

Using of nostalgia as a communication Strategy in TV advertising design campaigns to influence behaviour of brands consumers (An Analytical study on TV advertisement campaigns in Egypt)

Dr. Wesam M. Ayada

Associate professor – Advertising Dep. - Faculty of applied arts – Damietta University- Egypt

Abstract:

In the past few years the term nostalgia appeared to be used in a broad way in many of themes around, in media programs, through social media and many other means. TV advertisement designers use nostalgia as a design strategy to influence the emotional feelings of brands consumers. This strategy plays a role in reminding consumers with best memories they have in the past and connect the product or the service they advertise with these memories sometimes through words, songs, celebrities, costumes and traditions. Today marketers use nostalgic cues in their campaigns to attract consumers and offer products that stimulate consumers' nostalgic responses in order to positively influence consumers' behavior.

The purpose of the research is to investigate how using nostalgia as a communication strategy can help TV advertisements designers to achieved the aim of the advertisements of different brands to influence the consumer behavior towards the product, and if it is a successful strategy that lead them to use it again and again in the brand advertising campaigns or not.

Design/methodology/approach: The study uses an analytical design that analysis different TV advertisements campaign for different brands and services directed to the Egyptian market, and follow up the brand advertising strategy to understand if using nostalgia is a constant TV campaign designing strategy for those companies, that lead them to keep using it, due to its effect on consumer purchasing decision.

Findings: that using nostalgia as a communication strategy on TV advertising design increase the link and connection between the consumer and the brand due to the influence on their emotional feeling that affect the purchasing decision of consumers, and that lead many multinational and national companies to use it for many years in its TV advertising campaigns . Using nostalgia as design strategy can be used for any brand despite the age of the target group. If this strategy was not working successfully with the company it will not keep using it in its campaigns.

Originality/value – The study is based within an analytical TV advertisements framework directed to the Egyptian marketing to exam the specific experience of nostalgia and linking it to consumer's identity.

Keywords:

Nostalgia
Age identity
TV Advertising
Image
Branding
Consumer experience

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1. Introduction

Nostalgia as a meaning is commonly expresses the feeling of pleasure, and also slight sadness when you think about things experienced by almost everyone in the past (Cambridge dictionary). Through this experience people can remember some tangible things (places, people) or intangible (music, songs, and feelings). It's the desire that controlled your life to return in thought or in fact to a former time in one's life due to external effect that could be a photo or someone you suddenly see.

It has been shown that brands marketers tried to use nostalgia on their advertisement campaigns in order to strengthening consumer's attitudes towards their brands and enhancing the likelihood

of product purchase. As they think they can influence consumer behavior both emotionally and cognitively through images that brings back a lot of fine memories from childhood, as the consumers believe that the nostalgic feelings that are associated with the product constitute a big part of their product consumption experience, and this will influence consumers purchasing behaviors by reviving products, packages, and even promotions that are associated with the consumers past (Abdullah J. Sultan, 2017). Muehling et al. 2014, Marchegiani and Phau, 2010, said that nostalgia influences consumer reactions as self-concept, brand loyalty, brand meaning, human senses, attitude formation, cognition and memory processes, in addition to consumption preferences, literacy criticism and

collective memory, and emotions regardless of age, gender, social level. All of those should be taken in consideration as they are very important to marketing and advertising for any company.

TV advertisements' is one of the most important medium used by marketers to advertise different products as huge number of target audience and expected audience see those ads, which make it an effective mediate to reach their consumers and influence them through different designed communication strategies.

Using nostalgia as a design strategy to communicate and influence the consumer's emotions and therefore influence their purchasing decision has grown in the past few years in local and international campion, as we can see that Pepsi announced it as an international strategy for its product from 2013 through a global campaign featuring under the slogan (Embrace your past, but live for now) using nostalgia as a main strategic plan for its advertising campaigns. Pepsi will never announce this except its market research approved that this will be the most effect marketing strategy.

Taking Egyptian TV advertising campaigns as an analytical study was based on the observation of using this phenomenon (nostalgia), on different TV advertising campaigns for both national and international products on the past few years, and that led to an inquiry for how effective of that strategy that led all those companies to use it despite of the difference between their target group. This strategy was based on reminding people with their different old memories related to places, customs, traditions, celebrities, scenes from films or serious they used to see.

2. Literature Overview

2.1 Definition of the main concepts:

Historically the term nostalgia was first used in medicine were doctors used to refer to homesickness or the trouble resulting from being far from one's home ,with the feeling of insecurity and that was the cause of mental disorders that may lead to suicide. Kant the great philosopher said that when nostalgic people return home they are often very disappointed as they feel that everything is changing, but at the same time, they are cured. According to Entrikin (1991), people's sense of place is located not only in geography (i.e. the physical relationship with other places) but also the knowledge and feelings that they have about it: the expectations, associations and stories it evokes, for instance, and nostalgia from that point of view is not illness but rather as quest for

lost time (Kessous and Roux, 2008).

Longing for things, persons or situations that are not present was the definition presented by the American heritage dictionary in (1972). In 1991 Holbrook and Schindler defined nostalgia as “ a longing for the past or yearning for yesterday, or on other words a preference (general liking , positive attitude , or favorable affect) towards objects (people , places, or things) that were common (popular , fashionable, or widely circulated) when one was younger (in early adulthood, in adolescence, in childhood, or even before birth). However nostalgia does not relate to the true past. It attaches primarily to experiences, the significance of which has only been realized as a result of many iterations of recall. The sanitizing effect of memory, which removes many negative aspects of the original event, ensures that the past is represented as an attractive place to go, where the referents and values absent in everyday life may be rediscovered (Holbrook and Schindler, 2003).

2.2 Nostalgia proneness and dimensions:

Nostalgia proneness is defined as an individual difference regarding a person's susceptibility to express yearning for the past and associate feelings with personal memories and experiences, antiques and history and childhood period (Abdullah J. Sultan 2017). And according to Havlena and Holak (1991) nostalgia is most frequently associated with older individuals, Holbrook notes that individuals vary in nostalgia proneness, both in the strength and the type of nostalgic feelings they are likely to experience. Davis (1979) asserts that men are more nostalgia-prone than women, but Reisenwitz et al. (2004) claim the opposite (Hunt, L. and Johns, N., 2013). Although nostalgia is often conceptualized as a multinational construct (Muehling and Pascal 2011) but researches tell now didn't come up with a valid nostalgia dimensions.

If we talk about the categorizations and order of nostalgia we will find that some researches argued that there are three orders of nostalgia, first is (simple order which is based on individuals perceptions that things is better “then” than “now”) , second order (reflexive) and third order (interpreted) were both of them are characterized by more critical and introspective evaluations by individuals : that is challenging their own nostalgic recollections or questioning their own reactions to the nostalgia itself (Davis 1979) . According to (Turner, 1987), nostalgia involves four major dimensions:

- a- A sense of decline and loss: lost space and lost time
- b- A melancholic vision of the contemporary world based on a perceived crisis in our civilization resulting in lost reference and values
- c- A sense of loss of individual freedom and autonomy
- d- The idea of a loss of simplicity , authenticity and emotional spontaneity in a mass consumption culture

Farther going Stern (1992) identifies two forms of nostalgia, first was personal nostalgia that deals with autobiographical memory or personal connections, while the other form was historical nostalgia, that deal with collective memory and can be generated from a time that respondent did not experience directly, even before birth.

