 24.1% Maybe - Do you think that the previous branded giveaway idea can be considered one of the non-traditional advertising media that can stay a long time with the target audience while using it? 77.6% yes 5.2% No, 17.2% Maybe - Do you think that the previous branded giveaway idea can be a good reminder to the target audience to keep the brand in their minds with good impressions? 75.9% yes, 1.7% No, 22.4% Maybe - Do you agree that the brand promise mentioned in the Jotun giveaway are convincing? 25.9%strongly agree, 62.1% agree, 12.1% disagree, 0%strongly disagree - Do you agree that Jotun giveaway can give some information required for making a particular decision? 25.9%strongly agree, 55.2% agree, 19% disagree, 0%strongly disagree
satisfaction	44.8% highly satisfied

with the branded giveaway idea	44.8% satisfied to some extend 10.3% Not satisfied
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2-1-3 LED flashlight as a giveaway for Tide brand:



2-1-4 FIG. 12. A branded give away for Tide based on Juxtaposition metaphor technique.

Brand name	Tide
Brand Promise	Tide committed to help those in need of clean clothes.
Branded giveaway idea	Designing LED flashlight in the shape of the Tide product package is an indication of the effectiveness and strength of the product, as it leaves clothes bright white.
Slogan	Light it up !
Credits (student name)	Menna allah essam
Metaphor technique	Juxtaposition technique: Two side-by-side images - the LED flashlight is beside Tide product package
The Questionnaire by the researcher	<ul style="list-style-type: none"> - Do you think that the previous branded giveaway idea can increase the brand awareness? 70.7% yes, 8.6% No, 20.7% Maybe - Do you think that the previous branded giveaway idea can be considered one of the non-traditional advertising media that can stay a long time with the target audience while using it? 72.4% yes, 10.3% No, 17.2% Maybe - Do you think that the previous branded giveaway idea can be a good reminder to the target audience to keep the brand in their minds with good impressions? 65.5% yes, 10.3% No, 24.1% Maybe - Do you agree that the brand promise mentioned in the Nola giveaway are convincing? 20.7%strongly agree, 53.4% agree, 25.9% disagree, 0%strongly disagree - Do you agree that Nola giveaway can give some information required for making a particular decision? 19% strongly agree, 53.4% agree, 27.6% disagree, 0%strongly disagree
satisfaction with the branded giveaway idea	48.3% highly satisfied 31% satisfied to some extend 20.7% Not satisfied

2-1- **Fusion technique in designing branded giveaways:**2-2-1- **Mechanical Timer as a giveaway for Nola brand:**

FIG. 13. A branded give away for Nola based on Fusion metaphor technique.

Brand name	Nola
Brand Promise	Nola aims to please. By freshly baking our gourmet cupcakes daily using only the best ingredients
Branded giveaway idea	Designing a creative mechanical timer in the shape of a cupcake is meant to act as a continual reminder of the nola cupcake delicious snack
Slogan	Time for a snack
Credits (student name)	Nouran magdy
Metaphor technique	Fusion technique: Two combined images – a cupcake is combined with the shape of a mechanical timer
The Questionnaire by the researcher	<ul style="list-style-type: none"> - Do you think that the previous branded giveaway idea can increase the brand awareness? 93.1% yes, 1.7% No, 5.2% Maybe - Do you think that the previous branded giveaway idea can be considered one of the non-traditional advertising media that can stay a long time with the target audience while using it? 89.7% yes, 3.4% No, 6.9% Maybe - Do you think that the previous branded giveaway idea can be a good reminder to the target audience to keep the brand in their minds with good impressions? 89.7% yes, 0% No, 10.3% Maybe - Do you agree that the brand promise mentioned in the Dreem giveaway are convincing? 58.6% strongly agree, 31% agree, 8.6% disagree, 1.7% strongly disagree <p>Do you agree that Dreem giveaway can give some information required for making a particular decision? 56.9% strongly agree, 31% agree, 21.1% disagree, 0% strongly disagree</p>
satisfaction with the branded giveaway idea	<p>70.7% highly satisfied</p> <p>24.1% satisfied to some extend</p> <p>5.2% Not satisfied</p>

2-2-2- Swim Ring as a giveaway for Dreem brand:



FIG. 14. A branded give away for Dreem based on Fusion metaphor technique.

