

Shevchuk E.
L. Radkevich, research supervisor
Donetsk National University of Economic and Trade
names after M. Tugan-Baranovskiy

ARCHETYPES IN ADVERTISING

The concept of the archetype gives marketologists the opportunity to analyze the mechanism of the human mentality, which means that tool to improve the efficiency of advertising. The practical application of this theory is based on the fact that the archetypes provide the missing link between the client's motivation and selling goods.

The most successful brands are created with the active participation of the owners of the company, since in this case, and organizational culture (the archetype of the company), and the values of the brand (brand archetype) are one.

Fairy tales and advertising have a lot in common. They create the world at the same time like to reality and at the same time different. This special world exists under the laws that are vaguely familiar to everyone, and sometimes it seems even more "real" than the prose of everyday life. In the "ideal" world of advertising space for goods and services, and their production, appear to them as an ideal, perfect for consumers ... This is the world "child", mythological perception of the world ...

It seems surprising, but the archetype is manifested not only in social roles, but each archetype meet certain style image, type of graphics, color selection, composition, set of objects (in the visual range), the style of music and so on. If it's something more complicated than creating a mood - it does not require access to the same archetype, and to a certain scenario in which cycle through archetypal themes.

In order to select the archetype for a particular advertising project, the author must decide what kind of mood, style, what associations he wants to "integrate" into their creative decision that they provoked the desired topic in the perceiver. Then this emotional topic to be specified in such a way as to achieve the unity and consistency of the message (the message to coincide with the semantic near one of the archetypes). And then pick up the story or pictorial series, comparing it with the well-known "archetypal" or checking their own new creative ideas, comparing them with the standard semantic near the selected archetype. Enter a character or come up with a slogan that would be appealing to the different senses, to stand for centuries, is not enough. Modern consumers prefer more whole stories.

So, archetypes really are an effective means of advertising messages to the addressee reports not only because they are perceived by them instantly, but also because their meaning, interpretation remains virtually unchanged from different individuals belonging to any cultures, age groups, ethnic groups . Another important feature of archetypes is their interaction with the unconscious aspects of the personality, that is the archetype of effect on a person, regardless of his wishes, prejudices. Consequently, the use of archetypes in the advertising message can facilitate the process of perception and predict the emotional response of the target audience to the message.