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SELECTION OF THE MAIN CHARACTERISTICS IN THE DEVELOPMENT OF ADVERTISING HEROES IN THE TENDENTIOUS CONDITIONS OF THE MULTILINGUAL AND MULTICULTURAL WORLD

The begging of the 21st century set in the increasingly globalized world and it felt more realistic every day. Despite increasing independence between nations and individuals, people involve accelerated and universal communications among each other while having cultural dimensions.

Depending on society and its cultural differences, each one has its tendencies in various processes and scopes including advertising. The globalization era is implied by the domination of the big companies in many capitalistic counties which led to the huge requirements of the services from the companies.

Multilingual and multicultural conditions are even more visible in the advertising context.

This article demonstrated the importance of the proper selection of key advertising hero characteristics in the context of multilingualism and multiculturalism. In addition, the differences between the opposite cultures and the influence on the formation of the concept of the advertising campaign and its main focus were analyzed.

The 21st century was associated with globalization and set of the capitalistic era. According to that, advertising and its methods were evolving as well and became a necessity for any company promotion campaign. The lead to a successful product

campaign is to create a relatable advertising hero for native speakers of different languages.

An advertising hero is a mascot, a conceptual part of the advertising thoughtfully developed by specialists in marketing, design, and other areas for greater brand recognition. The tasks of the advertising hero include attracting the target audience to increase sales, creating positive associations with the brand and product or service, increasing awareness, and creating absolute trust.

Development of the character not only enlivens the brand but provides several positive improvements. First of all, character development attracts customers and increases their loyalty to the brand. In the capitalization era right character can help to choose between the competing brands because a memorable one creates emotional approval for the customer.

Among several advertising techniques, storytelling has become a common one which increases the emotional power of the advertising. People tend to store and recognize information in stories format which makes the information easier to remember. Effectiveness is important for any product campaign and storytelling has proven to be an effective method. As much as storytelling advertising stimulates consumer emotions, they reflect stories with their life experiences.

Depending on the multilingual and multicultural aspects of the individualism-collectivism relationship in the society, advertising heroes may have different characteristics or storytelling methods used.

Members of individualistic culture tend to focus on their personal goals. They hold an independent view of the self that emphasizes the initiative, achievement, independence, and uniqueness of individuals. On the contrary, members in a collective society act in the interests of the group and not necessarily of themselves. They are focused on group goals, public welfare, and cooperation between members of the public.

The United States is the most individualistic country among the 53 countries analyzed, followed by Australia, the United Kingdom, and Canada. The English-speaking countries throughout the world and Europe tend to focus on providing individualism in society. On the other hand, most Asian countries follow the collectivistic focus including countries like China, India, Japan, and Korea. Cultural approval in the Asian context focuses on harmony, family, and individual responsibility to groups.

For comparison, the culture of the United States and China is quite contrasting. The analysis of TV advertising in the two countries showed that Chinese advertising films are focused on the values of «family», «technology» and «tradition». Advertising consumers in China are more positively responding to it is collectivistic appearance. At the same time, TV advertising in the USA emphasizes the values of «enjoyment», «individualism» and «economy» and focuses more on personal achievements.

Based on the above conditions of multiculturalism and multiculturalism, an effective advertising hero should be:

Obvious – its characteristics and special features should be read quickly and easily;

Accessible – understandable to all representatives of the target audience;

Clear to everyone – everyone should perceive it equally;

Positive – negative associations from the character will also be transferred to the company;

Emotional – emotions are better remembered, remain a trace, and are easily translated brand itself;

Unique – unique character helps to increase brand awareness and differentiate.

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