

The Psychological Impact of Reverse Marketing Strategy on Recipients by Providing Added Value and Building Long-Term Relationships

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Abstract

Reverse marketing is an innovative marketing strategy that focuses on attracting customers rather than chasing them. This approach relies on creating engaging and valuable content that aims to solve customers' problems and meet their needs. Reverse marketing aims to attract customers' interest by providing added value and building long-term relationships.

The purpose of the research: understanding the reverse marketing strategy and study its impact on the companies that apply it to their recipients.

We can summarize the research question in:

In what ways might the outcomes of advertising campaigns that initially seem unfavorable or superficially negative be advantageous?

Methodology/ approach: The research follows the descriptive approach to identify and investigate the reverse marketing strategies that can be used in advertising campaigns and their impact on the effectiveness of advertising campaigns that added value and building long-term relationships.

Then followed the analytical approach to study the psychological impact of reverse marketing on advertising campaigns and to know how to use the strategy and whether it was planned or not and to study the results of these campaigns.

Originality/value: Reverse marketing enhances consumer awareness and empowerment by encouraging critical thinking, fosters trust between brands and consumers, and promotes ethical marketing practices. It contribute to a more informed, empowered, and ethical society.

Research hypotheses: The research assumes that the reverse marketing strategy has a positive impact on advertising campaigns, although it may seem to have a negative impact superficially at first.

Research objectives: The research aims to determine the psychological impact of reverse marketing strategy on recipients.

Keywords

Reverse Marketing,
Marketing Strategy,
Psychological effect,
De-markting

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1. Introduction

One of the most crucial components of an organization's success in cutthroat markets is its marketing plan. It is referred to as the comprehensive plan that establishes how marketing operations should be directed in order to accomplish particular objectives like growing market share, enhancing customer satisfaction, or improving brand image. Based on a thorough understanding of consumer behavior and the demands of the target market, marketing strategy aims to deploy resources efficiently in order to

create unique goods and services that satisfy those needs.

There are several types of marketing strategies that companies rely on, but in this research we will study the following strategies: reverse marketing strategies and de-markting.

In 2004, the American Marketing Association (AMA) adopted the following as its official definition of marketing : "Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and managing customer relationships in

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ways that benefit the organization and its stakeholders. (Varadarajan Rajan -2015)

Within this broad definition lies the concept of a marketing strategy, which is essentially the blueprint that guides all marketing efforts.

2. Definition of main concept of marketing strategy:

Marketing strategies are a practical reflection of this definition, as they determine the way in which marketing objectives are achieved. These strategies are divided into different methods. They represent key tools for achieving integration between the company's goals and customer needs in changing marketing environments.

Marketing strategy is a concept that reflects the consensus in strategic marketing management and is an integral part of marketing practices; it can also be a set of decisions made by an organization that define its important choices.

It involves products, markets, marketing activities and marketing materials in producing and/or communicating and/or delivering value to customers.

By making changes to the organization, thus enabling the organization to achieve specific objectives.

2.1 Marketing Strategy:

This is the marketing logic through which a company hopes to create value for customers and establish profitable relationships with them. It explains how the company will segment the market, target key segments, and position its offerings in the market. (Kotler, P., & Keller, K. L. (2016). It can also be defined as choosing the target market and determining the product and service that meets the needs of that market. This requires analyzing opportunities and needs and using marketing tools to create a sustainable competitive advantage. (Lambin, J. J. (2013)

Based on previous definitions the researcher concluded the definition of marketing strategy in: The comprehensive framework that defines how to reach target customers, communicate with them, and provide products and services that suit their needs, while achieving the organization's goals such as increasing sales or improving the brand image or any other goals that the organization sets from the beginning and on which the strategy is built.

Developing and executing marketing strategy is central to the practice of marketing.

There are different types of marketing strategies, including traditional marketing, which focuses on direct promotion using means such as advertising and physical promotion, and reverse marketing, which relies on attracting customers by providing

distinctive value and building sustainable relationships with them. The last one is what we will discuss in this research.

2.2. Importance of Marketing Strategy in Achieving Business Goals: (Birtalan, A. (2024, 12 13). 1. Retrieved from likdenin : link no (4)

Marketing your goods and services is only one aspect of a successful marketing strategy. It goes farther and includes a number of important components.

- Knowing your target market: Who are you attempting to connect with? What pain areas, desires, and needs do they have? You may customize your marketing platforms and messaging to appeal to your target demographic by having a good grasp of them.
- Defining your unique value proposition (UVP): What distinguishes your company from its rivals? What special advantages do you provide to your clients? Your UVP should be integrated into all of your marketing initiatives since it serves as the foundation of your messaging.
- Clearly defining objectives: What goals do you hope to accomplish with your marketing campaigns? Is it raising revenue, generating leads, or raising brand awareness? Setting specific, quantifiable goals gives your plan focus and enables you to monitor your progress.

2.3. Marketing Strategy Elements (Haddad, A.d. (2024, 12 13)- Retrieved from almerja: link no (5)

- The Target Market : Identifying and defining the specific group of consumers that the marketing efforts will focus on. This involves segmenting the market based on demographics, psychographics, behaviors, and needs. The focal point of marketing activities is the consumer, so the overall strategy focuses on setting many details to determine the target market. The target market is a group of individuals to whom the company directs its product through a strategy designed to satisfy and fulfill specific needs.
- The Marketing Mix Variables (4p) :Product (what is being sold), Price (the cost to the consumer), Place (where and how the product will be distributed), and Promotion (the communication strategies used to inform and persuade the target market).

