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**THE PROMOTION OF PHYSICAL ACTIVITY IN
SHOCKVERTISING CAMPAIGNS**

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Preferring passive life style and the problems with obesity eventuating from this fact, have become very common in many countries. According to research, the physical activity of Poles turns out to be under the average for EU countries. (Sport activity of Poles, 2015, p.3) The promotion of physical activity is one of the most important tasks of public health. The publicity of physical activity, habits of caring for health and wellbeing should be realized by national and local authorities, media and organisations connected w sport and recreation. Next, there are subjects providing sport recreation services, which use properly worked out marketing programs, apart from purely business goals, they can also become the promoters of physical activity. The aim of this article is to present shocking advertisement as the part of social campaigns influencing the changing the passive lifestyle for the active one. Shown in this article research was conducted among students of one university. The goal of research was the assessment of emotions which were aroused by showing examples of campaigns and their influence on the willingness to take up physical activities by the youth. The article contains the examples of campaigns and the results of research into using this kind of actions among young people. It was assumed, that the showing shocking messages concerning the consequences of lack physical activity, influences on taking up such activity by young people.

Keywords: *advertising, shockvertising, marketing of services, promotion.*

Introduction. The physical activity of EU residents is not optimistic. For years we have preferred the sedentary lifestyle, the percentage of people actively passive has been increasing. From the other hand, the healthy lifestyle and being fit is more and more trendy. The foreign fitness chains have noticed it, they invest and open new sport-recreation centres. The significant role in promotion of physical activity is played by the State, local government, neighbourhood including family, peers and school. Undoubtedly, the physical activity lets „compensate (align) the lack of movement, neutralise stress and g-force, prevent a lot of diseases and discomforts (renew) physical and psychological power, shape the body and personality, fulfil the needs and integrate [3, p. 97]. There is a question: what should be done to evoke in young people the willingness to change the lifestyle? Traditional forms of promotion, including health promotion as the element of public health, turn out to be insufficient. Perhaps the useful tool will be presenting in shocking way the consequences of lack of physical activity. The shocking advertisement is the using the shock for a receiver elements such as the illness, disability, pain, ugliness, violence, loss of physical ability and many others. “Shockvertising is method used in advertising, which deliberately insults, surprises and shocks viewers in order to draw their attention or directly influence on their behaviour” [9, p. 39]. It can be noticed that Polish social campaigns do not use the shockvertising in order to improve physical activity of Polish society. They rather concentrate on such areas like preventive treatment of tumour diseases, safety of traffic, violence in family, safety in the Internet, etc. There are young, beautiful and very attractive actors in the campaigns, encouraging taking up physical activity among young people, gentle persuasion is used. Instead, foreign campaigns use all possible arguments- often very shocking in order to evoke the changing of attitudes from passive to more active ones. There is only one question, if we are ready for shock. Or maybe is it too late?

Physical activity in the light of research

The profits resulting from doing any sport activity have been mentioned for many years. Most of active forms of spending free time are natural ways of maintenance health and internal balance (homeostasis), and also balance in personal, cultural and other relations. By taking part in the classes organised by fitness clubs or individually (cycling, nordic walking, for instance), the participants can:

- compensate (make up) the lack of physical exercises,
- neutralise stress and G-force,
- prevent the occurrence of some diseases and discomforts,
- regenerate (renew) physical and psychological strength,
- shape body and personality,
- fulfil the needs,
- integrate.

Moreover „the essence of physical recreation is:

- fulfilling the needs of physical activity.
- daily energy balance of human body.
- improvement, maintenance and building the fitness and physical function.
- taking pleasure and satisfaction in physical effort” [5, p. 60].

Unfortunately, while analyzing the research it can be stated, that European residents are not physically active. Recently this situation has changed because according to the research of Eurobarometer in 2010. 39% of European citizens including 49% of Poles are not active. (The research of Eurobarometer, 2009 [8]) But presented in 2014 report showed that “59 per cent of EU citizens never do any physical exercises or any sport and if they do, it is very seldom, but 41 per cent do such activity at least once a week” (Little physical activity [6]) From another hand, the survey conducted in Poland in 2015 showed that the time of dramatic development of sport-recreation services market is coming. Polish society has become interested in trend of being fit. And despite the fact that the citizens of Scandinavia are more active, we are trying to notice the advantages of physical activity, not only for our help and psychical condition, but also for all society. From the report mentioned above we can conclude that “nearly one third of Poles do sport or other physical activities regularly (at least 3 times a week). However the percentage of people who do not any exercises is similar (32%). Noticeably more often sport is done by men and the residents of cities. The most physically active we are to the age of 25 years. After 30th year of life this activity is dropping, in order to rise in 60+ group [7, p. 3].

