

## **Nostalgia in the Advertising Alliance and its Impact on the Recipient of the Advertisement**

### **Prof. Ateiat Baiomy Al-Gabry**

Professor at Applied Arts Faculty, Helwan, University, Egypt, ATEYAT\_ALGABRY@a-arts.helwan.edu.eg

### **Prof. Ahmed Hassan Morsi**

Professor at Applied Arts Faculty, Helwan, University, Egypt, Morsy.Ahmed 1951@gmail.com

### **Sahar Adly Mahmoud Abd El-Rehim**

Graphic designer at Industrial Development of Authority, Sahar34@a-arts.helwan.edu.eg

### **Abstract:**

Forming alliances with other companies has become a strategic tool used by many companies to achieve development and growth goals. Therefore, Advertising Alliances have become a common method in trying to transfer positive associations from one brand to another. They can also be used to achieve brand awareness and knowledge goals more effectively by taking advantage of One of the strengths of partners and sharing costs. We also find that a new (or relatively unknown) brand may partner with an established brand to build a stronger presence. Co-branded advertising perfectly showcases the brands. Which helps the recipient remember the names of the brands, and then recall them. Companies resort to using nostalgic advertising, which focuses on the emotional relationship between the recipient and companies, products, and services. Adding the nostalgic factor in advertising design may attract consumers with special interest, arouse their nostalgia, and stimulate their desire to buy products. Advertising expresses a major change in values, beliefs, behavior and purchasing patterns, and it is one of the things that affects people's lifestyles, due to the increase in competition between goods and services, as many of these goods and services are similar in their characteristics, so reliance is placed on emotional appeals in advertising messages, which In turn, it has a positive effect on the consumer and attracts his attention and interest in the product. Therefore, nostalgia is used as it arouses emotional reactions and relationships with consumers, allowing them to reduce their defenses and convince them more easily. When more than one product is combined in the advertisement, it connects them in the recipient's memory through their previous memories, which It makes them more sympathetic and loving towards the advertised products. Therefore, this research attempts to shed light on how recipients respond to this type of advertising alliance that uses nostalgia. The problem of the research lies in how the advertising alliance using nostalgia can enhance the recipient's response to the advertisement. The research aims to shed light on the advertising alliance using nostalgia and the extent of its impact on the recipient. The research follows the descriptive approach accompanied by an analytical study. The results have shown that the use of nostalgia in the advertising alliance helps the recipient develops positive attitudes towards the advertised brands.

### **Keywords:**

Nostalgia, Advertising Alliance, Emotion.

### **References:**

- 1- Al-Shayb, Ahmed (1963). *The Principles of Literary Criticism*, Cairo: Egyptian Nahda Library.
- 2- al-Tanji, Muhammad (Anonymous Sunnah). *Al-Mufasssal Dictionary of Literature*, Lebanon: Part 2.
- 3- Gamal Muhammad Mahmoud, Iman (2018). *Nostalgia in Advertising Design and Its Effect on the Relationship between the Receiver and the Brand*, Master's thesis, Faculty of Applied Arts, Helwan University.
- 4- zz El-Din Zaki Jumaa, Shaima (2020). *The Effectiveness of Nostalgia in Television Advertising*, Arab Journal of Media and Communication Research, Issue (28), January/March.
- 5- Mahmoud Ibrahim Aouf, Ghada (2021). *Using Nostalgia in Advertising Campaigns*, Journal of Architecture, Arts and Humanities, Volume 6, Issue 25.
- 6- Hsiu-Ping Yueh, Yi-Lun Zheng (2019) *Effectiveness of Storytelling in Agricultural Marketing: Scale Development and Model Evaluation*, *Frontiers in Psychology*, Volume 10, 2019. Available at (<https://doi.org/10.3389/fpsyg.2019.00452>).
- 7- Samu, S., Krishnan, H. S., & Smith, R. E. (1999). *Using advertising alliances for new product introduction: Interactions between product complementarity and promotional strategies*. *Journal of Marketing*, 63(1), 57–74. Available at (<https://doi.org/10.2307/1252001>).
- 8- Sridhar Samu, H. Shanker Krishnan, and Robert E. Smith (January 1999) *Using Advertising Alliances for New Product Introduction: Interactions between Product Complementarity and Promotional Strategies*, *Journal of Marketing*, Vol.63, No.1, pp57-74, Available at (<https://doi.org/10.1177/002224299906300105>).
- 9- Bernhard L. Simonin and Julie A Ruth (February 1998). *Is a Company Known by the Company It Keeps? Assessing the Spillover Effects of Brand Alliances on Consumer Brand Attitudes*, *Journal of Marketing Research*, Vol 35, pp30-42, Available at (DOI:10.2307/3151928).
- 10- Geuens, Maggie, Pecheux, C. (June 2006) *Co-branding in advertising: the issue of product and brand-fit*, *Business*,

- Psychology. Available at (<https://public.vlerick.com/Publications/4a642c0d-6aa9-e011-8a89-005056a635ed.pdf>)
- 11- Köstring, C. and Bluemelhuber, C. (January 2007) The Moderating Role of Consumer Knowledge in Evaluations of Brand Alliances, *MARKETING · JRM · 1/2007 · pp. 5 –16*. Available at (PDF) *The Moderating Role of Consumer Knowledge in Evaluations of Brand Alliances* (researchgate.net)
  - 12- Wason, H. & Charlton, N. (October 2015) How positioning strategies affect co-branding outcomes, *Cogent Business & Management*, vol 2(1):1092192, pp1-12, Available at (DOI:10.1080/23311975.2015.1092192).
  - 13- Maehle, N. & Supphellen, M. (December 2013) Advertising strategies for brand image repair: The effectiveness of advertising alliances, *Journal of Marketing Communications*, vol 21(6), pp1-13, Available at (DOI:10.1080/13527266.2013.866594).
  - 14- Rao, N., Chu, S.L., Faris, R.W., Ospina, D. (November 2019) The Effects of Interactive Emotional Priming on Storytelling: An Exploratory Study, 12th International Conference on Interactive Didital Storytelling, Little Cottonwood Canyon, UT, USA, pp395-404, Available at ([https://doi.org/10.1007/978-3-030-33894-7\\_42](https://doi.org/10.1007/978-3-030-33894-7_42))
  - 15- Casey E. Newmeyer (2011). Brand Partnerships and the Determinants for Success, degree of Doctor of Philosophy, University of Pittsburgh, Available at (PDF) *Brand Partnerships and the Determinants for Success* (researchgate.net)
  - 16- Lu, T. Ji, J and Zhang, J (May 2020) An empirical study of the co-branding partner selection strategy (A perception from the negative perspective combing with consumer psychology), Bachelor Thesis Project in Business Administration, Jönköping University, Available at (FULLTEXT01.pdf (diva-portal.org))
  - 17- <https://www.sciencedirect.com/topics/computer-science/emotional-response> (Accessed 22/3/2023)
  - 18- <http://psychology.iresearchnet.com/social-psychology/social-cognition/associative-networks/> (Accessed 16/11/2022)
  - 19- <https://youtu.be/dvIcol4SvMQ?si=myILQK6mlSvrMzWW> (Accessed 28/9/2023)
  - 20- <https://youtu.be/FtZO3Wbbb34?si=oqOWCmzd7ie2FC-k> (Accessed 22/1/2024)

### ***Paper History:***

**Paper received February 23, 2024, Accepted May 11, 2024, Published on line July 1, 2024**