After we know the concept of marketing strategy and its most important elements that aim to attract customers and meet their needs, some unconventional marketing methods appear that rely

on innovative psychological strategies to stimulate interaction with customers. Among these methods, the concept of reverse marketing stands out, which is based on the idea of reversing the customer's traditional behavioral expectations. This approach uses the principles of psychology to arouse curiosity and motivate customers to make decisions that seem to be of their own free will, creating a unique and influential marketing experience.

3. Reverse psychology:

Reverse psychology, also known as psychological reactance, is a social influence tactic that encourages people to act the opposite of what it is suggested. This technique has been applied by marketers in advertising in which a negative message or tagline (e.g., "you don't buy the product) is used to motivate consumers to make purchase. (Winslet Ting Yan Chan , 2018 , An empirical study on reverse psychology applied in advertising messages , Asian Journal of Empirical Research)

Reverse psychology: It is the psychology of persuasion, which is a hidden psychology, in which the inner desire is revealed, in order to persuade the recipient. Therefore, it involves calling for a belief or behavior that is contrary to what is desired, with the expectation that this approach will encourage the recipient and persuade him to do what is actually required). (Osama Ahmed Mahga- Al-Jabry Atiyat - Abu Dunya Samar 2022)

Reverse psychology, better known in the psychology literature as strategic self-anticonformity (SSA), is defined as a requestor's advocacy of a position that is opposite of his or her true position. This idea of reverse psychology is being expanded by a current trend in marketing promotions to encompass communications to a larger target audience as well as interpersonal communications. The use of reverse psychology by marketers has been more precise. they use it as a way to: (Hajjat Fatima-2016)

- Promote a product to the entire market, without deliberately excluding a specific market segment (e.g. Little Caesar's "Do not call this number" "Do not visit our website" campaign)
- Promote a product to a certain targeted segment while purposefully excluding another (e.g. Dr. Pepper's "Not for women" campaign), and finally
- Promote a certain company or brand image (e.g. Patagonia sustainability initiative "Do not buy this jacket").

4. The idea of De-marketing:

There are many terms which are very close if not the same as RPM (Reverse Psychology Marketing). The first term and also the most broadly used one is ostensible de-marketing.

The concept of de-marketing was initially proposed by Kotler and Levy in 1971. Since then only limited consideration has been given to this theory or how to apply it in practice.

De-marketing, or the idea that marketing might be used to both create and meet demand as well as to reduce and manage it.

Generally speaking, marketing is seen as a way to advance or raise demand before meeting it. Demand levels, however, can always be lower, equal to, or higher than what an organization wants. In the last case, It is necessary to have a mechanism or strategy for lowering or managing demand. This procedure is referred to as demarketing.

4.1 How de-marketing works:

Inverted versions of traditional marketing methods are employed, such as modifying the marketing mix factors to "cool" demand. The suspension of sales promotion and advertising, price increases, or changes to distribution routes modified to limit the product's accessibility. Demand will be reduced as a result, and the product will be successfully de-marketed. (Steven Lawther a , Gerard B. Hastings a & R. Lowry -1997)

5. Reverse marketing:

Reverse marketing is a strategy that turns traditional marketing on its head by getting customers to search for the brand instead of the other way around. It's a powerful tool in the digital age, where consumer empowerment is at an all-time high. Not only does this approach help you identify and engage your target audience in a more organic way, it also helps you craft content that resonates and generates genuine interest. By leveraging the right platforms and listening to customer feedback, businesses can optimize their strategies for maximum impact

Reverse advertising is defined as is a strategy that focuses on building customer desire for a product or service by providing value or unique content that drives the customer to seek out the company, rather than the company chasing the customer. (Philip Kotler, 2005)

Based on the previous definitions, the researcher concluded the definition of reverse marketing in: "Reverse marketing is the process of attracting customers by focusing on building the brand, improving the customer experience, and generating interest through added content or value, which leads customers to make the decision to interact or buy on their own initiative."

What is Reverse Marketing?

The answer to this question is as follows:

Reverse marketing involves reversing the traditional roles between buyer and supplier. Traditionally, the supplier took the lead . In reverse marketing, the buyer attempts to persuade the

supplier to provide exactly what the buyer’s organization needs. (David L. Blenkhorn , Peter M. Banting, 2024)

We can make a comparison between Traditional purchaser & oriented purchaser. (David L. Blenkhorn , Peter M. Banting, 2024)

Traditional purchaser	oriented purchaser
<ul style="list-style-type: none"> • Responsive • unidimensional thought • adversarial attitude toward supplier:'them vs. us' • looking for immediate and satisficing solutions; short time perspective • passive negotiation approach accepts status quo 	<ul style="list-style-type: none"> • Proactive • multidimensional thought cooperative attitude toward supplier: • partnership • looking for continuing and optimizing solutions; long term perspective • assertive negotiation approach • highly motivated

Phases in the reverse marketing process:

Leenders and Blenkhorn identified eleven phases in the reverse marketing process, starting with fundamental research and ending with an evaluation of reverse marketing options. However, these eleven phases can be grouped into four general stages which show great resemblance to the familiar stages of the marketing planning process: (Wim G. Biemans , Maryse J. Brand, 2024)

Stage 1: Analysis and purchasing strategy selection

Stage 2: Planning the reverse marketing effort

Stage 3: Implementation of plan of action

Stage 4: Control and evaluation

Although the reverse marketing strategy in advertising is successful, it faces some challenges, which are as follows:

Challenges facing reverse marketing strategy:

- This strategy's experimental nature continues to be one of its biggest obstacles. Since it is

more difficult to execute a plan that is not based on conventional theoretical concepts, many businesses may be naturally reluctant to employ RPM.

