



Creativity in the Employment of the Human Character in the Design of the Interactive Advertising Shows

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Summary :

The human society is characterized by its being a communicative society. Communication is part of the natural life of society and without it the reasons of the social life are lost. The human being is always in contact with himself and others surrounding him. Throughout the different ages as the societies develop and man's knowledge and his industrial technology increases emerged unsystematic, modern means of communication. Man starts to deal with an endless, continuous revolution in the world of human interaction and communication. Man has to interact and subsist with the new methods of the revolution and its advanced, electronic achievements every day.

Due to the great number of advertisements, it becomes necessary for the advertisements designer to use new untraditional methods in advertising. These methods should be more effective, defined and strong in delivering the advertising message preventing the dispersing influence of the surroundings on the recipient which leads to the success of the introduced message effectively.

Hence, appeared the creativity role in the usage of the human character in the interactive advertising shows in a new different way from that was known in the past. The aim is to initiate a new kind of advertising able to compete depending on surprise and the employment of the shock element in the delivery of its message whether through the employed human character or the strong introduced message. This is because of the recipient being used to the usual methods of advertising and also the increase of competition amongst the advertising agencies to achieve the individuality and the superiority.

Hence relies the impact of this kind of advertising which tries by its great affectivity to deliver its advertising message and deepen it in the recipient's memory as long as possible and leave an influence on him to achieve the desired purpose of the advertisements.

The research in this regard, is significant as it sheds a light on the importance of the usage of the untraditional methods of advertising (creativity in the employment of the human character in the design of the interactive advertisement shows) to attract the attention of the recipient and store it in his memory as long as possible. A condition that allows the emergence of this kind of advertising with in the current crowd.

In fact, **The research problem** is an attempt to find an answer to the following question :

How can the affectivity of the advertising message increase through creativity elements in the employment of the human character in the Interactive Advertising design shows ?

key words : Interactive Advertising Shows , The Creative Advertising Design, The Advertising Message



The aim of the research:

Studying creativity in the employment of the human character to design the Interactive advertisement shows to increase the affectivity of the advertising message and produce an advertisement implanted in the memory of the recipient amongst the huge number of current advertisements .

The research hypothesis :

The research claims that studying creativity in the employment of the human character to design the Interactive advertisement shows increase the affectivity of the advertising message .

The research methodology:

The research adopts the descriptive, analytical methodology to describe and analyze some Arabic and Foreign interactive advertisements specimens depending on creativity in the employment of the human character to produce an advertisement that is deepened in the recipient's mind.

The importance of creativity in the advertising design:

Creativity is a state of intellectual practice that produces unique original ideas. It aims at providing optimal solutions for existing problems. It develops the methods in a distinguished way which achieves interactivity and influences the public in terms of market communication.

Thus, the creative advertising design is that which tries to deliver the right message to the right recipient at the right time. Without creativity, the design turns to be a craft that only needs perfection in its production. There are many craftsmen but the creative designers throughout history are rare. They add much by their eternal creative works as real creative designers.

The influence of the human character employed in the interactive advertisement shows on the recipient:

Nowadays man can be defined so as to be the human being who is surrounded by advertisements wherever he goes or looks with or without his approval, at home, at work and everywhere. Therefore, this age is called the age of advertising.

Regarding this crowd of advertisements in the contemporary life due to competition, the advertising agencies should use only advertisements that attract the attention of the recipient .They should differ from the other advertisements to be more valuable and more interactive.

The recipient should be amazed, astonished and his senses are highly aroused noting the overdose of advertisement he takes, especially with the spread of mobile phones, computers, internet and other applications whose advertisements besiege him.

The human character is Considered as an important element of the advertising elements and an untraditional method in delivering the advertising message or knowing the product or the service. It has a strong impact that relates the recipient with the product, service or idea of the advertisement.

The role this character plays should be convincing and effective depending on its costumes, performance, the dramatic aspect as well as the helpful surroundings.

Reacting with the employed human character deepens the advertisement idea on the recipient's mind and memory. The recipient also remains involved with the advertisement for an undetermined period of time according to the effect of the surprise element on him and also his personal characteristics. The advertisement depends on the surprising element to attract the attention and achieve its aim.



Next, an analysis of some specimens of Arabic and foreign interactive advertisements employing the human character that can be divided as the following:

The first analytical advertisement specimen :

A recent phenomenon has lately appeared in Japan, specifically, Tokyo, in which some people at the weekend used to drink heavily to the extent of sleeping anywhere in the streets. Thus, the advertising agency decided to employ some characters to perform their roles as human characters within the advertisement design area. They slept in a surround area in a street, a metros-stop or any public place being heavily- drunk and a label was stuck written on it "Being heavily drunk they did thus". The aim of the campaign is to spread awareness amongst people a bout the importance of the human mind. It delivers the message that " The Japanese mind is the most superior thing you own, you should protect it".



