

HOW TO BENEFIT FROM NEGATIVE ADVERTISEMENT

Advertising is established in our lives so firmly, that it is almost impossible to imagine a picture of the modern world without it. The purpose of advertising is to convey to the final consumer the information about products or services, to convince him that he needs them at the moment, and ultimately to increase the sales of goods and services.

There are many obvious ways and ones that base on deep knowledge of psychology in order to make advertising reach its immediate purpose. There are several techniques that are widely used by advertisers: the association a product with a particular image, the hyperbole, the importance/value of the product for the consumer, the demonstrating the benefits of the product, the work on the contrasts, the opinion of the authority, the wordplay, the problem solving, the fear. Let`s take a close look at such a technique as the fear.

Negative images in advertising increase the impact on consumers. They are really always more memorable and attract more attention. Negative is also good as a convincing factor because the fear of losing is a much stronger motivator than the opportunity to get something extra (positive).

The use of negative images has never been a massive method and unlikely to ever be one. Both clients and performers of advertising (especially domestic ones) are afraid to use them. They have not learned how to predict and prove their effect yet. Meanwhile poison, which is used in the proper amount and in the proper situation, can become a remedy.

As an example we can take the Sunsilk shampoo commercials for the series "Monsters" that were rotated in 2005. They showed monsters that symbolized different hair problems. A hero-shampoo defeated them successfully. The total mass of consumers of Sunsilk liked such "insects" and as a result of this and some subsequent campaigns its sales began to grow.

The idea of using active, shocking, perhaps even unpleasant for the viewer actions of advertising characters is used to advertise a variety of products. The goal is one: to bring the viewer out of apathy, make advertising memorable. And the main thing is not to "make people remember advertising" but to make advertising convey emotions properly, even if they are negative. In this case it does not cause a negative brand damage but enhances the meaning of the message that advertisers tried to convey to the consumer. And if the meaning is understandable, the brand will be remembered.

To sum up we can say that such a phenomenon as negative advertising is not highly popular. Although its purpose is the same as the purpose of positive advertising, but the impact it makes on the consumer is much stronger. The main task is not to overdo with the displaying of the negative image and to convey to the consumer that positive of product or service, which is hidden behind the negative

advertising. And then the benefits of such advertising will be significant.