

Employing Subliminal Messages, in Social Marketing Ads for Changing Concepts in the Egyptian Society

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Abstract:

This research reviews the potential use of subliminal messages included in social marketing advertisements to transform societal constants in Egypt. Since cultural norms and values form the bedrock of societal constants, the study explores the subtle interplay between subliminal messages, cultural sensitivity, and the gradual development of deeply ingrained beliefs. There are methods and mechanisms such as the positive use of subliminal messages in social marketing advertisements after identifying the behavior to be changed for a specific audience segment and confronting the challenges that hinder change by taking advantage of various psychological and communication strategies, thus creating a change in concepts after influencing the way people think, feel and behave.

Those conducting social marketing campaigns must study the audience's basic concepts and strategies and approaches to persuade them to accept ideas and positions, and perform the desired behaviors. Subliminal messages pass directly to the subconscious, and then deepen and strengthen the effect of advertising, as they represent effective persuasive mechanisms that can be employed to stimulate positive behavior and raise the quality of life, taking into account the considerations that govern their employment in social marketing advertising, such as social and legal standards or cultural considerations that differ from one society to another. Therefore, subliminal messages must be carefully designed and translated appropriately for the target audience. This study contributes to the ongoing work on its use in social marketing advertisements for its effective role

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Preliminary findings indicate that subliminal messages in social marketing ads have the potential to subtly influence attitudes. Cultural sensitivity appears to be a crucial factor, as subliminal messages consistent with current values appear more effective. Ethical considerations are paramount. The gradual nature of this employment is evident, as societal constants resist immediate transformation. The research underscores the need for ongoing monitoring and ethical standards to protect the public's autonomy and well-being. This study relies on a descriptive approach followed by an analytical study, in order to collect information from the study population in order to identify the effectiveness of the role of subliminal messages in social marketing advertisements and to conduct an analytical study of some advertisements that contain subliminal messages.

Keywords:

Subliminal messages, Social marketing advertisements, Effective mechanisms for changing perceptions of constants, Preparation for changing perceptions of constants

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