Shockvertising campaigns in the promotion of physical activity- examples

The physical activity in our country is seldom promoted. The most often these actions are to realize some business goals of sport- recreation companies. The campaigns are rarely subcontracted by non-profit organisations. Additionally, the getting bored of consumers by traditional means of promotion has awoken the necessity of looking for new ways of reaching the customers and activating their need of change the lifestyle from passive to the active one. Hence there is a question if it is possible to evoke the interest in physical activity or even make the permanent changes by using actions making shock, scandal, sadness, very negative emotions. So what is shockvertising? Shocking advertisements have to move, surprise, make angry, discourage, and sometimes even surprise the viewers, evoking their strong emotions. The main task of these advertisements is the creation of provocation and scandals, which evoke the receiver's emotions, and they eliminate the indifference toward a given commercial spot. We can observe that Polish social campaigns do not use the shockvertising in order to rise the physical activity of Polish society, but they are more concentrated on such areas like health prevention towards tumour diseases, safety of traffic, violence in family, safety in the Internet, etc. There are young people and very attractive actors acting in, some gentle persuasion is used. One of the examples of campaigns, which had to encourage to take up physical activity was the campaign entitled „The power of reaction”, addressed by Ministry of Sport and Tourism. The creation occurred as the answer concerning the stereotypes connected with sport which is thought to be time-consuming and tiring. (How does the power of reaction involve, www) The attitude towards shocking creation is different in Poland and abroad, what is presented by Table 1.

Table 1. The comparison of advertising in Poland and abroad

Features	Polish shockvertising	Foreign shockvertising
Subject	A lot of taboo topics, mainly the problem of drunk drivers, home violence, animals abusing, TOZ campaigns	The lack of taboo subjects, addictive smoking, the problem of drunk drivers, physical and psychological violence, birth- control, diseases, etc.
Features	Ambiguity, manipulate imagination, irony	The lack of ambiguity, cruelty, drastic scenes, vulgarity
Reaction	Rather weak or medium (unless the receiver is emotive)	Strong
Target	Usually young people, nature lovers, families with problems	Virtually each social group
Budget	Rather small	Often similar to commercials

Source: A. Konieczna, Shock as a tool of social campaigns, http://www.kampaniespoleczne.pl/pliki/plik_20111212150309_920.pdf, access:10.05.2017 r.

Inspiring examples of campaigns using shock and huge emotions can be found in the USA. One of the examples of sport-recreation companies, which campaigns are called cult is Gold's Gym. The chain of fitness clubs was set up by Joe Gold and nowadays is present in 24 countries.



Fig. 1. Shockvertising campaign of Gold's Gym fitness clubs

Source: http://adsoftheworld.com/media/print/golds_gym_messenger, access: 10.05.2017

Next example of campaign, which makes extreme emotions was billboard campaign of Fitness Company.



Fig. 2. Shockvertising campaign of Fitness Company clubs

Source: Motivation for help- how do the fitness clubs do it, <http://www.marketing-news.pl/article.php?art=2373>, access: 10.05.2017

The examples of which addresser was Department of Health and Social Care in USA, was the campaign *small step*. The authors of campaign showing the physical change of a person who has just taken up sport, were persuading that the methods of small steps is the most effective. Regularity in action and consequence can help with changing attitudes, improving health and visible effects.



Fig. 3. *Small step* campaign

Source: Delicate fight with fat,





http://www.kampaniespoleczne.pl/kreacje,6,lekka_walka_%20z_tluszczem

It is commonly believed that the most frequent barrier in using this type of campaigns are taboo topics, prejudice, limited budget and media, which are afraid of broadcasting very shocking spots. Perhaps we are not ready for such actions. The conducted research had to answer for this and other questions. The respondents were shown four different social campaigns using the element of shock and were asked to describe their emotions while watching them. They answered the question if shown campaigns can have influence on their behaviour.

Shockvertising in physical activity promotion in the light of author's own research

The research among students of one Polish universities (Czestochowa University of Technology) was conducted for this article. The goal of this research was the assessment of emotions which were evoked by presented examples of campaigns and their influence on the willingness of taking up physical activity by youth. The research conducted among 100 students from January to March 2017. The survey consisted 22 questions in the substantive part and demographic questions. The essential part of research was four social campaigns, which had to make the receivers more physically active.

