

lift

Interactive Advertising Now

MINDVERTISING #1

A Psychology of Digital Fear

www.lift-mag.com

A BRIEF HISTORY OF FEAR

From Stone Age to Silicon Age

It could be argued that the only thing that kept Mankind alive through time is Fear.

Fear is perhaps the most incisive of all emotions, and a swift reaction when startled has always been the only true life -saving instinct.

Nothing sticks to a person's mind like Fear. The happenings and the related reactions tend to linger within our brain for long, sometimes for ever. And when we say for ever, we mean generations through generations, like a species -learnt imprinting, passed on tacitly from mother to child.

That's how the very instinctive reactions to an attacking saber -toothed tiger and a belittling a-hole boss work the exact same way in psychology terms.

For both Caveman Joe and Joe Sixpack life is just as tough...

FRIGHTEN WITH CARE

The thin red line of fear in advertising

PSA's and social advertising have been using fear for a long time now, yet interactive advertising has come to it only recently.

Fear is undoubtedly a strong motivator, and it calls for a reaction no matter what. However, it should be handled with care. Indeed, when confronted with a fearful message, the human brain may activate its defense mechanisms which may serve the purpose of removing unpleasant memories.

Needless to say, that's a recipe for failure if the fearsome advertising message gets out of control.

CODENAME: DANGER

Can't take your eyes off your fears

Adrenaline is what we are all about. We need it, we look for it, we can't get enough of it.

That's how some folks go for bungee jumping, skydiving, or scary movies. Digital advertising has just the right mix of technology, creativity and realism to provide impeccable thrills.

This is mostly due to the fact that, along with a total immersion rendered by state-of-the-art technology, comes a tacit awareness that everything falls anyway within the scope of control of the end user.

Much like a danger sandbox where everything can be experimented and pushed to the limit.

A YEAR OF FEAR

The best and worst from the 2011 digital horror scene



TAKETHISLOLLIPOP

Social Stalking



WEBSITE www.takethislollipop.com

CREDITS Jason Zada

LAND USA

DATE October 2011

It's creep -o- time on Facebook, and you're prey. Feel the goosebumps giving you shivers as a sociopath goes through your Profile, scanning every facet of your public life and searching for the right time to go on with his murderous plans. He really is coming to get you, just check out the ending...

Fact is, we don't really know yet who to blame for such a disturbing idea: is it Pharma, is it Hollywood, is it soda, or a bag of chips?

So far no clue, besides knowing that this – the "Take this Lollipop" campaign – is what director Jason Zada came up with after producing "Elf Youself".

Reckon he had about enough with merry and jolly...

YOU'VE GOT A NEW FRIEND REQUEST

Social Identity Theory postulates that humans spontaneously tend to relate to other human beings within groups in order to belong somewhere. In the digital world, anyone can be a "friend", i.e. a trustworthy person.

Takethislollipop builds upon the paradox of strangers becoming friends and friends becoming strangers, highlighting the volatile illusion of control that Social Networks rely on.

Through a series of threats and harassments, this campaign preaches once again a well-known saying: "Don't take Candy from Strangers."

90%

PSYCHO-CERTIFIED

85

INSIGHT

If your own privacy is in danger, it's already too late to act.

95

RELEVANCE

Victims or not, we all love being in the limelight.

80

CONSISTENCY

Simple, yet useful and relevant message: "watch your own privacy." Even better, the message comes once it is let in the user's profile by "accepting" a friend request.

DEVIL YOGURT

Eew –tasting yogurt



WEBSITE www.devilyogurt.com

CREDITS Kinetic Design & Advertising

LAND Singapore

DATE March 2011 (FWA)

Can a yogurt be transformed into a lethal cocktail, or an improbable stew of tiny monstrous creatures, and still not lose its appeal?

Of course, but only if the concept is presented in an attractive, highly customized (and highly ironic) web site.

Actually, the campaign was a bit risqué: no matter how social and interactive a campaign, some things always and inevitably trigger a negative reaction from subjects. Up to the point one may lose his appetite...

MONSTERS & CO

This one was a risky choice.

We can easily agree that Mankind has developed a stay -away instinct for all things scary and gross, yet it's true that even the most revolting things like mice, reptiles and gross creatures can be turned into smart advertising message - carriers.