- The second difficulty businesses may encounter when utilizing RPM is the total unpredictability of how customers will respond to their offerings.
- This could be a huge challenge for the Reverse Psychology Marketing newcomers.
- The difference between reverse marketing and traditional marketing:(L. Blenkhorn David - M. Banting Peter-1991)
- Based on the researcher's findings, it is evident that reverse marketing differs from traditional marketing. The key points can be concluded & summarized as follows

Comparison points	Traditional Marketing	Reverse Marketing
For who pay attention	tries to find consumer’s wants and fill them	Marketing pays less attention to what the mass consumer want but what the company think is right for itself or for their core customers
buyer-supplier roles (direction)	the supplier has taken the initiative	the buyer tries to persuade the supplier to provide exactly what the buyer’s organization needs
General model	Depends on the offer	Depends on demand
Target	Boost short-term sales.	Fostering enduring and sustainable relationships.
Tools used	direct advertising, Promotion	creative content promotion , long-term relationships

Quartier of using Reverse Marketing:

Based on the theoretical part of this scientific research, the researcher concludes this Quartier. There are some common points that are available in ads that use the reverse marketing strategy.

- 1- Reverse advertising focuses on presenting advertising content that uses messages that seemingly contradict the expected benefit of the product. For example, instead of using a popular character, using an unpopular and

unfavorable character to advertise a product of a competing company, which leads to reducing their sales.

- 2- Advertising depends on creating strong relationships with the audience rather than solely focusing on encouraging direct purchases or the acquisition of the product or service.
- 3- Using the surprise or shock method, which may take the form of more than one image, for example, using different slogans that attract



the recipient in a way that is not traditional or known. showing the advertisement in a shocking or surprising way, and this surprise leads to the advertisement spreading quickly

- 4- The focus is on indirectly showing the company's advantages. Instead of focusing on the direct advantages of the product, the advertisement is about showing the defects that the recipient is exposed to as a result of not using the advertised product.
- 5- Playing on the recipient's curiosity ' So that the advertisement recommends that the recipient do a certain action, otherwise he would not expect the results, thus arousing the recipient's curiosity, which is what prompts them to use or try the product. For example, ads with the phrase "Do not explore this site" would make sense when they see this phrase at first glance, so they would not Explore this

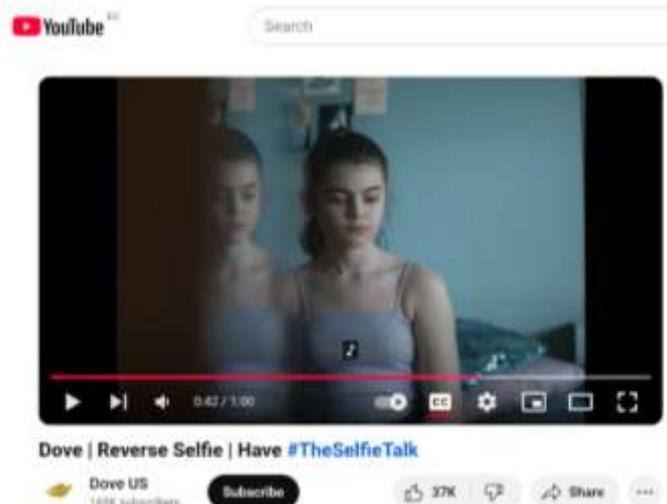
site, but the reverse advertising strategy works on the reverse psychology (ssa) , so the recipient explores the site when or out of curiosity why it is blocked.

- 6- Blocked or banned advertisement. Showing an advertisement for a specific period and then blocking it, which attracts the attention of viewers
- 7- Using slogans and media in a new and untraditional way that attracts attention

We can say in summary is that reverse marketing relies on presenting an unconventional idea or vision, showing the negatives or challenges at the beginning to lead to presenting the solution in a surprising way. This method helps build a deeper and stronger relationship with the audience, and motivates them to think about the product in a new or different way than traditional methods.

7. Practical examples for Reverse Psychology Marketing:

Dove | Reverse Selfie | Have #TheSelfieTalk



link no: (1)

Picture 1. A screenshot from the ads on youtube , showing the campaign (Reverse Selfie – 2021)

The advertising company	Dove
Year of publication	2021
Slogan	The slogan was Reverse Selfie, which is an interesting title. To understand its meaning, you must watch the ad. It explains the reverse selfie, which is showing events in reverse. The final selfie appears at the beginning of the ad, then the girl's appearance appears at the beginning before applying makeup at the end of the ad.
Idea	Building a strong relationship with the target audience by getting closer to them and increasing their self-confidence
Tone and Language	The tone of the ad changes to a more motivational one, with words like "True beauty is being yourself," or "Beauty lies in diversity." The finale uses a tone that encourages women to appreciate themselves and celebrate their unique beauty.
Visuals	The advertisement uses pictures and videos that show the modifications that the girl made to her face, which is an indication of a lack of self-confidence. The advertisement is also drawn with a touch of light gray and pale colors to express the girl's psychological and mood state.