The early researches by (Holbrook and schindler, 1996: Holbrook, 1993) have attempted to measure nostalgia proneness by proposing a unidimensional measure of attitude towards the past or nostalgia proneness. Researchers have investigated nostalgia in various contexts; some goes through analyzing nostalgia from self-concept other for brand loyalty and brand meaning and even through social identity (sierra and Mc Quitty, 2007).

Some researchers agree that the scale provided by Holbrook's does not exactly measure nostalgia proneness rather they believe that it measure the preference for things in the past and it stress on the emotional feelings (Hallegatee and Marticotte, 2014, Abdullah J. Sultan, 2017).

Researches go farther by examining the nostalgia scale proposed by (Holbrook and schindler 1996) as they provided support that the existing scale doesn't tap on the different nostalgia factor. A research by (Abdullah J. Sultan 2017 and others agree with it) believes that what might be nostalgic in one culture may be quite different in another culture and that nostalgia proneness is a culture- specific concept that tabs on diminutions that belong to a specific culture. As the research tried to develop a valid reliable scale that measure nostalgia proneness and prove that the existing proneness scale by Holbrook does not fully reflect the different nostalgia dimensions that exist in every place specially the country under investigation (Kuwait).

The research by Abdullah J. Sultan 2017 examined four factors, the first was personal memories and experiences reflected on personal memories that the individual had in the past when

young and those memories can be retrieved when people remember events and places visited by them, the researcher believes that such things make people happier and relive those pleasant events. Second was antiques and history by focusing on historical events, this factor suppose that individuals who have high ratings for these items usually yearn for an idealized or sanitized version of an earlier time period. Third was beautiful past and unattractive present in which nostalgia expresses the desire to retreat from contemporary life by returning to a time in the distant past viewed as superior to the present. Last factor examined by the research was homesickness and yearning for childhood period. A result for that the research confirmed that the multidimensional model fit is better than a unidimensional model.

2.3 Semiotic analysis of the meaning of nostalgia related to products and brands:

.Companies is using nostalgia to differentiate themselves from competitors and have a good position for them in the market place through connecting individuals to previous experience. And studying nostalgia from the era of semiotics can help to understand the meaning of nostalgia related to products and brands

A semiotic analysis of nostalgia as a connection to the past by (Kessous and Roux, 2008),aimed to identify the invariant nostalgic meanings which structure consumer real-life experience concerning products and brands, they find that the two opposing dimensions of a semiotic square “ continuity “ versus “ discontinuity” provide a structure for understanding the most important feature of nostalgia : “ long-standing nostalgia “ (continuity) such as childhood or adolescence considered as (the happy days) ,respondents were generally eager to talk about their special brand, often reacting with warm laughter, or at times with tears or sadness . “ first-time nostalgia “ (discontinuity) for “ an initial , significant or unique life event that can generate nostalgia since it is related to a unique emotional experience that will mark and change one's life, in this case the brand act as a witness of past experience which must endure.

This reveals a typology of four nostalgic meaningful moments: **everyday past, uniqueness, tradition and, transition** which are linked to specific brands and objects.

Every day past where nostalgia fulfils a need for security, through this type individuals tend to reproduce activities that they accomplished when

they were younger that may lead to re-experience great moments from the past. Brands use this through transmitting an entertaining and reassuring brand image in order to enlarge brands clientele and target children as well as adults, and this type of nostalgia are mainly sugar –based foodstuffs.

Uniqueness of moment is the tend to satisfy a need to bring back the past and turning an absence into a presence , specific objects used by brands in a symbolic and emotional meaning can work as guardians of the past , acting as an anti- separation from those moments.

Tradition nostalgia tends to satisfy a need for points of reference that are lacking in our modern society. In this type nostalgic brands can reflect the intimacy of a unique perception of one's experience; brands can help individuals to transmit the past through it as it plays a role as a symbolic witness of a past emotional experience that is supposed to last .the so-called traditional brands are mainly natural foods communicating their authenticity as a guarantee of quality, sincerity and trust. (Kessous and Roux, 2008). Finally in transition, nostalgic connections tend to satisfy a need for independence and contribute to the definition and maintenance of one's identity. Brands that use this type of nostalgia re-launch old products that are associated with transitional and turning points moments such as the end of adolescence, the beginning of one's adult life.

2.4 Effect of nostalgia on consumer experience:

Consumers go on a cognitive mechanisms that are triggered during purchasing decisions, in addition to engaging in a number of sub-conscious and internal processes (Kim, 2012) which are related to the feelings, senses, dreams and fantasies that they want to satisfy through consumption, and this lead the research on consumer behavior to acknowledge the dominant role of emotion on consumer acts.

A review of scholarly literature on experience suggests that experiences in different consumption settings share certain elements (Triantafillidou , A. and Siomkos, G., 2014). These common dimensions include:

- **Hedonism** which refers to the pleasure, fantastic, fun, excitement and enjoyment feelings that accompany consumption experience.
- **Flow** which is defined as the holistic sensation that people feel when they act with total involvement and this reflects the feelings of total immersion and absorption in the experience.

- **Escapism** that means a tendency to escape from reality, the responsibilities and routines of real life especially by unrealistic imaginative activity, consumers fantasies that they live in a different world and play different roles.
- **Learning** this dimension responds to the educational outcomes of experiences when consumers acquire new knowledge through consumption activities, as it is rich in cognitive and intellectual properties.
- **Challenge:** where feelings of risk, adventure and adrenaline rush is elicited.
- **Socialization**, which is associated with the new social relationships that consumers create through consumption.
- **Communitas** that accounts for the feelings of camaraderie and belonging that are triggered by consumption experiences

The research come out with a findings of, not all experience dimensions affect consumers equally in the post-consumption stage. Hedonism was an important experiential dimension affecting positively most of the post-consumption variables. Other boosters of consumers' nostalgia, word of mouth communication and behavioral intentions were the feelings of escapism, knowledge and communitas. On the contrary, flow and personal challenge were negative predictors of consumers' evaluations (Triantafillidou , A. and Siomkos, G., 2014).

3. TV advertisements design

Advertising expresses a key change in values, beliefs, behavior and buying patterns of the peoples which influence the lifestyles of people (Usman et al., 2010). And this make advertisers seek greater communication effectiveness, more careful consideration needs to be given to the selection of the type of advertising appeal used for each target group (Ruiz and Sicilia, 2004).

Tv advertisements has a high effect on everyone even he is one of the target group or not , taking children as an example , it was found that the influence of advertising on children is high as researchers found that children's ability to decode and process advertising messages and understanding their aim is influenced by their cognitive abilities at different age. In addition to their social and personal environments that have an influence in their understanding. In spite that Social norms related to acceptability and appropriateness of gender behavior influence the processing of ad. messages by the children of both sexes, also elements like likeability of the model,

character or endorser, story line, slogan and the music will create liking or disliking for a particular advertisement and hence decoding of its message, (J.S. Panwar, Milan Agnihotri, 2006).