Table 2. Social campaigns used in research

	The name of campaign	Year	Place	Presented materials
1.	The addresser is Department of Health and Social Care. The campaign is the answer for the obesity of American society, almost 64% of adults suffer from it. The campaign called <i>Small step</i> encouraged people to use the small steps method and to change the habits.	2004 2007	USA	
2.	The campaign of Gold's Gym fitness clubs. The visual presenting the changes which occur in the case of physically passive and active people – from FAT to FIT.	2011	USA	
3.	The campaign of Dutch Fitness First chain. It is on benches at bus stops. The bench is a scale. The result is displayed on the wall of bus stop and the need of taking up new activity is suggested.	2009	Netherlands	
4.	The Addresser was Ogilvy & Mather agency. This Project concerned pillows as the advertising campaign: New World Fitness Club. The gadget had to remind and motivate to physical activity.	2008	Korea	

Source: own elaboration

One of the question at the beginning concerned the knowledge about shockvertising. For the question: Have you ever met the notion of shockvertising. 58% of responders answered “yes” and 42 % have never met this word.

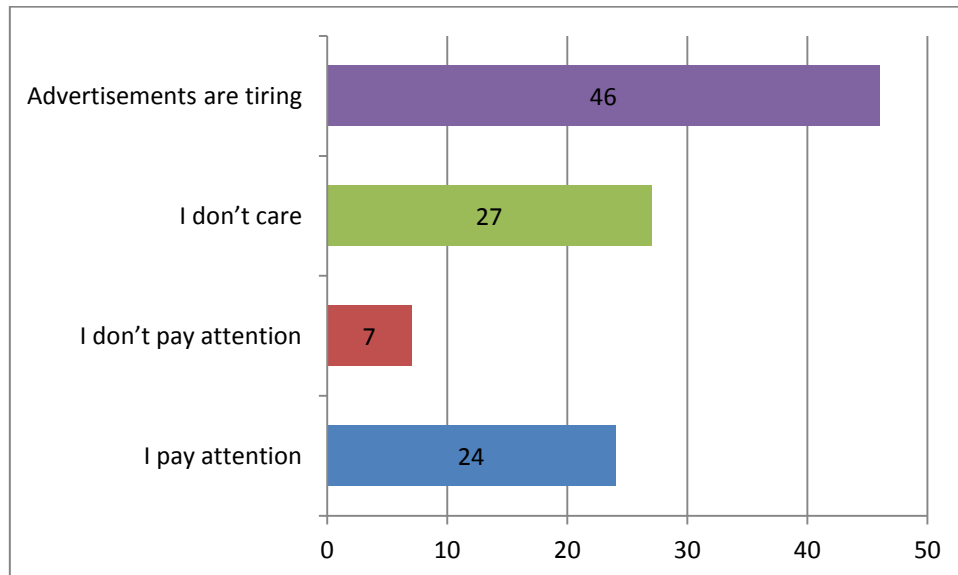


Fig. 4. What is Your attitude to advertising?
Source: Own elaboration on the base of conducted research

For the question: what emotions should be evoked by shockvertising?” respondents pointed that first of all an advertisement should shock (58%) and force to think about it (46%). Next respondents had to estimate their emotions evoked by materials. In the case of *Small steps* campaign, for question concerning emotions evoked by this campaign, the most often respondents answered: distaste and indifference. The rest of results is shown in Fig. 5.