<p>Music and Sound</p>	<p>The music begins with a soft, low voice, gradually speeding up and increasing in volume as the girl modifies her face using a phone app. This is paired with the sounds of phone buttons and the withdrawal of likes, with the ad showing events in reverse, similar to a flashback. The final image is shown first, with modifications being undone one by one until we see the girl as she truly is: a young teenager. The music peaks in speed and volume in the middle of the video as more modifications are applied, like removing freckles and reducing the nose size. As the girl reverts to her original form, the music slows down and fades away, replaced by the soft sound of a piano.</p> <ul style="list-style-type: none"> • It can be assumed that the music changes and is affected by the change in the events of the ad
<p>Credibility</p>	<p>Dove achieved credibility in this advertisement, which made it close to the audience. It achieved this by building strong relationships with its audience through the natural appearance of girls at this age, instead of showing the conventional appearance that has become common through social media. This appeared in the phrase "Social media pressure hurts girls' esteem."</p>

Discussion:

This advertisement is considered a reverse advertisement because it appeared in the following points:

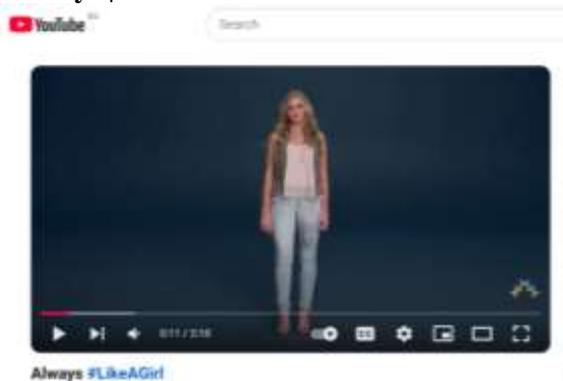
1- It works to create a strong relationship with the recipients instead of advertising the brand's products directly. Although Dove is a cosmetics company that every woman cares about her general appearance and shape, it ended the

2) Always | Like A Girl

advertisement with the phrase "Let's change beauty."

2- It also followed the surprise method, so its ending was something shocking and unexpected for the audience, as the published photos of this woman go back to a teenage girl.

3- Using a new and different slogan that expresses the campaign.



link no: (2)

Picture 2.3 . A screenshot from the ads on youtube , showing the campaign (like a girl – 2014)

<p>The advertising company</p>	<p>Always</p>
<p>Year of publication</p>	<p>2014</p>
<p>Slogan</p>	<p>The slogan (like a girl) always sought to redefine this phrase to be a symbol of strength and confidence instead of using it as an insult, and this is shown in the advertisement through the transformation when the question was asked at the beginning of the advertisement to adults and then asked again, which was reflected in their actions at first, who considered doing something like a girl humiliating and weak, but when they asked the same question to children, they did it with all their strength, so adults realized at that time that the term should be an indication of strength and not weakness. The use of the slogan was striking because it attracts attention, so when reading it, one will wonder what it means like a girl, but to understand its meaning, one must watch the entire advertisement</p>



Idea	<p>The campaign, directed by Lauren Greenfield, began with a social experiment where a group of people were asked to perform activities such as running, fighting, and throwing a ball “like a girl.” Adults and boys performed these activities in stereotypical and weak ways, while young girls performed them with confidence and strength. The campaign highlighted how negative phrases can affect girls’ self-confidence, especially during puberty, and sought to turn “like a girl” into a positive expression that reflects strength and ability.</p> <p>This works to form strong relationships with the recipients by increasing their self-confidence</p>
Tone and Language	<p>Phrases like “Like a Girl” were initially used At first as an insult, then turned into a symbol of strength and empowerment. At the beginning of the ad, the question was asked and people responded to it sarcastically, then later in the video, this tone shifted from sarcasm to pride, as young girls responded to the question with confidence.</p>
Visuals	<p>The advertisement shows the simplicity of the images, as a studio appeared at the beginning of the video with the appearance of the photographers and people, then a zoom-in was made on the person who was conducting the social experiment and responding to their questions, and all the people participating in the advertisement appeared alternately, and they were between men and girls and male and female children, so that the experiment was conducted on different categories to clarify the collective idea or society’s view of the girl, and the appearance of the work crew at the beginning and in some excerpts of the advertisement was an unclear expression of the woman’s participation in the work like the men who work in the same studio.</p>
Music and Sound	<p>The beginning of the music in the ad was soft to focus on the speech, which is the question that began at the beginning of the ad: Run like a girl, throw a ball like a girl. The rhythm of the music was the same throughout the first experiment. Then it started to rise when the same question was asked to the young girls who were talking with passion and confidence and carried out the matter in the same way. The height of the music was proportional to their confidence and passion. Then the music stopped when the people in the first experiment were told that they had insulted themselves and insulted the other girls. The music stopped to focus on their answer and their understanding of the idea. The music started again and rose when they understood the idea again.</p>
Credibility	<p>The campaign uses a very simple approach of showing people talking about their experiences or answering questions, which enhances the realism. Therefore, scenes that show real human reactions (such as honest answers from men, women, boys and little girls) increase the credibility because they reflect real social situations. The company’s credibility is also demonstrated by conducting the advertisement with a real live audience of different age groups and choosing males and females, which makes the campaign more credible because it is not limited to representing pre-prepared stereotypes.</p>

Discussion:

This advertisement is considered a reverse advertisement because it appeared in the following points:

- 1- It works to create a strong relationship with the recipients instead of advertising the brand's products directly
- 2- Using a slogan that draws attention, such as “a girl,” and the common concept in society that

girls are weak, but the idea was to present the ad in reverse and show that it is just an idea or a saying, but in reality it is not true.

