

Localization of the Brands Mental Image in Advertising Campaigns

Dr. Mona Ibrahim Abdel Rahim

Associate Professor, Department of Advertising, Applied Arts Faculty, Benha University, quality_mia@yahoo.com, mona.ibrahem@fapa.bu.edu.eg

Abstract:

The localization of the mental image of brands in advertising campaigns includes adapting the visual elements and messages of brand ads to have an echo with local audiences in different regions or countries, and this localization process is important to ensure that brand messages are culturally relevant, as they are effectively transmitted to the target audience, and the localization of the mental image of brands in advertising campaigns usually includes a set of strategies, such as adapting language, images and messages to resonate with audiences, for example.... The brand may use different images, colors and design elements in its advertising campaigns, depending on the cultural context of the audience it is targeting, and also the brand may use different logos or messages to deliver the advertising message in a way that resonates with consumers, and since advertising campaigns are a series of marketing activities and strategies that aim to promote a product or service to a specific audience, so an effective advertising campaign must have a clear goal, target audience and messages, and be implemented creatively, And in general..... The localization of the mental image of brands in advertising campaigns is a crucial component of successful global marketing strategies, allowing brands to effectively deliver the message to the audience and in a way that is compatible with their unique cultural context, hence the research problem is how to achieve success for advertising campaigns by localizing the mental image of brands, where the importance of research lies in the effectiveness of localizing brands for advertising campaigns, hence the research was interested in following the descriptive approach followed by the applied study of a group of advertising campaigns Based on highlighting brands to consolidate the mental image of the recipient, with a questionnaire to measure their success, where the results show that the localization of the mental image of brands has the greatest impact in enriching advertising campaigns for products.

Research problem : The research problem is summarized in answering the following questions: • How can brands be used to localize the mental image of the recipient of advertising campaigns? • How does the mental image of brands affect the recipient of advertising campaigns positively?

Importance of the Research Paper: The importance of the research lies in: - The effectiveness of brands in localizing the mental image of the recipient of advertising campaigns. - Shedding light on the relationship of brands with advertising campaigns and consolidating the mental image. - Emphasizing the importance of consolidating the mental image of the brands of the recipient.

Research Paper methodology: The research follows the descriptive approach followed by the applied study of a set of advertising campaigns based on highlighting brands to consolidate the mental image of the recipient

Results: After presenting a questionnaire form to measure the applied study and the effectiveness of localizing brands for the proposed advertising campaigns, and then analyzing the statistical results (before and after) of the sample under study, the statistical results showed the following: Brands that use mental image effectively in advertising campaigns create a lasting impression on consumers' minds. The mental image of the brand helps to distinguish the company and build trust with customers. Effective brand and image strategies should be evaluated and continuously improved based on consumer feedback and market trends, which may affect the anchoring of advertising campaigns in the minds of consumers. This necessitates the need to develop a comprehensive overview of the importance of brand and mental image in advertising campaigns, and how it can be used to create a lasting impression in the minds of consumers, It also highlights the need for effective brand strategies based on a deep understanding of brand values, personality and traits, In addition to consistent messaging and a strong visual identity, and through the implementation of these strategies... Brands can differentiate themselves from competitors by establishing a mental image in their advertising campaigns, building trust with customers, and ultimately increasing sales and revenue for companies and entities.

Keywords :

Brands - advertising campaigns - mental image

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