Advertising empathy strategies and their role in influencing the recipient

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Abstract:  
The empathy strategy is one of the keys to driving successful advertising campaigns, and it is also one of the main ingredients in influencing the psychology and mentality of the recipients and directing them towards the actual goal of the advertising campaign. This is because empathy translates into trust, providing a deeper relationship with recipients, by telling an advertising story that shows the advertiser is listening and caring about what they are going through. Empathy also allows advertising to break through advertising noise and chaos. And connect with recipients on a real and personal level. Where advertising storytelling is given which - built on empathy - a reason for recipients to stop and think about the message the advertising is trying to communicate with them from it. Research problem: The research problem lies in answering the following question: -How can advertising empathy strategies be used to influence the recipient so that it becomes a cause of empathy for the advertising idea? Research objectives: The research aims to: -Using emotional appeals in television advertising and employing it in advertising in order to attract the attention of the recipient and make him accept the idea or the commodity presented to him through the advertisement, in order to influence him and work on persuasion through emotions and feelings. Research hypotheses: The search assumes that: -The use of advertising empathy strategies has the largest and most important role in achieving the state of empathy with the advertising idea.

Research Methodology: The research follows the descriptive analytical method to collect information about empathy strategies in advertising and how to use them to achieve the desired effect on the psyche of the recipient, then an analysis of local and international advertising samples in order to determine how these strategies are used in advertisements.

Results: 1 (The use of appeals in advertisements has controls and standards, which must be in line with advertising ethics and persuasion theories in advertising communication, where, for example, the dose of fear must be calculated so as not to have a negative, shocking and painful impact on the psyche of the recipients. 2 (Advertisements focus on several determinants, including personalities, time and place, as well as meaningful social relationships, and important events, more than the product or service provided itself, as this focus is very important in affecting the brain emotionally as it is an important factor in attracting full attention to the advertisement and affected by it. 3 (Emotion is closely related to memory, so the more emotional the experience or event presented by the advertisement, the more likely it will be remembered later. 4 (Social relationships contributed to exciting empathy and moving recipients enough to attract their attention. And that by spreading the spirit of happiness and love, which left them with a positive relationship with the advertising brand.

Keywords:  
Advertising Strategies -Empathy -Emotional -Advertising Chaos

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