- 3- Presenting the events in reverse, showing the opposite idea at the beginning, which is a common idea in society, then with the development of the events in the ad, the main idea appears in the end.

Nike- Find Your Greatness (2012)



link no: (3)

Picture 4 . A screenshot from the ads on youtube , showing the campaign (Find Your Greatness– 2012- coinciding with the London Olympics)

The advertising company	Nike
Year of publication	2012
Slogan	The campaign slogan was "Find Your Greatness" which expresses the idea as directing the recipient to start and always take the step, which is to find his greatness. The slogan was expressive of the content of the advertisement, as it showed that everyone can participate and achieve his greatness. The content of the advertisement was linked to the event "2012 Olympics", as it linked achieving greatness to sports, and showed that through the fact that everyone can participate in sports, and it is not a condition that he be an athlete.
Idea	Nike's ad for the 2012 Olympic Games took a different approach by showcasing the extraordinary feats of Olympic champions as accessible achievements for everyone. Instead of the traditional talk and showing athletes, the company decided to show the greatness that the audience sees in Olympic champions as something ordinary that anyone can achieve if they want. The advertisement appeared by showing ordinary people who are not athletes practicing sports in a certain sequence of shots, but they decided to just start . This was shown by showing different models of men, women and children and in each category it showed special cases that may be exposed to bullying from society in order to emphasize that everyone can participate even if everyone around them makes them feel upset, frustrated or bullied
Tone and Language	The narrator used a calm and contemplative tone of voice, making the listener feel that the message is directed to them personally, creating a direct emotional connection. The tone gradually rose as the ad progressed, reflecting progress and motivation, and conveying a sense of challenge and accomplishment at the same time. The voice was not overly enthusiastic, but rather steady and determined, emphasizing the idea that greatness comes from daily perseverance and not just from a single moment. But it eventually rose to suit the viewer and the enthusiasm and to motivate the recipient. The words were easy to understand and were used in a conversational style, making the message reach a wide audience of different ages and backgrounds. The narrator repeated some words such as "Greatness" and "Anyone" to reinforce the message in the viewer's mind. The language was generally optimistic, emphasizing that greatness is not impossible, but within everyone's reach.

Visuals	He used different models that showed the points that everyone suffers from, for example, that the road is far and difficult to achieve through the first scene, the young man who was running and the camera was moving away as he ran towards him, indicating the difficulty of reaching, especially since he is a person whose appearance indicates that he is not physically fit, so he feels the difficulty, but at the end of the scene, this young man began to approach, and this also appeared through the young child who had to jump into the water from a high place, but he overcame his fear and jumped in the direction, and the voice commentary accompanied those scenes and showed the idea from them, so when the scene came to the baseball player who is a person with special needs, but he nevertheless participated in the game and achieved victory, and the loudness of the audience in that scene, especially over the others, was an indication of that because all the scenes in the beginning were without any music or background sound, and the voice-over text here was that some people think that he was born with greatness, but this young man, despite his condition, achieved his greatness in the game
Music and Sound	The ad began with a quiet voice in the background expressing calm (the hum of calm) and was accompanied by a voiceover that simplified the idea of the ad, explaining that greatness is just something we create, then it narrates people's visions of it as a gift given to a limited number of people, and so the voiceover continued on the different scenes. The commentary was for a man and once for a woman to express the woman's participation in achieving her self, which is a hidden message that women also participate in achieving their greatness, and this appeared through the models and scenes, and this was emphasized by the voiceover. The commentary began with a quiet voice until the last part of the ad, the music began to rise and the scenes appeared again, but when the people began to achieve their greatness and take the first step in the first stages and overcome their fear, this was to motivate and make the viewer feel excited.
Credibility	It has high credibility because it promotes the idea that greatness is not limited to professionals, but is available to anyone who strives and works hard. The realistic visual style and the choice of ordinary people enhance the message, and the simple and inclusive language makes the ad relatable to everyone. However, the implicit link between the message and Nike products may reduce its credibility with some who see it as more of a commercial promotion than a sincere motivation. However, the researcher believes that the use of the company's products is a hidden message in which the company appears as if it is making the recipient feel that he is sharing his journey to achieve greatness from the beginning. Although the company wants to motivate the recipient to build strong relationships with him and not promote itself directly, it succeeded in achieving this by indirectly including its products on the clothes and displaying the logo in the middle of the ad on the screen to support this

Discussion:

This advertisement is considered a reverse advertisement because it appeared in the following points:

- 1- Breaking the traditional notion of greatness: Instead of associating greatness with professional sports or big competitions, the ad shows that greatness is found in everyday hard work.
- 2- Approaching a broad audience: The ad targets

a non-athlete audience rather than celebrities, reinforcing the idea that it is inclusive to everyone.