3.1 The effect of using nostalgic images on TV advertisements design:

Image is one of the most important elements that reflect the idea in TV advertisements', in addition to all visual elements as lightening, shooting angles, music, lyrics... etc. Consumers always remember the products with reflects of its images on their minds, and that led designers to use images and music to recall nostalgia in TV advertising campaigns.

Selby and Morgan (1996) categorize the aspects of image as "projected" and "organic". Promotion and advertising are examples of "projected" image, while "organic" image derives from non-focused sources such as popular culture, the media, literature and education (Hunt, L. and Johns, N. 2013). A potentially powerful aspect of image, especially which associated with place, is nostalgia. Hunt, L. and Johns, N. 2013 shows how strongly a sight, sound, smell or feeling can recall the past. They demonstrate the filtering effect of memory on people; in almost every case the past episode, object or person recalled was pleasant. Thus nostalgia can clearly be a powerful element of brand image formation, as the positive emotions it evokes are likely to cause "approach" behaviour, i.e. positive searching and purchasing behaviour in consumers.

The research by Hunt, L. and Johns, N. 2013 about the nature of nostalgia associated with place and its potential in the development of branding and advertising images found that events are known to trigger nostalgic feelings when they are associated with familiar places, which may evoke nostalgia in their own right. Staging posts for travel (airports, stations etc.) are especially powerful triggers for nostalgia. This is partly because, at least in the popular imagination, transport technology is relatively stable over time (and hence speaks of the past) and partly because stations and airports are redolent of transition. The research examines the response of interviewee to various images and it was seen that **four distinct themes emerged:**

(1) **Reliving experiences:** as some photographs evoked very strong memories

(2) **Coming of age:** This testimony shows how important feelings of expectation can be in provoking nostalgia. The message for branding and advertising seems to be that all ages are susceptible to nostalgia and that images should aim to evoke events of consumers' teens or early

twenties.

(3) **Nostalgia evoked by smell:** Odours are considered key triggers of nostalgia and photographs could elicit the memory of a smell, which in turn evoked powerful memories (This demonstrates the effectiveness of the photo-recall technique that can be used very strongly in TV advertisements).

(4) **Object:**

Thus objects associated with nostalgia needed to have features that could be associated with tradition and established-ness.

Hunt, L. and Johns, N. 2013 concluded by a message for those developing brands or advertising materials. First, nostalgia is an extremely powerful way to communicate with consumers of all ages, as it offers a way not only to evoke a direct response to a visual stimulus, but also to tap into an individual's trigger system. Second an image may bring to mind a whole world of sounds and odours related to nostalgic perception. However, great care must be taken with images chosen for branding and advertising, since what will produce a positive effect in some individuals may be perceived negatively by others (Hunt, L. and Johns, N. 2013)

3.2 Using nostalgia on T.V advertisements as an advertising appeal:

Marchegiani and Phau (2010) note that nostalgia can be triggered by music, photographs, movies, special events, family members and even threatening stimuli (Hunt, L. and Johns, N. 2013). Researchers reported that odours, antiques, heirlooms, can bring back past memories, also they identified foods, including sweets and biscuits, brands and experiences as triggers for nostalgia (Schindler and Holbrook, 2003).

Talking about the used advertising appeals we will find that previous studies have identified seven most used advertising appeals – comparative, humor, fear, sex, two- or one-sided, gain/loss framed, and metaphor-account for two-thirds of all advertisements (Allen and Raymond, 2007). Nostalgia can be used as an effective advertising appeals as Muehing and Sprott (2004) provided evidence that advertisements with nostalgic themes is capable of promoting nostalgic thoughts in consumers, Marchegiani and Phau (2010) showed a positive increase in the number of nostalgia- related thoughts attitude towards the advertising, the brand and purchase intention as personal nostalgia rises.

Recently Muehling et al.(2014) show that the effect of nostalgia on consumer purchase intention and his attitude towards brands is most

pronounced for those who have had some past personal association with the advertised brand. A meta-analysis of eight advertising studies shows that advertising that provokes a strong emotional response without providing sufficient product information often breaks through the clutter but is unlikely to persuade. Recent research suggests that emotional content in advertising can influence brand favorability even when rational content has no effect (Feiz D. and Fakharyan M., 2013).

3.3. Effect of nostalgia on younger people(age identity):

Age identity, reflects how individuals perceive themselves in terms of age. As it is not necessarily that people feel the age they actually are, and this incongruence may offer additional insights into people preferences and behavior. Barak and Schiffman study in 1981 defined age by four dimensions related to functional areas of the self: psychological (the age a person feels like), biological (the age a person looks like), social (the age a person thinks that he/she acts like), and cognitive (the age that is perceived to reflect a person's interests).

Despite some cultural differences in subjective age perceptions, but the study suggests that it is a universal characteristic (a tendency to have different age identity than one's biological age) independent of the cultural background, though there may be some differences in terms of the magnitude of the difference between the actual age and cognitive age influenced by individual, social, or cultural factors (Kaufman and Elder, 2002; Kohlbacher et al., 2011).

In general, researchers agree that the conceptions of aging consist of three categories: biological aging, sometimes referred as functional aging, psychological aging, which addresses the progress and changes in cognition, personality, social aging, which refers to a changing mix of social life styles and attitudes related to different social roles that people are expected to play, such as "father,"retiree," etc. (Mathur and Moschis, 2005). The concept of cultural aging as a contrast to the concept of chronological age was also investigated to find how age is constructed through representation, interaction, and communication (e.g. Loos and Ekström, 2014). Estimating age identity can be done by evaluating the difference between one's actual and cognitive ages, which reveals the tendency to feel either younger or older than one's chronological age. This phenomenon may explain why even in cases when consumers vary widely in age, the individual propensity toward nostalgia seems to work independently of the aging process (e.g. Holbrook, 1993). Viewed

from an aging perspective, when getting older, individuals try to act in accordance with their self-concepts and therefore they tend to hold on to their previously developed self-images (Mathur and Moschis, 2005) and choose the same products that they have used before.

Holbrook and Schindler (1991, p. 332) note that people feel nostalgic emotions about critical periods in their life, one of which they claim is around the age of 24. They claim that first-time or life-changing moments experienced at this age are more likely to stay with individuals through their lives. But a study by Hunt, L. and Johns, N. 2013 suggests that the critical age may be a little younger than that reported by Holbrook and Schindler, 1991, since the respondents in question remembered these key events from their early-to-late teens.

Despite the different studies that found nostalgia to have a positive and significant influence on consumer attitude towards products and brands (Chou and Lien, 2010, Muehling and Pascal, 2012), and purchase intention (Bambauer and Gierl, 2009, Muehling et al., 2014). But there was still one question that remains unanswered (how nostalgia relates to consumer age?).

Going back to the seminal work of Holbrook and Schindler (1994, 2003) nostalgia was mainly perceived as working independently from the aging process, suggesting that consumers tend to form enduring preferences during their adolescence or early adulthood and maintain them for all their lives. But other researchers have indicated that adults may be likely to experience nostalgia than younger people on the fact that age gives experience and memories, but in fact there is no significant correlation between age and nostalgia as they see that people of any age would have prior experiences about which they can become nostalgic (Sierra and McQuitty, 2007).