Brand name	Dreem
Brand Promise	Dreem is an Egyptian market leader in production of dessert mixes & powder drinks that are lovely, chewy, and delicious!
Branded giveaway idea	- Eating delicious jelly is connected with summer season due to its refreshing and cooling effect, thus designing a Swim Ring in the shape of delicious jelly cup is a good reminder to eat jelly in hot summer
Slogan	Stay cool with jelly Dreem
Credits (student name)	Menna allah ahmad
Metaphor technique	- Fusion technique: Two combined images – a jelly cup is combined with the shape of a swim ring
The Questionnaire by the researcher	<ul style="list-style-type: none"> - Do you think that the previous branded giveaway idea can increase the brand awareness? 93.1% yes, 1.7% No, 5.2% Maybe - Do you think that the previous branded giveaway idea can be considered one of the non-traditional advertising media that can stay a long time with the target audience while using it? 89.7% yes, 3.4% No, 6.9% Maybe - Do you think that the previous branded giveaway idea can be a good reminder to the target audience to keep the brand in their minds with good impressions? 89.7% yes, 0% No, 10.3% Maybe - Do you agree that the brand promise mentioned in the Dreem giveaway are convincing? 58.6% strongly agree, 31% agree, 8.6% disagree, 1.7% strongly disagree <p>Do you agree that Dreem giveaway can give some information required for making a particular decision? 56.9% strongly agree, 31% agree, 21.1% disagree, 0% strongly disagree</p>
satisfaction with the branded giveaway idea	70.7% highly satisfied 24.1% satisfied to some extend 5.2% Not satisfied

2-2-3- Digital alarm clock as a giveaway for SWVL brand:



2-2-4- FIG. 15. A branded give away for SWVL based on Fusion metaphor technique.

Brand name	SWVL
Brand Promise	Provide the transportation solutions people need right now.
Branded giveaway idea	Designing a Digital alarm clock in the shape of SWVL microbus is a reminder to keep using SWVL mobile application in your transportation with out any delaying because SWVL is always in time
Slogan	Always on time !
Credits (student name)	Yasmein emad
Metaphor technique	Fusion technique: Two combined images – a SWVL microbus is combined with the shape of a digital alarm clock
The Questionnaire by the researcher	<ul style="list-style-type: none"> - Do you think that the previous branded giveaway idea can increase the brand awareness? 94.8% yes, 3.4% No, 1.7% Maybe - Do you think that the previous branded giveaway idea can be considered one of the non-traditional advertising media that can stay a long time with the target audience while using it? 89.7% yes, 5.2% No, 5.2% Maybe - Do you think that the previous branded giveaway idea can be a good reminder to the target audience to keep the brand in their minds with good impressions? 91.4% yes, 3.4% No, 5.2% Maybe - Do you agree that the brand promise mentioned in SWVL giveaway are convincing? 56.9%strongly agree, 36.2% agree, 6.9% disagree, 0%strongly disagree - Do you agree that the SWVL giveaway can give some information required for making a particular decision? 55.2% strongly agree, 41.4% agree, 3.4% disagree, 0%strongly disagree
satisfaction with the branded giveaway idea	72.4% highly satisfied 22.4% satisfied to some extend 5.2% Not satisfied

2-3- Replacement technique in designing branded giveaways:

2-3-1- Mini Handheld Portable Fan as a giveaway for Lipton ice tea brand:



FIG. 16. A branded give away for Lipton ice tea based on Replacement metaphor technique.

Brand name	Lipton ice tea
Brand Promise	Lipton is refreshingly optimistic
Branded giveaway idea	Designind a mini handheld portable fan as a giveaway for Lipton ice tea helps in straying refresh and keep in mind to drink Lipton ice tea
Slogan	keep the heat away
Credits (student name)	Narmean ayman
Metaphor technique	Replacement technique: Mini Handheld Portable Fan present points to an absent meaning, the refreshness and the cooling effect of Lipton ice tea
The Questionnaire by the researcher	<ul style="list-style-type: none"> - Do you think that the previous branded giveaway idea can increase the brand awareness? 87.9% yes, 1.7% No, 10.3% Maybe - Do you think that the previous branded giveaway idea can be considered one of the non-traditional advertising media that can stay a long time with the target audience while using it? 86.2% yes, 1.7% No, 12.1% Maybe - Do you think that the previous branded giveaway idea can be a good reminder to the target audience to keep the brand in their minds with good impressions? 89.7% yes, 1.7% No, 8.6% Maybe - Do you agree that the brand promise mentioned in Lipton ice tea giveaway are convincing? 46.6%strongly agree, 48.3% agree, 5.2% disagree, 0%strongly disagree - Do you agree that the SWVL giveaway can give some information required for making a particular decision? 44.8% strongly agree, 50% agree, 5.2% disagree, 0%strongly disagree
satisfaction with the branded giveaway idea	<p>62.1% highly satisfied</p> <p>32.8% satisfied to some extend</p> <p>5.2% Not satisfied</p>

2-3-2- Corrector Tape as a giveaway for Tide brand:



FIG. 17. A branded give away for Tide based on Replacement metaphor technique.

