

Effects of using visual metaphors in designing branded giveaways as non-traditional advertising media

“An Analytical Study at Advertising department, Faculty of applied arts, Helwan university”

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Abstract:

The advertising crowd and the intensity of the competition is one of the most important reasons for moving towards non-stereotyped advertising means in order to attract the audience attention and leave a positive impression for brands. Creative branded giveaway can be considered one of the non-traditional advertising media that can stay a long time with the target audience while using it and can be a good reminder to keep the brand in their minds with good impressions because of the good design and the concept of it which is related to the brand promise. This research focus on studying how to design branded giveaways with applying visual metaphours in new 3d ideas that can be new creative media with 3rd-grade students, At the Advertising Department, Faculty of Applied Arts, Helwan University, designing creative advertising media Course for the Academic Year 2021/2022 and 2022/2023.. Visual metaphors are smart tool and artistic rhetorical techniques that convey multiple messages and meanings. They appear to encourage users to experience and elaborate their meaning, which results in positive attitudes toward the advertisement idea and the brand. In addition to their influence on persuasion, visual metaphors have the remarkable power to boost designer creativity. They are useful tools for developing innovative branded giveaway concepts. The consequence is visual metaphors can be a useful tool when designing inventive branded giveaways to capture audiences' attention and enhance the ability to keep brands in their minds.

Research Problem:

The research problem is to study how to benefit from visual metaphors in designing branded giveaways as a non- traditional advertising media within a teaching experiment in advertising department, Faculty of Applied Arts teaching process, Helwan university, by answering the following questions:

- Is it possible to apply visual metaphour technique in designing 3D branded giveaways?
- How can visual metaphors contribute to the designing of branded giveaways ideas?
- How can the branded giveaway idea support the brand promise?
- How can the branded giveaways compete as a non-traditional advertising media?

Research Objectives:

The current study aims to:

- Find solutions that help in designing creative branded giveaways focusing on the brand promise that can be a smart non-traditional advertising media.
- Documenting an educational experience about applying visual metaphors techniques in designing 3d branded giveaways.

Research Importance:

The importance of the research is due to the need to document some techniques that can help designers to design creative branded giveaways as a non-traditional advertising media that can attract attention and stick in audiences' memories.

Research Methodology:

The study uses a descriptive methodology to describe visual metaphors structure and applying this visual techniques in designing a variety of branded giveaways as a non-traditional advertising media then an analytical methodology about an educational experiment outputs carried out by the researcher with 3rd-grade students, At the Advertising Department, Faculty of Applied Arts, Helwan University, designing creative advertising media Course for the Academic Year 2021/2022 and 2022/2023, And the idea of the research is then confirmed by a study of a number of branded giveaways ideas based on applying visual metaphor in designing them.

Research hypotheses:

H1: learning visual metaphors techniques can help in designing creative branded giveaways based on the brand promise.

H2: Creative branded giveaway can attract the audience attention and leave a positive impression for brands.
H3: Creative branded giveaway serves as a non-traditional advertising medium which can be a good reminder to keep the brand in the target audience minds.

Non-traditional advertising media:

Non-traditional advertising encompasses a range of media and opportunities but uses non-traditional means to engage with customers and to increase customer recognition of the brand. Instead of using traditional advertising methods, like commercials or digital ads, it reaches out to customers in ways they are more likely to remember. (Jamison, 2020) non-traditional media may be an effective means of reaching consumers.

Thus, the non-traditional media could also be expected to generate positive emotions and liking, simply because of its novel form. (Dahle'n, et al., 2009)

Non-traditional advertising media has several benefits for brands. as it helps brands to stand out from the crowd, By placing the ad in a space where others are not already advertising, also can increase the ad visibility and make it more likely that customers will remember later. (Jamison, 2020)

Results:

- Non-traditional advertising media helps brands to stand out from the crowd and makes it more likely that customers will remember the brand.
- Brands can benefit from the level of creativity by using the right visual metaphors in the right branded giveaways ideas.
- Visual metaphors are a powerful form of storytelling that elevates how designer can present the brand in a non- traditional way.
- Branded giveaways are a good reminder that can easily grab audience's intentions towards purchasing the product or the service by using them each time.
- To ensure the most success with branding and making a memorable impact, these are the three keys to go by when designing branded giveaways ideas, to be useful and creative to the recipient, to be relevant to the brand, and must represent the brand promise well.

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