- 3- It works to create a strong relationship with the recipients instead of advertising the brand's products directly By encouraging the recipient and making him feel that he is with him from the beginning of the journey by indirectly including the products through people wearing Nike products

4) Juhayna Milk - number 1 in Egypt



link no : (4)

Picture 5 . A screenshot from the ads on youtube , showing the ads (Juhayna Milk Advertisement - Ramadan 2016)

The advertising company	Juhayna
Year of publication	2016
Slogan	The slogan used was number 1 in Egypt in all the advertisements of this campaign, with different types of products, including juice, milk, and yogurt. This is an expression of the company’s products, which occupy the first place in the Egyptian market, and indicates the quality of these products.
Idea	The advertisement relied on a prohibited advertisement or a shocking idea for the public that led to attracting attention at first, so the advertisement was deleted because it used an unfamiliar and uncommon phrase in Egyptian society, and this led to the advertisement being banned, which is what made it gain that fame.
Tone and Language	The advertisement was based entirely on a phrase that is widespread in Egyptian society and some considered it indecent, which led to the advertisement being banned. However, it led to the advertisement spreading, as it played on the curiosity of viewers who were seeking to watch the advertisement, because the first thing that came to their minds was this question: Why was the advertisement deleted? This method is considered one of the reverse advertising methods.
Visuals	Simple pictures of infants were used in the advertisement, where a dialogue was taking place between them about natural milk (breast milk) that will be replaced by Juhayna milk. This dialogue was an allusion to the quality of Juhayna milk, which is equivalent to natural milk for children.
Music and Sound	The advertisement did not rely on any music during the dialogue, but rather the music came only at the end, accompanied by the voice-over of the slogan, to be unified in all the campaign advertisements, so that the recipient would pay attention when he hears it in any advertisement, and it would be a memory for him that they belong to one campaign or one company.
Credibility	advertisement was affected by the exaggeration of the message presented, the false suggestions that linked the product to breastfeeding, but this is due to their use of incorrect health information.

Discussion:

This advertisement is considered a reverse advertisement because it appeared in the following points:

- 1- It relied on using different words and expressions that led to attracting attention instead of using familiar words
- 2- It relied on the policy of prohibited advertising, as the use of unfamiliar words led

to its being banned

The advertisement fell into the risks that this strategy entails, as the use of words and terms on society may negatively affect the advertisement, and this is what happened with this advertisement from the campaign, despite the spread of the rest of the campaign’s advertisements, but this advertisement was interacted with negatively by some people.



5) Patagonia | don't buy this jacket



Picture 6 . A screenshot from the ads (Print Advertisement)
Don't Buy This Jacket, Black Friday and the New York Times, Nov 25, 2011

The advertising company	Patagonia
Year of publication	2011
Slogan	The slogan was not to buy this jacket and relying on the type of slogan is considered one of the methods of the reverse marketing strategy that depends on arousing the curiosity of the recipient and provoking him to search for what is behind this slogan and the goal of the advertisement, which led to its goal and worked to attract a large number of recipients
Idea	The idea of the advertisement was to promote environmental responsibility. The company released a picture of a jacket made of environmentally friendly materials and titled it "Don't buy this product," which played on provoking the recipients and arousing their curiosity and making them search for the reason behind not buying it, which led to an increase in their environmental awareness.
Tone and Language	The phrase was clear and used in an imperative form to provoke the recipient and arouse his curiosity.
Visuals	The advertisement in a newspaper was accompanied by a picture, meaning a printed advertisement, and its main reliance was on slogans and it was accompanied by a picture of the jacket's shape only.
Music and Sound	There was no sound because it was a print ad.
Credibility	The "Don't Buy This Jacket" ad was direct and honest, reflecting the company's integrity. The company doesn't use the usual tactic to increase sales, but rather invites people to think about the impact of their consumption on the environment. The message was completely honest, it's not about selling products at any price, but about reducing consumption if there is no real need.

Discussion:

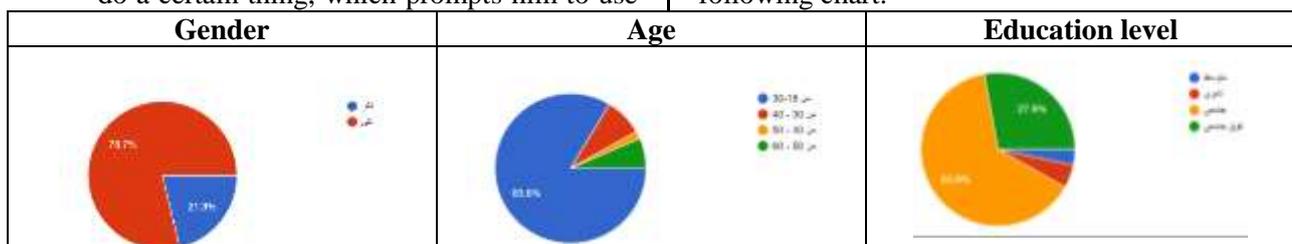
This advertisement is considered a reverse advertisement because it appeared in the following points:

- 1- It is considered a reverse advertisement because it relied on using a slogan with a reverse phrase, the purpose of which was to play on the curiosity of the recipient, so that the advertisement advises the recipient not to do a certain thing, which prompts him to use

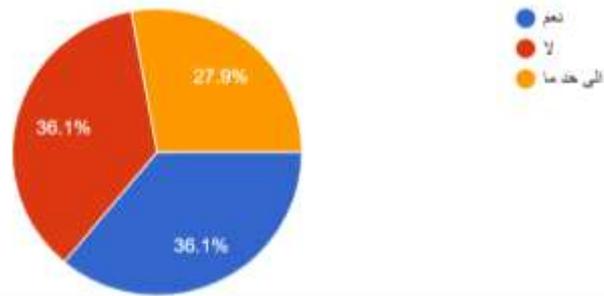
or try the product.