An interpretative study by Goulding (2002) explored vicarious nostalgia and the findings also suggested that individuals may have more in common with people of a different generation through shared interests, activities, etc., and this might not be related with their age.

Further, it was demonstrated that although nostalgic advertisements evoke a more positive attitude toward the advertisement and advertised brand than non-nostalgic ads, age has no impact on such results. As (Muehling and Spratt, 2004, Lamber-Pandraud and Laurent, 2010) found that consumers can form a long-lasting attachment to a brand at any age.

A research by (Dvile Kazlauskė and Justine

Gineikiene, 2017) empirically analyzes the links between age identity, nostalgia and preferences for nostalgic products. The study provides initial evidence that the bigger the discrepancy between one's chronological and cognitive age, the more nostalgic products one actually chooses. Moreover, age identity is a better predictor than consumer nostalgia for the actual purchase of nostalgic products. This finding shows that the relative impact of consumer nostalgia might be weaker when age identity also influences actual purchases, suggesting that individuals' part of self-concept related to age identity may be stronger than nostalgia-related self-concept. Therefore, consumers tend to choose nostalgic products more because of their age identity than because of their sentiments for the past. The results of their research confirmed that consumer nostalgia is an important factor in consumer behavior – it is positively related with nostalgic product judgment and the actual purchase of nostalgic products.

4. Analytical study:

The study is based on analyzing the use of nostalgia as a communication strategy to influence the consumer behaviour towards the service or product on TV advertising campaigns conducted to Egyptians on different tv channels , to stand for the effect of using this strategy and how advertising designers uses it.

The study will analyze the different elements used on the advertisements (images, sounds, lyrics...etc) to stand for the most effective element that is usually used to influence consumers nostalgic feelings.

Following up the marketing strategy for different companies to stand for if using nostalgia as a communication strategy is a constant concept carried by the company or it was used ones due to its effect

1- Pepsi and Chippy campaign Ramadan 2013, till present,

PepsiCo marketing strategy lunched a global campaign featuring under the slogan (Embrace your past, but live for now) in April 2013, in Egypt it goes under the slogan “let's go together”, (yalla nekamel lametna)

Target group Range: 15- 45 years- B and C Category

With high production advertisements PepsiCo go through a T.V advertising campaign in the holy month of Ramadan using advertisements based on nostalgia strategy and full of nostalgic elements. The campaign continued in every month of Ramadan till present

Most of the advertisements time range from 2.30

to 2.58 min which means that the production cost was very high, viewing on YouTube increases by time from 3 million for the ad on 2013 to 8 million viewers which reflects the success of the campaign visual elements as it has a great impact on people to follow it up not only on T.V channels (it used to be shown on most of the famous Egyptian channels) but also on the internet due to the effect of nostalgic elements on audience feelings.

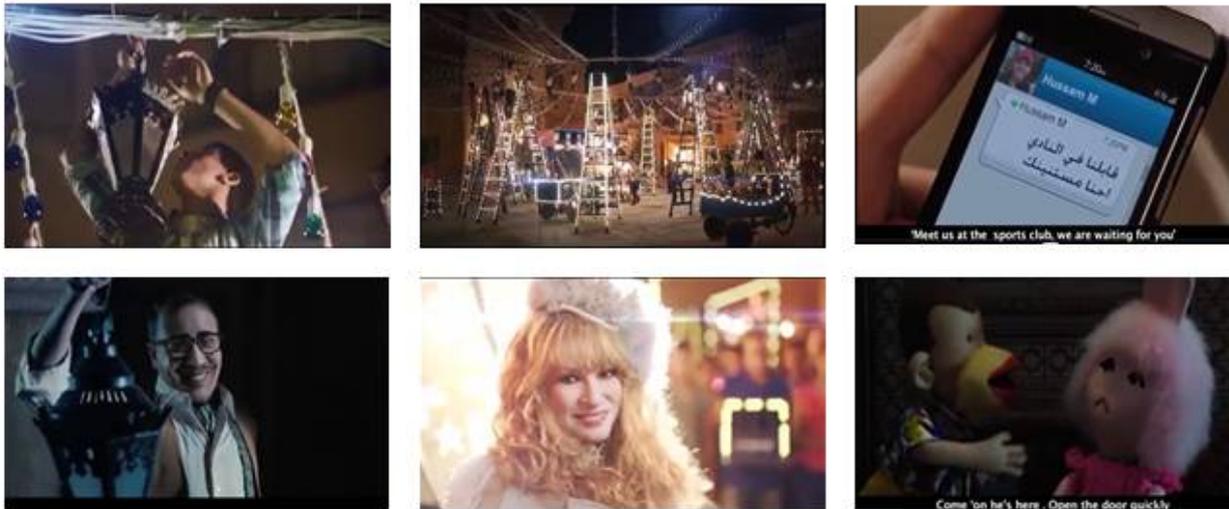
a- The first advertisement used four nostalgic characters (bogy and tam-tam, mobile puppets 1983-2009- Fouad Elmohandes, Egyptian screen actor, specializing mostly in comedy roles, used to play many TV hits for kids and for the family especially in Ramadan- Fatota , graphical character used in light mystery series shown in Ramadan , and actress Nilly who used to have light mystery series in Ramadan for 9 years.

All used characters and visuals were famous and have high effect on old generations, but actually they are rare known to the generations on the 21 century.

PepsiCo targets more than one consumer segment at the same time and for this campaign in spite of the target group of the product is teenagers and youth from 15-45 and this can be seen through the main heroes of the advertisements, but the message was widely targeting people who used to have memories with those celebrities on their past. The idea reflects behavioral segmentation of target group through benefits sough (spending time, satisfaction of a habit) exploring the importance of being together as a family specially in Ramadan as it has the sprite of gathering which the new generations doesn't feel, as friends come first .

Connecting the product to family in nostalgic way by reminding them with good old memories through the characters that was their heroes in past time and connected to their child hood time, in addition to nostalgic actions like lightning the streets as it is a tradition for Egyptians people to celebrate the coming of the month, also toys used for playing from past as kids used to light and play with light box only in Ramadan, traditional food that is stuck mostly to that month even if people used it through year (konafa), the product show that it has a long history with the family and share them all of their good old memories .

