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THE ROLE OF PSYCHOLOGY IN CREATING EFFECTIVE ADVERTISING CAMPAIGNS

The study of the role of psychology in creating effective advertising campaigns aims to examine the influence of psychological factors on consumer behaviour, identify key principles of psychology for creating attractive messages, and identify ways to optimize advertising strategies taking into account the psychological characteristics of the target audience.

The aim of this paper is to investigate the impact of emotional stimuli in advertising on the effectiveness of advertising campaigns and to identify the most effective strategies for using emotions to achieve marketing objectives.

Psychology plays a key role in creating effective advertising campaigns, as understanding the psychological mechanisms and motivations of consumers helps companies to attract attention and generate interest in their products or services [1].

Having insight into the psychological factors influencing consumer decisions can provide marketers with a competitive advantage. By tapping into the emotional and psychological drivers behind consumer behavior, marketers can gain a deeper understanding of the underlying, less apparent motivations that drive consumers to think, behave, engage, buy, and develop brand loyalty [2].

Developing impactful advertisements is crucial in marketing as memorable ads leave a lasting impression on people. However, just as a consumer remembers an ad that made them feel uneasy, it does not guarantee that they will purchase the product. The key lies in understanding the psychology behind creating ads that resonate with consumers and drive them to take action.

Psychological factors significantly influence consumer behavior. Perception, motivation, learning and memory, attitudes and beliefs, personality and self-concept, social influence, and emotions all play a role. Marketers shape positive perceptions, tap into motivations, leverage previous experiences, shape attitudes, align with personality traits, utilize social influence, and evoke emotions. These factors interact complexly, vary across individuals and cultures, and are leveraged through strategies like market research, segmentation, branding, and communication techniques.

Key principles of psychology for creating attractive messages are:

- Attention: use attention-grabbing headlines, visuals, or hooks to capture the audience's attention.
- Primacy and Recency Effects: place important or persuasive messages at the beginning or end to enhance recall.
- Simplicity: keep messages simple, concise, and easy to understand.
- Emotional Appeal: craft messages that evoke positive emotions for a more engaging experience.
- Visual Appeal: incorporate visually appealing designs, graphics, or videos.

The analysis of the relevant literature shows that companies can control the consumer's attitude to advertising by choosing a certain color, as they evoke the required emotions. This is due to the psychophysiological possibilities of the effect of color on a person. Scientists have concluded that different colors have different effects on a person's emotional state, appealing more to their feelings than to logic.

According to the information presented in research random sample of 120 people was noticed that 73.3% consider color as one of the main marketing factors that determine their acquisition, while 26.7% believe the opposite [3].

Such a big number of visualizations speaks to the importance of color and its enormous possibilities in product advertising. Knowledge of the psychology of color in marketing allows companies to form the right attitude to the brand — both at the stage of creating a logo and during the selection of colors for an advertising campaign.

To enhance marketing effectiveness, tap into the target audience's emotions through thorough research, trust-building elements, social proof, persuasive messaging techniques, urgency creation. These strategies enable personalized advertising, evoke positive emotions, establish credibility, influence consumer behavior, motivate immediate action, and optimize campaigns. Implementing these approaches helps capture attention, foster engagement, and drive desired actions.

Psychology influences comprehending consumers' desires, preferences, and motivations, and effectively conveying this understanding with empathy or a personal touch. It involves understanding the rationale behind consumers' choices and the factors influencing those decisions.

As a result, we have come to conclusion that the use of psychological principles and techniques helps to establish an emotional connection between the brand and the consumer, which contributes to a successful advertising campaign. Crafting compelling ads in a crowded market taps into desires, evokes positive emotions, and drives action. Incorporating psychology enables persuasive campaigns, enhancing brand perception, engagement, and sales.

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