To confirm the previous analysis and the researcher's conclusions, she conducted a questionnaire to determine the effectiveness of using the reverse marketing strategy by applying it to three of the previous advertisements that we analyzed to confirm our results.

A total of 61 responses were collected from the participants, the research sample, as shown in the following chart:



We asked if people had any information about reverse advertising or knew of it in any way.



The results of the survey questions are as follows on the three ads:

After we placed each ad and explained its story in a simple way so that people could get to know it, we started asking questions.

1. Do you think that the idea of the advertisement was presented in a new and unconventional way?

Patagonia don't buy this jacket	Dove Reverse Selfie	Always Like A Girl

Based on the previous results, we conclude that most people agreed that the advertising style was new and different.

2. Do you prefer ads that arouse your curiosity and make you interact with them over traditional ads?

Patagonia don't buy this jacket	Dove Reverse Selfie	Always Like A Girl

Based on the previous results, we conclude that most people agreed that they prefer this method over the traditional, well-known advertisements.

3. Did the ad slogan and images used catch your attention?

Patagonia don't buy this jacket	Dove Reverse Selfie	Always Like A Girl

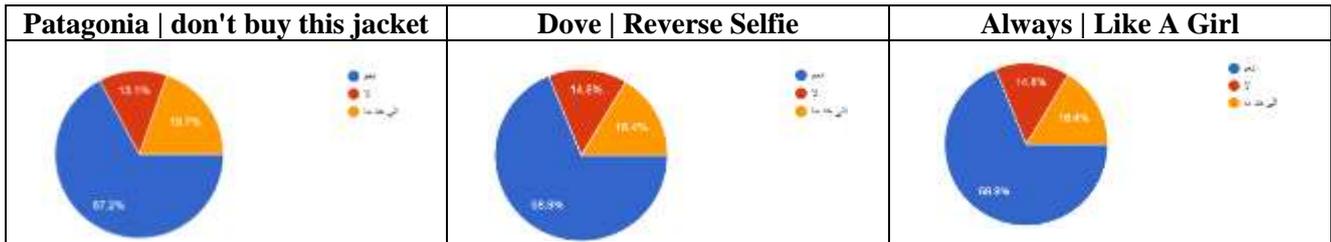
With regard to the previous results, we conclude that most people agreed that the phrases used and the images were attractive to their attention and awareness.

4. Do you think that the advertisement expresses an important social problem?

Patagonia don't buy this jacket	Dove Reverse Selfie	Always Like A Girl

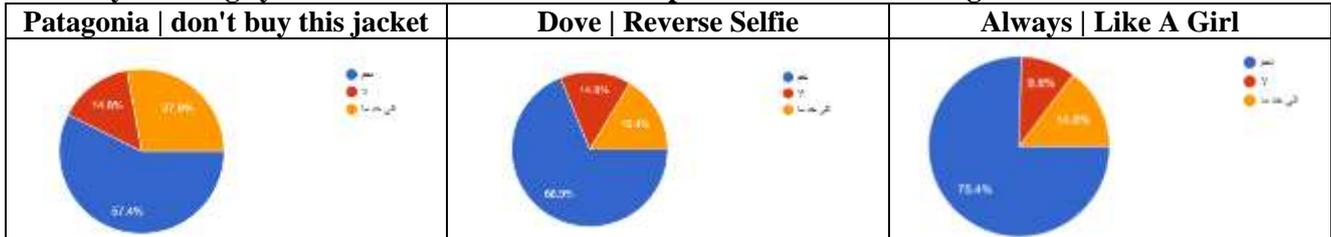
With regard to the previous results, we conclude that most people agreed that the phrases used and the images were attractive to their attention and awareness.

5. Do you expect them to take any action (purchase the product, visit the website, etc.) based on the ad?



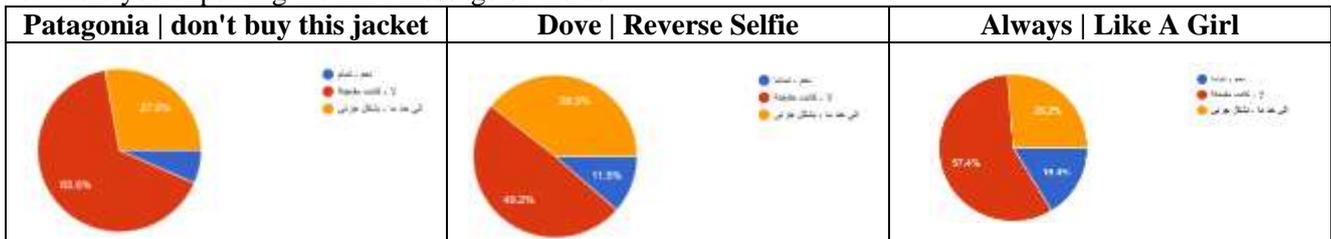
Based on the previous results, we conclude that most people agreed that they would take a specific action, such as searching for more products or browsing the website of the company that issued the advertisement.