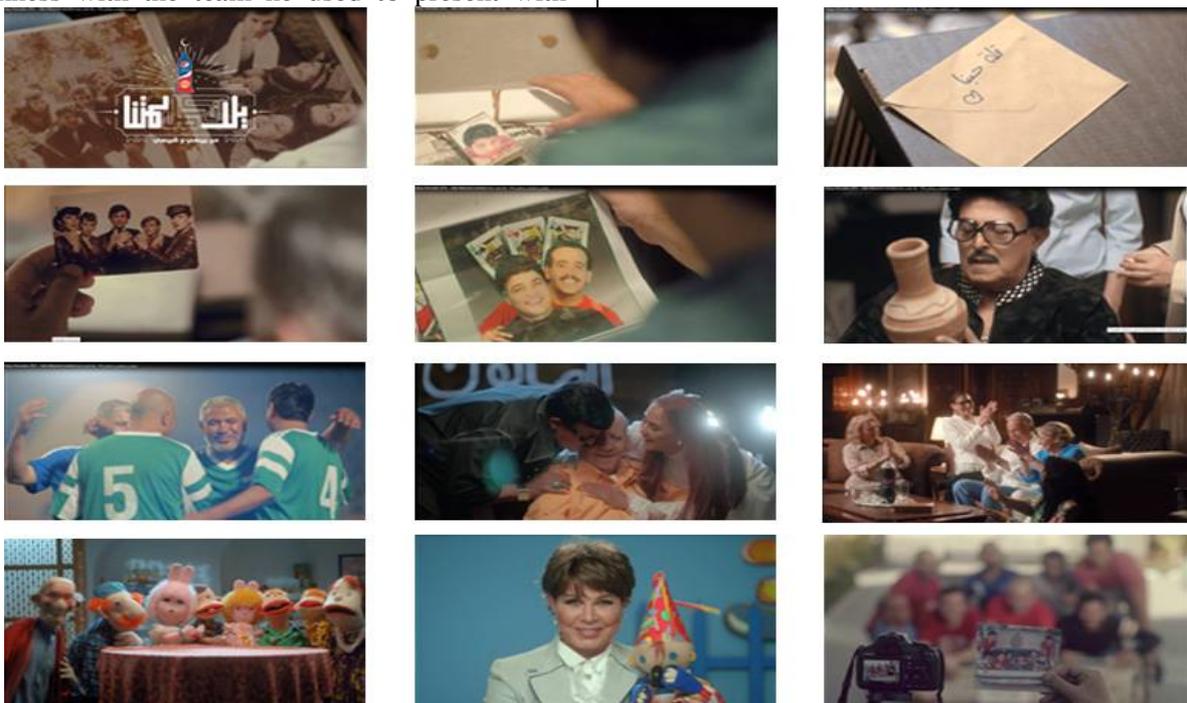
b- PepsiCo follow up the T.V advertising campaign slogan and idea in Ramadan 2014 lets go together (yalla nekamel lametna), but different nostalgic visual elements also from the era of the eighteenth and nineteenth of 20 century.



One was the memory of an artistic famous family used to have a music band and have a great success on eighteenth era and then they stopped working together (gathering and reminding old days), second a famous T.V presenter that have a great influence on children's in addition to here films and T.V series that has an impact on huge amount of people due to her personal style(opening her disk to get out a puppet known very well to eighteenth generations in addition to photos of her films), third great singer and composer who used to work on most of the famous songs on the same era, presenting scattered elements (cassette tapes, where almost most of the new generations doesn't even see it, also photos the show his famous songs with one another singer). Following up with showing a great comedian actress who have been disappearing for years because of sickness with the team he used to present with

them a play that people still see now a day's even it was famous from long time (through nostalgic words people recognize when shown at the very beginning of the advertisement), the gathering of the football national team on the eighteenth and having a football match together even they are old and not feting. Ending the idea with visual used for puppet's in the prewise advertisement and people who retake photos with their relatives they used to have on old times with same positions and clothes.

The campaign used the same melody and new lyrics asking people to come back together again, even life separate us and everyone has his own life we should care to gather and remember good old time with its successes and working hard ,nothing can separate us because we cannot forget though memories,



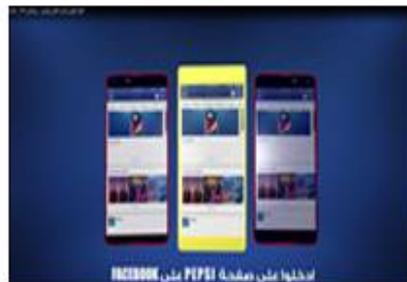
c- The T.V Advertising campaign in 2015 renovates the melody, adding new lyric asking people to have their own memories with each other without living on past and forget their lives .In an integration between past and present , the advertisement idea was based, mixing black and white scenes for famous old actress with live scene from present to show that our memories always live with us but life is going on, we never forget but also

nonstop .using new famous actress on nowadays era doing the same traditions people used to do in old days, playing football on the streets while the commentator of the match is a scene from old film, gathering a late actress father with his son dancing together , scene of old characters walking on our streets to present that past never dies and we go together in that world.

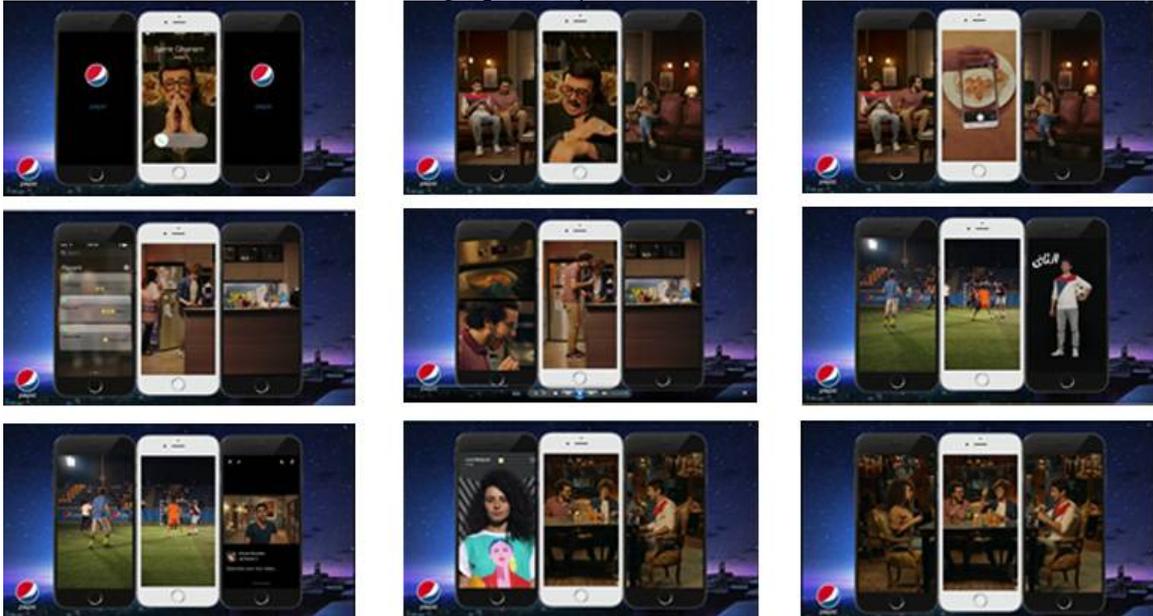


d- In 2017, the nostalgic strategy to build the ad visuals was clear through the scenes, the idea was based on introducing the new Pepsi mobile app, but seeing the ad will not be fulfilled instead you gather three friends to

help each other to play a part of the advertisement at the same time. A series of tv advertisements were lunched to express the idea, to fulfill the same slogan idea (yala nekamel lametna)



- Another advertisement of the campaign :

