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NEGATIVE EMOTIONS IN ADVERTISING

So far, debate on the usefulness of negative emotions in advertising continues. These arguments are based on different positions. Those who favor the negative emotions, talk about the memorability of advertising messages, and those who are against - on the decision-making (will such a product be bought, if the information on it is based on negative emotions).

Of course, both are right at the same time: the goods will be well remembered, but a decision about buying it most likely will not be accepted. A search engine of looking for pleasant and avoiding unpleasant will work - which defines the behavior of all living beings on earth. Therefore, if an advertiser wants the good advertising to be remembered by the audience, feel free to use negative emotions. If the goal is to increase sales of the advertised product, the negative emotions should be avoided.

Among the negative emotions most commonly used in advertising, we can distinguish the emotion of fear, shame, disgust, suffering, threat and potential losses.

The perception of advertising and incentive to action are influenced by the effect of "incomplete action" and the emotions that accompany this effect. To create tension - emotions are necessary. And the most part in a person's life is occupied strange as it may seem by the negative circle emotions. They are more energized, evoke strong force and control motives much more reliably than the positive emotions. It is not a coincidence, as if to recall the history of mankind - such emotions as fear, anger, offense controlled the man in critical situations.

Negative emotions are more diverse, more developed in culture. If we turn to the dictionary of any language, we will find that the words for negative emotions are 5 - 10 times more than the words for positive emotions.

Sarcastic sneer or severity hurt, remain in memory, return to the object that caused surprise or annoyance. The surprise in the structure also contains a negative component.

In order for the event to remain in the memory, it is necessary to create some not very noticeable stress background possibly of annoyance or anger. Naturally, you cannot go too far - as excessiveness in this area could lead to a complete rejection.

Examples of the use of negative emotions in advertising can be found in the advertising of pharmaceuticals. For example, advertising anesthetic "Solpadein" calls strike pain back, as soon as the pain will manifest itself. It is rooted in an appeal to the unconscious everyone's fear of pain, and a call for aggression as a relief. In advertising of children's fever-reducing medicine the widespread fear of parents before an uncontrolled rise in baby's temperature is used.

This rule also applies both for the design of printed promotional products advertising and dynamic that is video advertising.

In composition it is often useful to alternate positive and negative emotions, you can start with the negative and complete - but not intrusively - with positive - but leave incompleteness or the positive reaction will absorb all the accumulated emotional effect and the stress will be eased.