Figure (1)

(Specimens of the Japanese human characters who lied down in the street under the influence of excess drinking of wine, setting a string around them and the advertising sentence saying " They reached this state as a result of over – drinking"



Figure (2)

(The passer-by recipients interact with the human characters delivering the advertising message. Some of them tried to awaken them, give them advice or even blame them. Others strated to take photos and exchange them through the social media and sharing comments. It was really surprising, the speed by which those photos taken by the passer by recipients spread and the



huge amount of comments and discussions around them in the different sites. Thus, the advertisement spreaded widely and achieved a high percentage of watching, increasing people's awareness and attracting the attention to this phenomenon.

The second analytical advertisement specimen:

A campaign was held on one of the Arab countries (The United Arab Emirates) to fight smoking using the human element (a child whose age doesn't exceed 12 years). The advertisement depends on the element of shock in the interactive advertisement to achieve the desired aim and deepen it in the memory as long as possible. The campaign which aims at fighting smoking sends the child to one of the smokers in the street asking him to enlighten his first cigarette as he is a new smoker. Their reactions were really strange. Some have advised him not to do that again. Others severely blamed him. Others reminded him by cancer and sudden death as a result of smoking. Hence, the child introduced to them a piece of paper written on it " you are worried a bout me and not a bout yourself".

At this moment, the smoker realizes that the child is delivering an advertising message about giving up smoking.

The surprise was that all those who have read the message turned the cigarette off immediately without showing any sign of protest, It seems as if it was a confession from the smoker himself that he had wronged himself before wronging anyone else.



Fig. (3)

(An advertising campaign in Dubai fighting Smoking using not exceeding 12 years old child who asks some smokers to enlighten his first cigarette)



The third analytical advertisement :

An advertising campaign by the American actor: Jan Burgerman in U.S.A against the film posters that instigate violence on the metro stop walls. This is due to the increase in violence using gun weapons to the extent that it becomes familiar. The actor added himself as a complementary part beside the advertisements .He stained himself with blood for the viewer to reject the violence.



Figure (4)

A campaign against film posters in U.S.A. metro stops that instigate violence. It achieved a high success. It was spread through yahoo website and gained many discussions and comments.

The fourth analytical advertisement specimen:

(An advertisement in one of the commercial malls in Egypt about (clorels gum that challenge taste in 40 min). The employed human character is designed in the shape of the product and was ready to follow the recipients during their wandering in the mall for 40 min. He interacts with them in a funny way; sharing them laughter and imitating their behavior. He also takes some photos with them



Fig (5)

An advertisement of (Clorets challenge taste in 40 min). They represent the preparation of the human figure and following the recipients during their wandering



Fig (6)

(The interaction between the advertisement human character and the recipients in forms of play, imitation, laughter and taking photos).



From the previous analytical study advantages of the interactive advertising shows employing the human character can be summarized as the following :

1. Attracting the attention of the recipient as long as possible and leave an impact on his memory.
2. Delivering the advertising message easily and quickly for the target audience in a direct accurate way .
- 3 Forcing the recipient to interact with the advertisement Whatever his reaction is, unlike the other methods in which the recipient can overcome the advertisement , change the channel or turn the magazine or newspaper page over .
- ٤- Its great persuasive ability and make a strong and immediate reaction toward the advertisement or product.

Discussion of the results:

- 1- The recent in our age is subjected to a huge number of advertisements which he receives by all his sense. The advertisement tries to attract his attention towards the product or the service introduced. Thus, it becomes a necessity for the producers and designers to search for new unfamiliar methods to be different and more creative than those surrounding them. One method of these in : employing a human character in the interactive advertisement shows which attracts the attention and interacts with the recipients in terms of answering their inquiries taking photos or even playing with them a matter that really increases the affectivity of the advertisement.
- 2- The researcher noticed that most of the advertisements that employ a human character in the interactive advertisement shows were those aiming at spreading awareness or introducing some kind of advice or giving instructions to change certain behavior or habit. In fact, this kind of advertisement requires a high degree of convincing. Hence, appears the role of the employed human character in the interactive advertisement shows.
- 3- The shock or surprise element in the interactive advertisements employing shows the human character deepens it for a long period in the memory of the recipients.

Recommendations:

- 1.The interest in the study of the interactive advertisement generally, and the interactive advertisement employing the human character specifically ,due to the fact of its effective influence on the recipient being more persuasive in delivering its message quickly and directly .



2. Faculties and specialized institutes should train its students on the creative methods of designing and producing the interactive advertisement . This is the way to produce an advertisement able to compete regardless of the traditional methods depending on the academic curriculum and training courses both in the workshops and field training.

3. The development designer has to develop himself continuously to be able to know all the new in his field through updating the data and all information related to his specialization. The designer should have practical training in the field of creative interactive advertising.

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