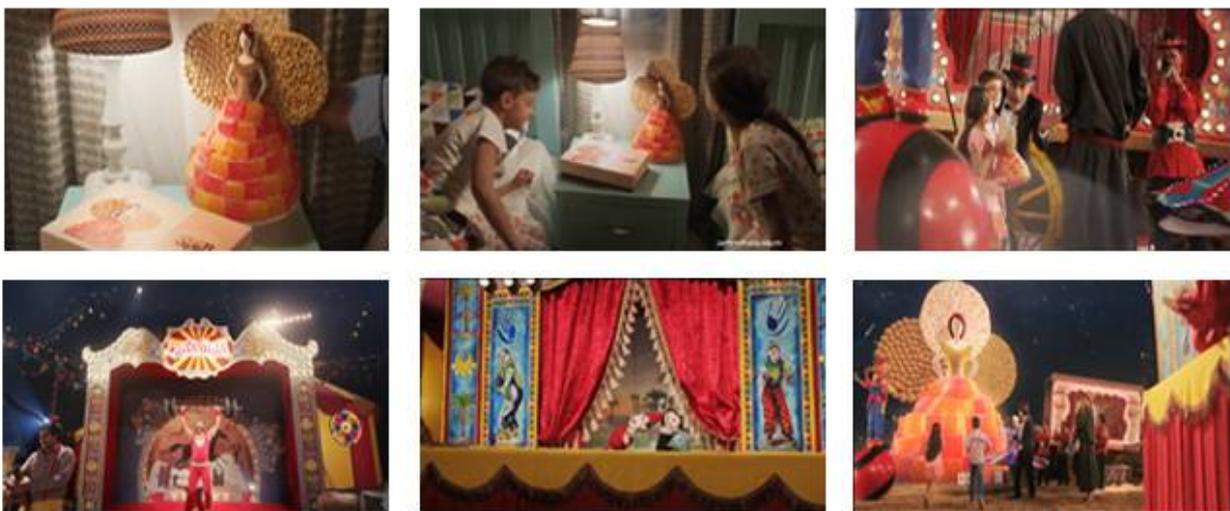


2- Halwany el abid

Halwany el abid used nostalgia strategy to build all its T.V ads campaigns as a way to have the impact on the target group, through creating the bond between the brand with its different products and the audience history, sharing all their great old times till now, reminding them with the society traditions and customs that lots of the new generations doesn't know, but it is still part of the target group memories. Nostalgia as a communication strategy was used in the brand TV advertisements campaigns since 2015. The advertisements range time from 30 to 2 min, (with different locations, huge number of models, different types of target group)

Target group from ageing from 15-60, B category

a- With three TV advertisements in 2015 used nostalgia as a communication strategy, reminding the target group with the gifts that they used to have from their parents on that occasion in order to continue giving them to their children. The advertisement is full of nostalgic elements from the sugar doll that children used to have on that occasion only, to the cloth puppet (elaragoze) that is almost disappeared now as younger kids see 3D puppets, passing by the old traditional circuses. The advertisement tried to transfer new a day's kids to their parents past to see its beauty, and reminding target group with the beauty of old times with the product to continue using it with their children.



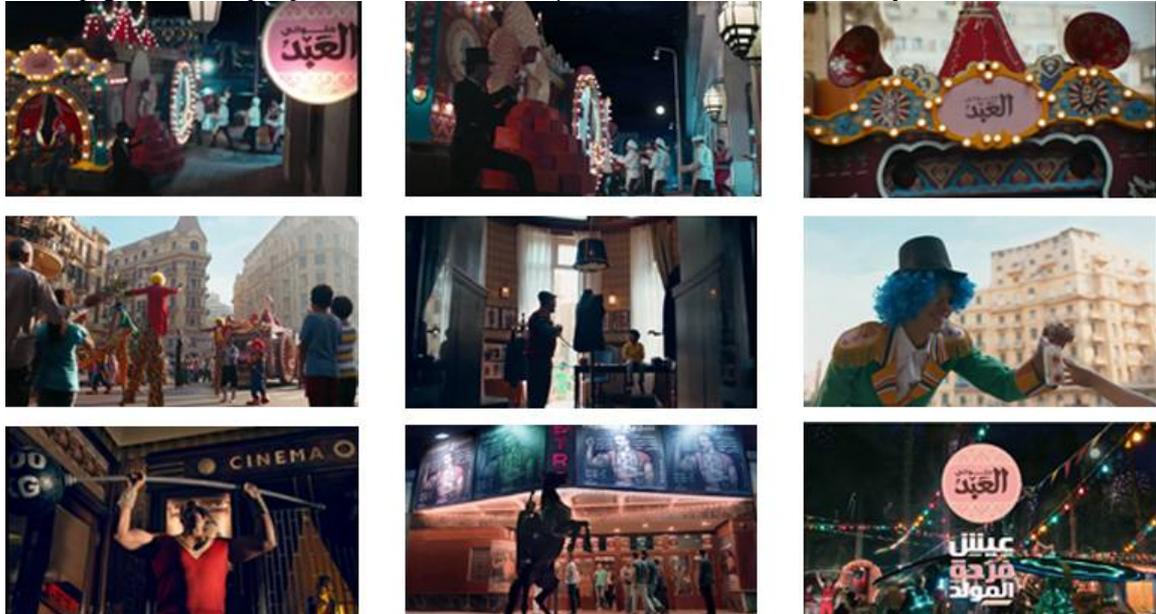
b- As mentioned before the company continue to use nostalgia as a communication strategy for its TV advertising campaigns as all its tv advertisements are based on using the same

strategy to have the impact on the consumers purchasing decision by influencing their emotional feelings through nostalgic elements remind them with their past old memories and

encourage them to keep doing the same actions with their children and transfer the same memories for them. And that can be seen on their campaigns on 2016 in different occasions.

The campaign, remind people to celebrate the

birth of prophet Mohamed with all the traditions that people use to do on that occasion and the product will be a part of this celebration and happiness, presenting different nostalgic scenes of old memories for ways of celebration on that day.