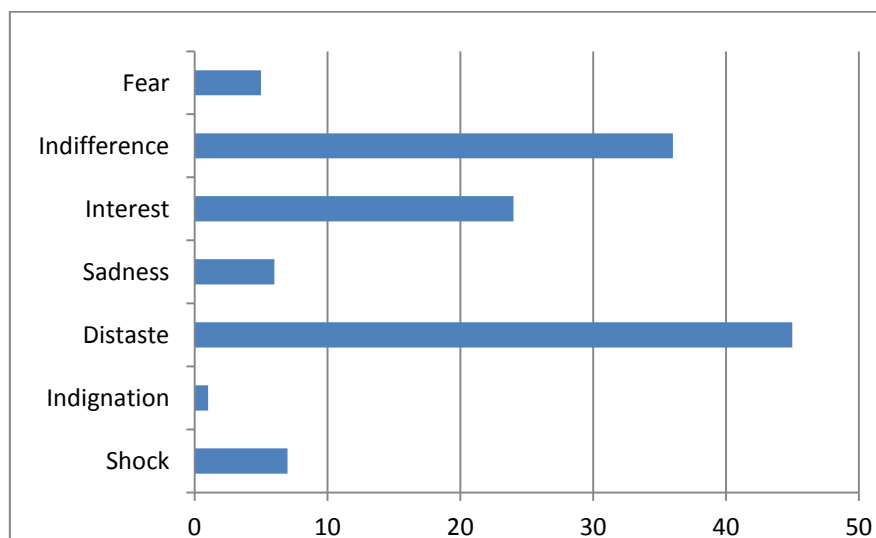


Fig. 5. What Your emotions are evoked by the following advertisement?
(Small step campaign)

Source: Own elaboration on the base of conducted research

In the case of God's Gym respondents marked interest and indifference. Next campaign – Fitness First – here the most often answer was that this campaign evoke interest (53%) and shock (37%). The last campaign from Korea (pillows) – distaste (52%), interest and indifference (20% and 21 % respectively). As for shock, only Fitness First with the bus stop was pointed by 20 people, The other campaigns did not shock- this answer marked few people (7,6 and 12 respectively). The emotions such as indignation, sadness, fear did not occur often. At the end the respondents were asked about degree of influence shockvertising on taking up physical activities by young people.

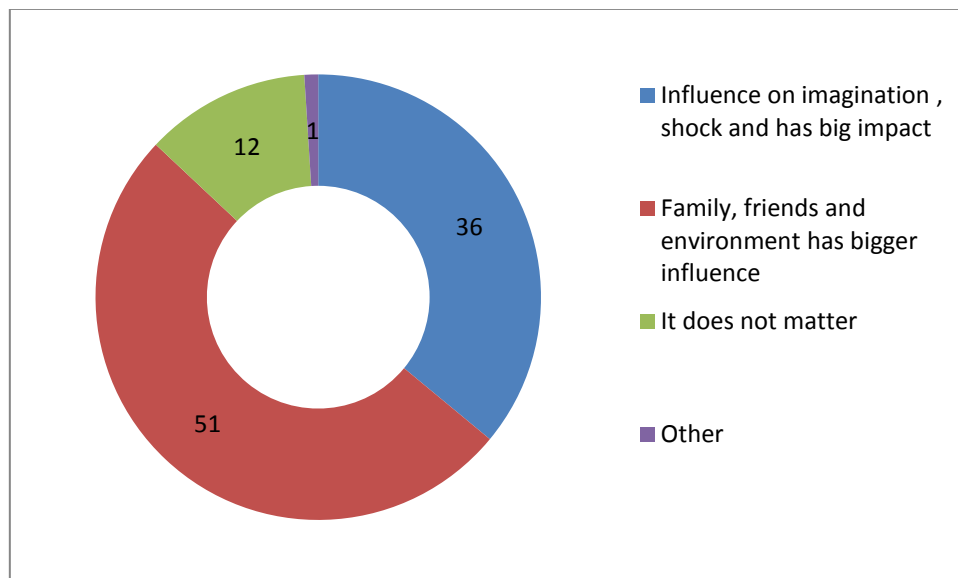


Fig. 6. **The influence of shockvertising on taking up physical activities by young people**
Source: Own elaboration on the base of conducted research

After the conducted research it can be concluded that shock is not important for young people in motivation to take up new activities. The most crucial is the attitude of friends, family and environment. It can be resulted from common violence, cruelty and shocking scenes in media, which young people get used to (habituation). It can happen, that „something which has worked for almost 40 years, failed at once” (Ulman, 2017, p. 38). For instance, the most famous representative of shockvertising- Benetton- for years has based its marketing actions on shocking the receiver. Today this trademark is still recognisable, but its old strategies stopped influencing on the sale. “What did Benetton do as the reaction for the lack of increase in sale? It introduced in November 2015 new communication platform: more mature, friendly which promotes the lifestyle, not only clothes.” (Ulman, 2017, p.39)

Conclusion. We can conclude that the presented social campaigns evoke only the interest of respondents. According to them the advertisements are tiring, and using the element of shock is not decisive factor of their actions. The most often their motivators are mates and family. Respondents declared that shockvertising makes the following emotions:

interest, distaste, sadness and indifference. They said that more convincing campaigns are those which have got particular message and humour.

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