6. Will you change your behavior towards the issue presented after watching the ad?



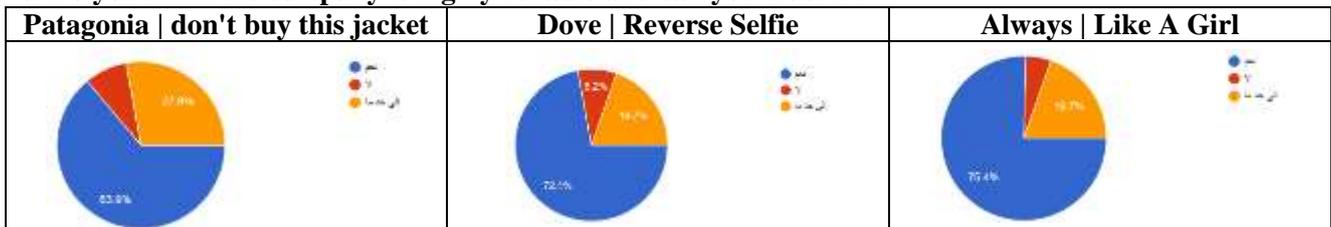
Based on the previous results, we conclude that most people agreed that they would change their behavior after watching the ad, and the change in behavior is due to each ad, as each ad discusses a different issue from the other.

7. Were you expecting the final message of the ad?



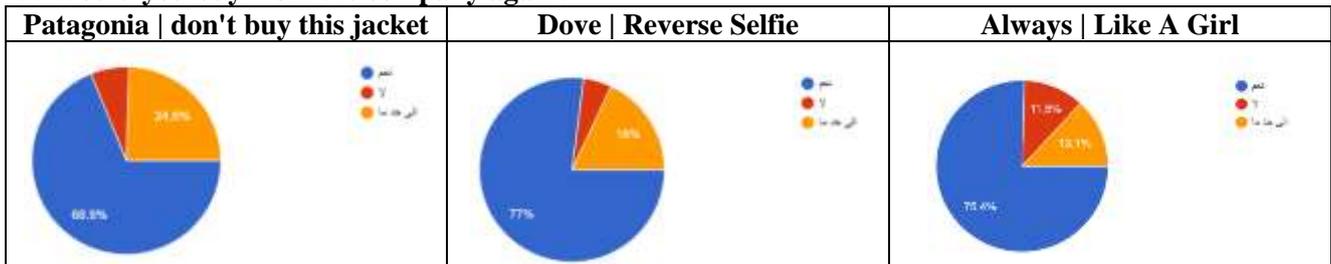
As for the previous results, we conclude that most people agreed that they were surprised by the advertising message and that it was unexpected, and there was another percentage who expected it, but not 100%, so it was still a surprise to them as well, and a small percentage expected it, and although the results of those who were aware of the reverse advertisement were 36.1%, the majority of people did not expect the advertising message, and the second percentage came from those who expected it to some extent.

8. Do you think the company is highly reliable and can you trust it?



The majority of the answers were that the company is highly credible, then came the other percentage to some extent, while the lowest percentage was rejection.

9. Would you buy from the company again?



The largest percentage was that people would buy from the company again.

Results and discussion:

From the previous survey, we conclude that the application of the reverse marketing strategy is considered to be largely successful when applied practically, and we confirmed this through theoretical analysis of advertisements and practical application by conducting this survey on a random sample of people. The answers indicated that the use of phrases and images is eye-catching and eye-catching, and that the strategy is considered new and unfamiliar to most because most people did not expect the advertising message, and preferred this method that makes them interact with it over the traditional method of advertising. This strategy is also effective in increasing sales, and this appeared through the results of previous campaigns in addition to the results of the survey, as the majority agreed that they would buy again from the companies that own the displayed advertisements, and it enhances the recipient's confidence in the company and creates strong relationships between the recipient and the company. We note that the audience response to the last advertisement "Always - Like a Girl" was higher than the results of other advertisements, then the "Dove" advertisement, then the advertisement of the clothing company "Patagonia", and this indicates that this strategy is considered ideal for use in awareness campaigns for problems prevalent among young people. The Patagonia company's advertisement was directed to the public in general because it seeks environmental sustainability and raising public awareness

Conclusion of the research:

Reverse marketing is a powerful strategy for cultivating a robust relationship between brands and their target audience. This Strategy emphasizes empowering individuals with critical thinking skills and providing them with the freedom of choice. It contributes to Building a Positive Brand Image by positioning the company as a partner that prioritizes the well-being of its audience over mere profit. Additionally, it Strengthens Consumer Loyalty to the Brand by demonstrating the brand's respect for consumer awareness, thereby enhancing its public image.

Investigation of the effect of using reverse marketing strategy on advertising campaigns and recipients. This strategy positions the company as a partner that prioritizes the well-being of its audience rather than solely focusing on profits, thereby enhancing its public image.

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