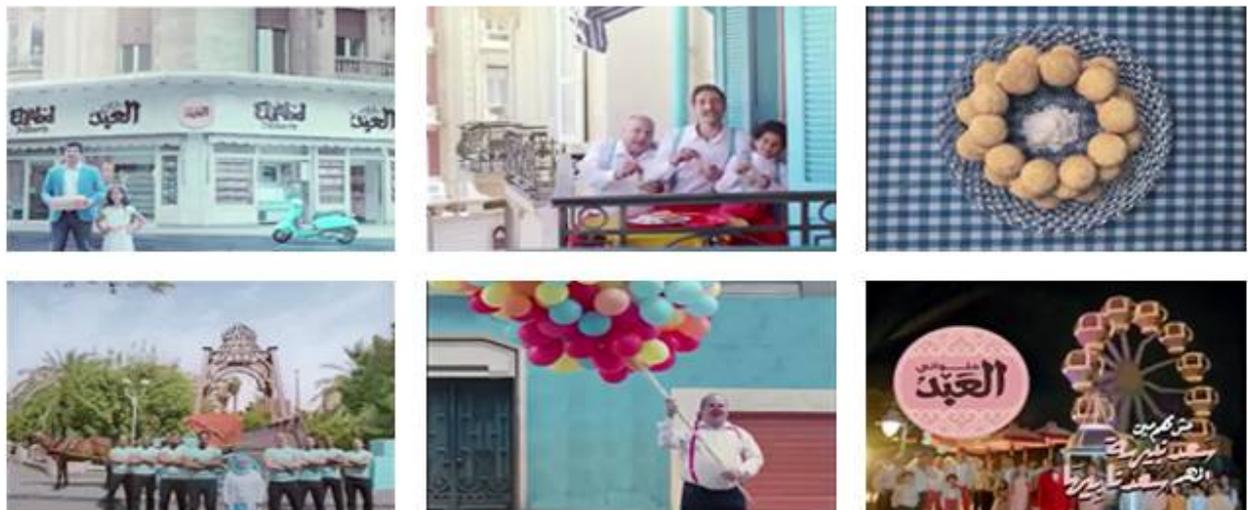


c- T.V advertising campaign (saad nabiha , 30 sec.) lunched Ramadan 2017

The campaign used nostalgia strategy to build the idea through a funny inquiry for more than two generations about a part of a song that children used to hear its lyrics in a wrong words (they hear being happy as a name for a person). A suspense campaign was used at first as a pre – lunching (three advertisements) in order to raise the question from the deep memory of the target group. In a comedy bases the ad answer the question that no body have an accurate answer for but after reviewing the answers that were in target group memory, the ad introduce than answer that at some children my see that person as a super

hero, or a balloons seller, but the fact that all does not matter as the target is to be happy and the product always share all of our happy moments, the melody of the ad was an old song from the eighteenth era .,

Advertisements visual elements were based on using nostalgic elements as models were dressed in old fashion clothes, location of shooting was the down town of Cairo, using melody of famous old songs, the advertisement show all the family from grandpa to the kids eating the product, old down town cinemas presenting imaginary character from old times, sweet dolls that girls used to get on special tradition occasions. All of the visuals used remind the target audience of their childhood.

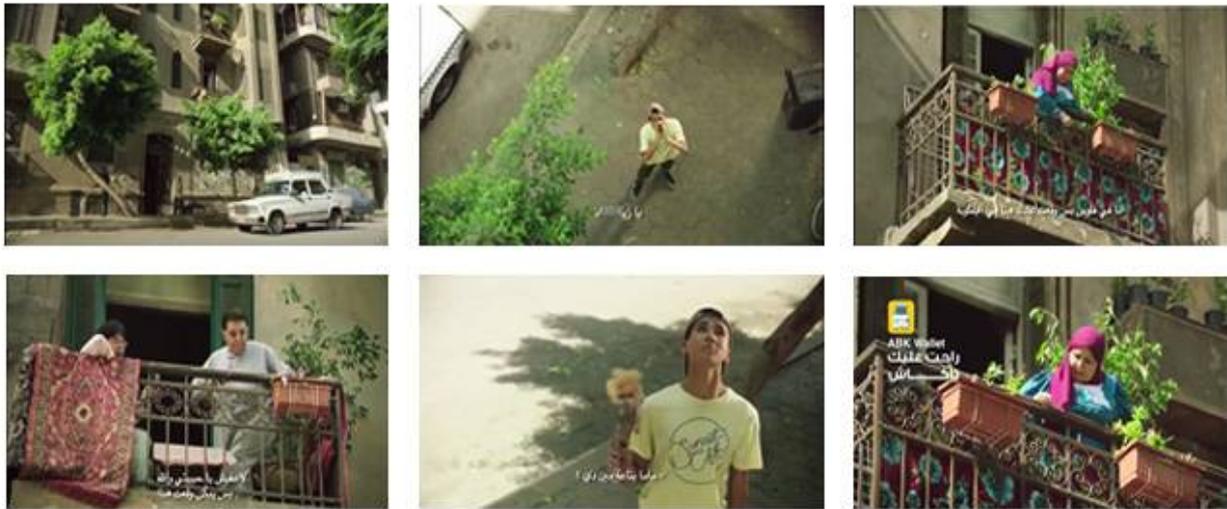


3- ABK wallet campaign (AL- Ahly bank of Kuwait, 1.50 min, 0.5 million viewers on you tube)

With T.V advertisements full of nostalgic elements and in a comedy bases, ABK introduced its product to the target group.

Target group: 15- 50 years, B and C category
 One of the advertisement idea remind the target group of their old ways to call their relatives (in fact now a days people uses mobiles to call their

relatives for help) as the model ask his mam for money and when she through it, it disappeared on the tree, the ad continue with every one of the neighbors give a help by an idea how to find the money, checking the tree will get out lot of disappeared items on the last years for everyone on the building, at the end of the ad the solution is to use the application of the bank to transfer your money in an easy way.



Orang Telecom TV campign advertisement (maak fe ely yehamek) together in everything you care about), Target group B class from 15-50 years . the campign was based in using nostalgia as a communication startgy to tranfer the meaning for the target group through remixing between old and present elements in the ad. It depends on the comination between nowadays famouse actress singing on old famouse melodes wich is related to their old memories.

actress (akram hosney and ahmed fahmey) and both of them are influncers for the target group but they were singing on the melody of old song for famouse singer related to the 70 th era of the last century .viewing on youtube reached 12 milion view . the campign express that the brand do care about everything in its consumers life and they are always busy and that's why it always offer them the best solutions of their needs .

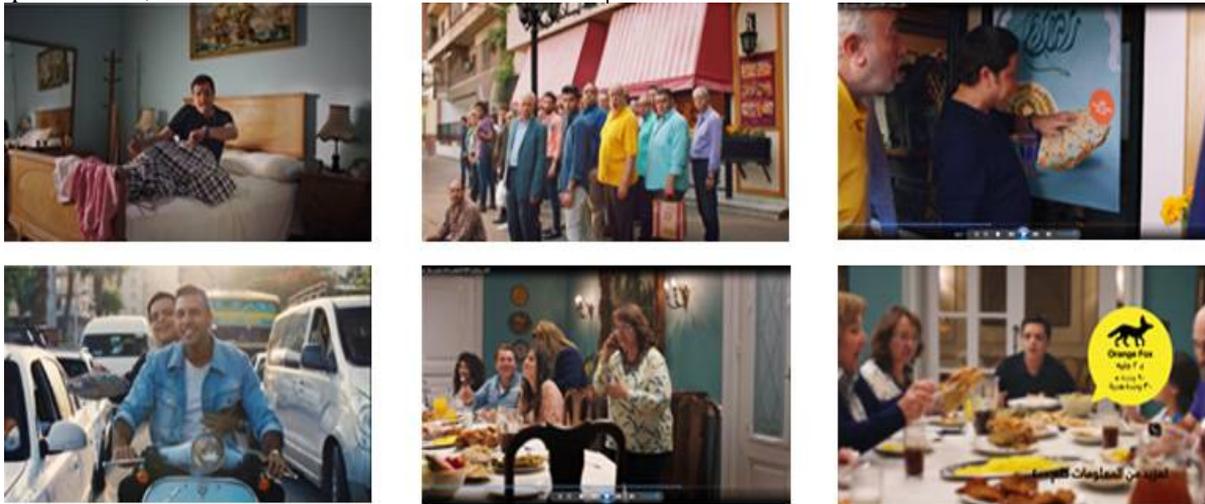
a- The campaign started in 2016 with a 40 seconds advertisment using two famouse



b- With a 90 sec advertisement and viewing in youtube 42 milion view, the campaign continued in Ramadan 2017

The advertisement was based on remixing a number of old famous songs for different singers and also some of them were played in old films in a nostalgic way that recall old memories of the target group. Advertisement idea was also a mixing between present and past as this was clear in the ways of scenes shooting techniques and graphics used , the main hero of the advertisement

is also a famous one who used to have an influence on the target group. Locations, models dressing , story telling of the advertisement reflect the target group category .The declaration of the brand and its message was at the end of the advertisement in -order to let the audience go with their emotional feelings with each song and recall their memories back, then declaring the brand to ensure that it is always with them at every thing they do care about .