Brand name	Tide
Brand Promise	Tide committed to help those in need of clean clothes.
Branded giveaway idea	Corrector tape helps in removing the writing mistakes like Tide product helps in removing stains, so designing tide corrector tap as a giveaway helps in the persuasion process
Slogan	make it whight
Credits (student name)	Menna allah essam
Metaphor technique	Replacement technique: the corrector tape present points to the effect of cleaning that tide provides
The Questionnaire by the researcher	<ul style="list-style-type: none"> - Do you think that the previous branded giveaway idea can increase the brand awareness? 100% yes, 0% No, 0% Maybe - Do you think that the previous branded giveaway idea can be considered one of the non-traditional advertising media that can stay a long time with the target audience while using it? 89.7% yes, 1.7% No, 8.6% Maybe - Do you think that the previous branded giveaway idea can be a good reminder to the target audience to keep the brand in their minds with good impressions? 93.1% yes, 0% No, 6.9% Maybe - Do you agree that the brand promise mentioned in the tide giveaway are convincing? 62.1%strongly agree, 36.2% agree, 1.7% disagree, 0%strongly disagree - Do you agree that Tide giveaway can give some information required for making a particular decision? 50% strongly agree, 46.6% agree, 3.4% disagree, 0%strongly disagree
satisfaction with the branded giveaway idea	<p>70.7% highly satisfied</p> <p>22.1% satisfied to some extend</p> <p>5.2% Not satisfied</p>

2-3-3- Flying disc toy as a giveaway for Gravity code brand:



FIG. 18. A branded give away for Gravity code based on Replacement metaphor technique.

Brand name	Gravity code
Brand Promise	Gravity code a place to have fun
Branded giveaway idea	Trampoline is one of the most famous reason for happiness in gravity code place which make people fly and jump, thus designing a Flying disc toy in the shape of a trampoline as a give away is a great reminder to visit gravity code as soon as possible
Slogan	Fly!
Credits (student name)	Menna allah essam
Metaphor technique	Replacement technique: the flying disc toy present points to the feeling of flying when playing in Gravity code
The Questionnaire by the researcher	<ul style="list-style-type: none"> - Do you think that the previous branded giveaway idea can increase the brand awareness? 69% yes, 22.4% No, 8.6% Maybe - Do you think that the previous branded giveaway idea can be considered one of the non-traditional advertising media that can stay a long time with the target audience while using it? 75.9% yes, 6.9% No, 17.2% Maybe - Do you think that the previous branded giveaway idea can be a good reminder to the target audience to keep the brand in their minds with good impressions? 69% yes, 6.9% No, 24.1% Maybe - Do you agree that the brand promise mentioned in Gravity code giveaway are convincing? 32.8%strongly agree, 48.3% agree, 13.8% disagree, 5.2%strongly disagree - Do you agree that Gravity code giveaway can give some information required for making a particular decision? 36.2% strongly agree, 46.6% agree, 13.8% disagree, 3.4%strongly disagree
satisfaction with the branded giveaway idea	37.9% highly satisfied 44.8% satisfied to some extend 17.2% Not satisfied

The questionnaire results:

- 87.9% of respondents is interested in branded giveaways ideas, and the most favorites ideas is to be useful, then to be creative, then to be relevant to the brand, and to be memorable and funny.

- 89.7% of respondents think that branded giveaways increase the company's brand awareness.
- 87.9% of respondents think that branded giveaways can be considered one of the non-

traditional advertising media that can stay a long time with the target audience while using it.

- 93.1% of respondents think that creative branded giveaway ideas can be a good reminder to the target audience to keep the brand in their minds with good impressions.

Results:

- Non-traditional advertising media helps brands to stand out from the crowd and makes it more likely that customers will remember the brand.
- Brands can benefit from the level of creativity by using the right visual metaphors in the right branded giveaways ideas.
- Visual metaphors are a powerful form of storytelling that elevates how designer can present the brand in a non-traditional way.
- Branded giveaways are a good reminder that can easily grab audience's intentions towards purchasing the product or the service by using them each time.
- To ensure the most success with branding and making a memorable impact, these are the three keys to go by when designing branded giveaways ideas, to be useful and creative to the recipient, to be relevant to the brand, and must represent the brand promise well.

Recommendation:

- Brands should pay attention to non-traditional advertising means through the smart selection of ideas that express their identity and make them distinct from other competitors, such as the creative branded giveaways.
- Designers need to think about all of the emotions the Brand want to evoke and values and associations with customers while designing branded giveaways using visual metaphors techniques.
- The education institutions that work in the field of advertising design must work to train their students to develop creative processes about visual metaphors and to follow new trends in order to avoid traditional ideas and methods.

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