Using of nostalgia as a communication Strategy in TV advertising design campaigns to influence behaviour of brands consumers
(An Analytical study on TV advertisement campaigns in Egypt)

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Abstract:
In the past few years the term nostalgia appeared to be used in a broad way in many of themes around, in media programs, through social media and many other means. TV advertisement designers use nostalgia as a design strategy to influence the emotional feelings of brands consumers. This strategy plays a role in reminding consumers with best memories they have in the past and connect the product or the service they advertise with these memories sometimes through words, songs, celebrities, costumes and traditions. Today marketers use nostalgic cues in their campaigns to attract consumers and offer products that stimulate consumers’ nostalgic responses in order to positively influence consumers’ behavior.

The purpose of the research is to investigate how using nostalgia as a communication strategy can help TV advertisements designers to achieved the aim of the advertisements of different brands to influence the consumer behavior towards the product, and if it is a successful strategy that lead them to use it again and again in the brand advertising campaigns or not.

Design/methodology/approach: The study uses an analytical design that analysis different TV advertisements campaign for different brands and services directed to the Egyptian market, and follow up the brand advertising strategy to understand if using nostalgia is a constant TV campaign designing strategy for those companies, that lead them to keep using it, due to its effect on consumer purchasing decision.

Findings: that using nostalgia as a communication strategy on TV advertising design increase the link and connection between the consumer and the brand due to the influence on their emotional feeling that affect the purchasing decision of consumers, and that lead many multinational and national companies to use it for many years in its TV advertising campaigns. Using nostalgia as design strategy can be used for any brand despite the age of the target group. If this strategy was not working successfully with the company it will not keep using it in its campaigns.

Originality/value – The study is based within an analytical TV advertisements framework directed to the Egyptian marketing to exam the specific experience of nostalgia and linking it to consumer’s identity.

Keywords:
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Age identity
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Consumer experience

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