4- **Vodafone telecom one of the four big companies in the field of telecom and it has lots of TV campaigns all around the year.** Having an over look on its different campaigns we will find that the company used nostalgia as a communication strategy in many of its T.V campaigns and most of them were with high production and this can obviously be seen through the advertisement elements (using celebrities, decorations, timing). T.V advertising campaign

(kwatek fe eltak) your power is in your family in 2015 was the start, based on the idea of gathering the family together (brothers, daughter and her mama, son and his dad) targeting consumers from 12 to 60, category B, B+ and A, Vodafone used nostalgia to influence its consumers emotions, viewing on YouTube reached 16 million view .The ad. Was with high production as it reached 100 second, played by more than twelve celebrities, the lyrics of the song was full of nostalgic meanings.



a- Another T.V campaign (IN for youth only) in 2015 with three different editions despite the target group for this product was only youth

from 12-25, the main idea of the campaign was based on the recalling nostalgic moments were those target group does not live.



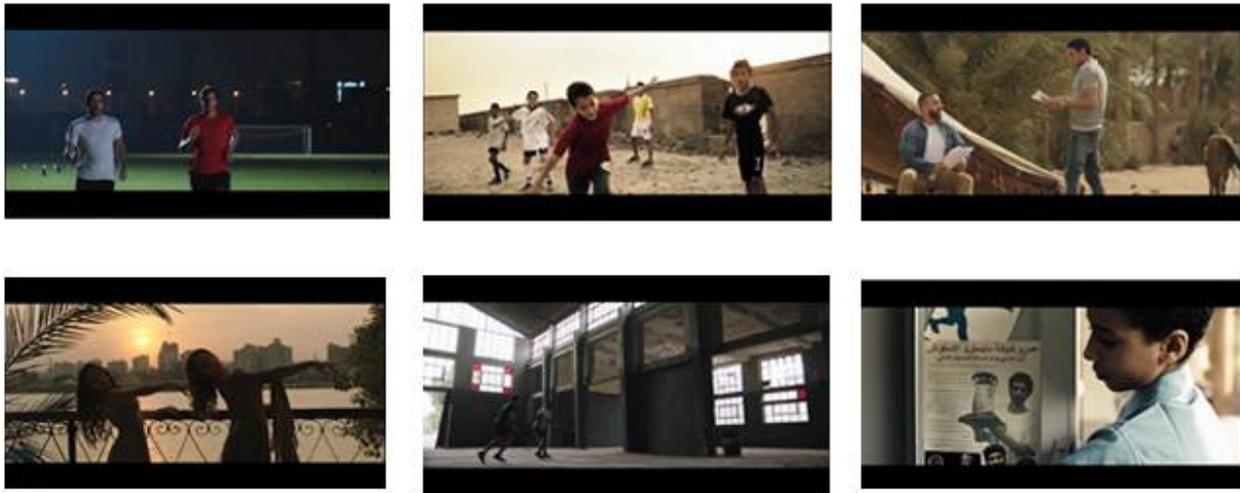
b- due to the success of nostalgia as a communication strategy and have the target impact on the target group, Vodafone continued using the same strategy in 2016 with a high advertisement production in 2016 (elelaa elkebira, 100 sec.) also with a combination between different nostalgic

elements from visuals and sounds. Viewing in YouTube reached 16 Million views. The main idea was based that the brand will help you to gather with your bigger family which includes your friends and neighbors and all the people you love.



Vodafone used nostalgia in other campaign on the same year under the name (geel bykamel geel) a generation leads generations , with 3 million viewers on YouTube .the ad show how nowadays celebrities had older generations as a leaders for

them and how that older generation take them up to reach the stars , remembering their child hood dreams to be like them and the ad present the brand as a supporter for each generation and a part of its memories and future.



5. Results and Discussion:

As a result from the theoretical and analytical study, we can find that nostalgia can be used as an effective communication strategy despite the kind of service or product, despite the category of target group, as nostalgia was effectively used with all brands using it. Each group of people even younger ones has their own nostalgic memories which mean that this strategy can reach its goals despite the age of the target group. Recalling those memories on TV advertisements helps the brand to have a good bond with the target group.

Most of the TV advertisements nostalgic idea depends on using multi- nostalgic elements on the same ad.. (multi- locations, multi old live characters, using graphics representing old times, scenes from old films, hologram for late actress , old music or songs) so the cost production of those advertisements is higher than other used communication strategy . The scenes of the ads are always combination between old and present, so the target audience can see their own lives now in connection to the past and due to this comparing scenes we will find that the ads time range from 30 sec to 3 min. on some advertisements.

Some international brands as PepsiCo held nostalgia as a long term communication strategy for its local and global advertising campaigns based on the vision on the change of consumer behaviour towards products, consumers are saturated with the ideas the show the different use of the product, consumers needs a new function for the product to keep stuck to it and keep feel loyal to, and nostalgia is an effective strategy to remind them with its combination at every moment in their lives.

Despite that researches agree that image is the most effective element on advertisements, but through the analytical study we can find that

nostalgia can be triggered through music or songs also, even if images does not support it, in addition that nostalgia doesn't related to particular scenes of our lives, as it could be triggered when remembering old places, customs and traditions that we lose now a days due to the rush in our lives.

Conclusion:

Using nostalgia as a communication strategy is very effective due to its effect on consumer behaviour towards the product and that strongest the bond between the brand and consumers.

If using nostalgia as a communication strategy wasn't with that strong effect, international and national companies will never continue using it for several years in their TV advertising campaigns.

Also TV advertising campaigns production cost is always higher than other used advertising medium, so brands will never gamble to keep using nostalgia as a communication strategy to influence the consumers unless they touch the successes of its impact that is reflected on sales and consumer attitude towards the brand.

TV advertising campaigns are always based on strong market research and choosing this strategy for different brands is evidence that nostalgia is a very effective communication strategy to be used with the target group.

Tv advertisements is the one of the most effective medium to present nostalgic scenes as all of its component elements (visuals , music , lyrics , graphics , characters) can present nostalgic ideas very clear and communicate with each other's to have the target impact .

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