

## The role of "CGI" techniques between realism and illusion in designing animated advertisements to create attractive advertising experiences

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### Abstract:

Computer Generated Imagery (CGI) and its increasingly important role in the design of animated advertisements is a paradigm shift in how brands communicate with their audiences, combining art and technology to produce imaginative worlds. By utilising computer-generated imagery, marketers can design advertising campaigns that are captivating, engaging, and leave a lasting impression on their audience, and explain how it can be used to create engaging and effective advertisements. The research reviews the concept of CGI, explains how it can be used to create engaging and effective animated adverts, and discusses the benefits and challenges associated with using CGI in this context. CGI has become the tool of choice for many advertisers due to its ease of production, In addition to offering countless opportunities for designers and technicians to produce realistic images with the ability to modify them to suit the needs of clients, computer-generated imagery ads allow advertisers to think outside the box and create exceptional and distinctive visual images, as the designer can imagine and materialise any idea, no matter how strange or wonderful, without restrictions. The use of these techniques in the production of marketing animated ads is a smart move that improves the financial budget of companies and brands compared to traditional methods, and despite the wide spread of CGI technology, there is still a need for a deeper understanding of its actual impact on advertising effectiveness, consumer perceptions, and its impact on the credibility of advertisers.

**Research Problem:** Despite the widespread adoption of CGI technology, there is still a need for a deeper understanding of its actual impact on advertising effectiveness, consumer perceptions, and its effect on advertiser credibility. The research question can be summarised in the following questions: 1- How does the use of fictional or unrealistic elements created by CGI in animated ads affect consumers' attitudes towards the brand? 2- Can the use of fictional or creatively unconventional CGI elements in animated ads lead to more positive attitudes towards the brand if these elements are consistent with the brand's identity and message? 4- How does consumers' interaction with animated CGI ads affect their engagement and purchase intentions? 5. Does consumers' perception of the nature of the CGI used in the animated ad (real or fictional) affect the credibility of the ad and their perception of the brand?

**Research Objectives:** 1- Highlighting the potential benefits and risks of using CGI in animated adverts and providing valuable insights for advertisers and academic researchers. 2- Measuring the impact of CGI on the level of audience interaction with well animated adverts 3- Evaluating the effectiveness of CGI in achieving the objectives of advertising campaigns, such as increasing brand awareness, improving product image, and increasing sales. 4- Identify the specific objectives that the research seeks to achieve (e.g. understanding the impact of CGI on attention, memory, attitudes, purchase intentions, etc.) 5- Evaluate consumers' views of the nature of CGI used in animated advertising (being realistic or illusory) and its impact on the credibility of the advertisement presented with this technology. 6- Identify the advantages and challenges associated with the use of CGI in animated adverts, and provide

**Purpose of the research:** This research aims to provide a comprehensive and in-depth analysis of the impact of CGI technology on the effectiveness of animated advertisements, and to provide valuable insights and practical recommendations for advertisers and researchers in this field.

**Results:** 1- The use of CGI increases the attractiveness of animated adverts and increases audience engagement. 2- Research shows that animated adverts using CGI are more effective in achieving the objectives of advertising campaigns, such as increasing brand awareness and increasing sales. 3- CGI technology helps to create imaginative worlds, which helps in creativity and attracting attention. 4- CGI techniques allow greater control over the details of the advert and this helps to better illustrate the product. 5- CGI adverts represent a paradigm shift in how brands communicate with their audiences, combining art and technology, further solidifying the frontiers of possibilities. By leveraging computer-generated imagery, marketers can design campaigns that are captivating, engaging, and leave a lasting impression on their

audience.

**Recommendations:** 1. The research recommends that advertisers invest in CGI technology to create engaging and effective animated adverts. 2. The research recommends that advertisers focus on using CGI to create original and creative content that is relevant to the interests of the target audience. 3. The research recommends that advertisers periodically evaluate the effectiveness of their CGI campaigns and adjust their strategies based on the results. 4. Advertisers should follow developments in CGI technology, such as artificial intelligence and virtual reality, to ensure they stay at the forefront of the mobile advertising industry. 5. Advertisers should consider ethical and legal aspects when using CGI in animated adverts, such as avoiding misleading and deceiving.

#### **Paper History:**

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#### **References:**

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