However, mixing food and disgust on a grown - up target may be counterproductive. And that's probably the case with this initiative.

55%

PSYCHO-CERTIFIED

65

INSIGHT

The dessert you don't want to get.

70

RELEVANCE

Catchy and original idea, pretty unexpected for the Food category.

30

CONSISTENCY

Strong and effective for a grade school target, definitely not for grown -ups.

AXE — HOT GIRL VS ZOMBIE

Beauty and the Beast



There's a hope for all of us, even zombies. A nice take on the classic damsel vs. monster play, where the stunner runs away from a disgusting monster until when he sprays some Axe on, and everything turns into a B movie. Hard to believe, yet pretty much spot -on.

VIRAL AXE – Hot girl VS zombie

CREDITS BBH

LAND /

DATE October 2011

BAD SEDUCTION

The “AXE Effect” is right at the turning point from scary to funny.

An unexpected smile is the best conclusion to a scary, stressful experience, and it activates the brain areas of reward and satisfaction.

Although identifying the male target with a monster is not necessarily appropriate, it worked out fine on Halloween, when common sense is often put aside for the sake of a creepy, serious laugh.

80%

PSYCHO-CERTIFIED

75

INSIGHT

Looks don't matter, smelling does.

85

RELEVANCE

Zombies and pin -up girls: what else can keep one watching?

80

CONSISTENCY

At first, it all looks like nonsense. Actually, though, it is perfectly in line with the target's young and unsophisticated mood.

WWF — HOW DO YOU EXPERIENCE DEATH?

Dying for a good cause



An innovative campaign to raise public awareness about the massacre of the Siberian tiger, brought to you by the WWF. They began by distributing t-shirts loaded with Augmented Reality markers in Moscow's trendiest shops, which, when reflected in the mirror, make the wearer appear to have been shot by a poacher (as is the fate of many tigers). The same shirts can be bought online and activated by a support site.

CAMPAIGN WWF – Experience Death

CREDITS Leo Burnett Moscow

LAND Russia

DATE March 2010

KNOW HOW IT FEELS

Throughout the Centuries, Mankind has developed countless attempts to back away the imminence of Death: religion, entertainment, philosophy, science, they can all be thought as systems of self -defense from the very thought of death.

However, Death still stays inevitable and sudden, and the WWF is there to remind us thanks to AR.

The only risk here is about the effectiveness of the execution: perfect for those who are already aware of the endangered species, odd and perhaps backfiring for those who are caught off guard.

95%

PSYCHO-CERTIFIED

85

INSIGHT

Dying for no reason, just like animals. Suddenly, inevitably. May be too much for some folks.

95

RELEVANCE

An extremely intense experience, aiming at turning emotions into activism.

93

CONSISTENCY

In order to save lives, you gotta know death.

JACK & JONES — STAY SAFE

There's a new man in town



CAMPAIGN Jack & Jones – Stay Safe

CREDITS I AM PELLE, Relax, we are th good g.

LAND Denmark

DATE December 2011

Prime Directive Number 1 if you're wearing Jack & Jones: never walk alone. Just try and wear it- a storm of male -thirsty women will flock to you. Prime Directive Number 2: in case you disregarded PD #1, do not ever dress cool: you don't wanna be a club's main attraction.

Prime Directive #3: in case you disregarded PD #1 and #2, don't take rides from strangers, especially if the car is crammed with girls.

Prime, and last, Directive #4: since you couldn't care less about the previous three, go ahead and let that girl into your room, even if you shouldn't.

All in all, you didn't dress nice for nothing, right?

SEXY AND THEY KNOW IT

Even Vampires can't resist the sex appeal of Jack and Jones. And that is not a good sign.

The ad is a wise intermission of fear (the creepy hints by the bearded man) and arousal (hot girls flirting.)

There are apparently no escape points, except for those few breathing spaces dedicated to e-commerce. A pretty inventive way to mix product placement and storytelling.

83%

PSYCHO-CERTIFIED

80

INSIGHT

Jack and Jones takes no responsibility for excessive sex appeal.

90

RELEVANCE

Like it or not, it's always exciting to be craved for.

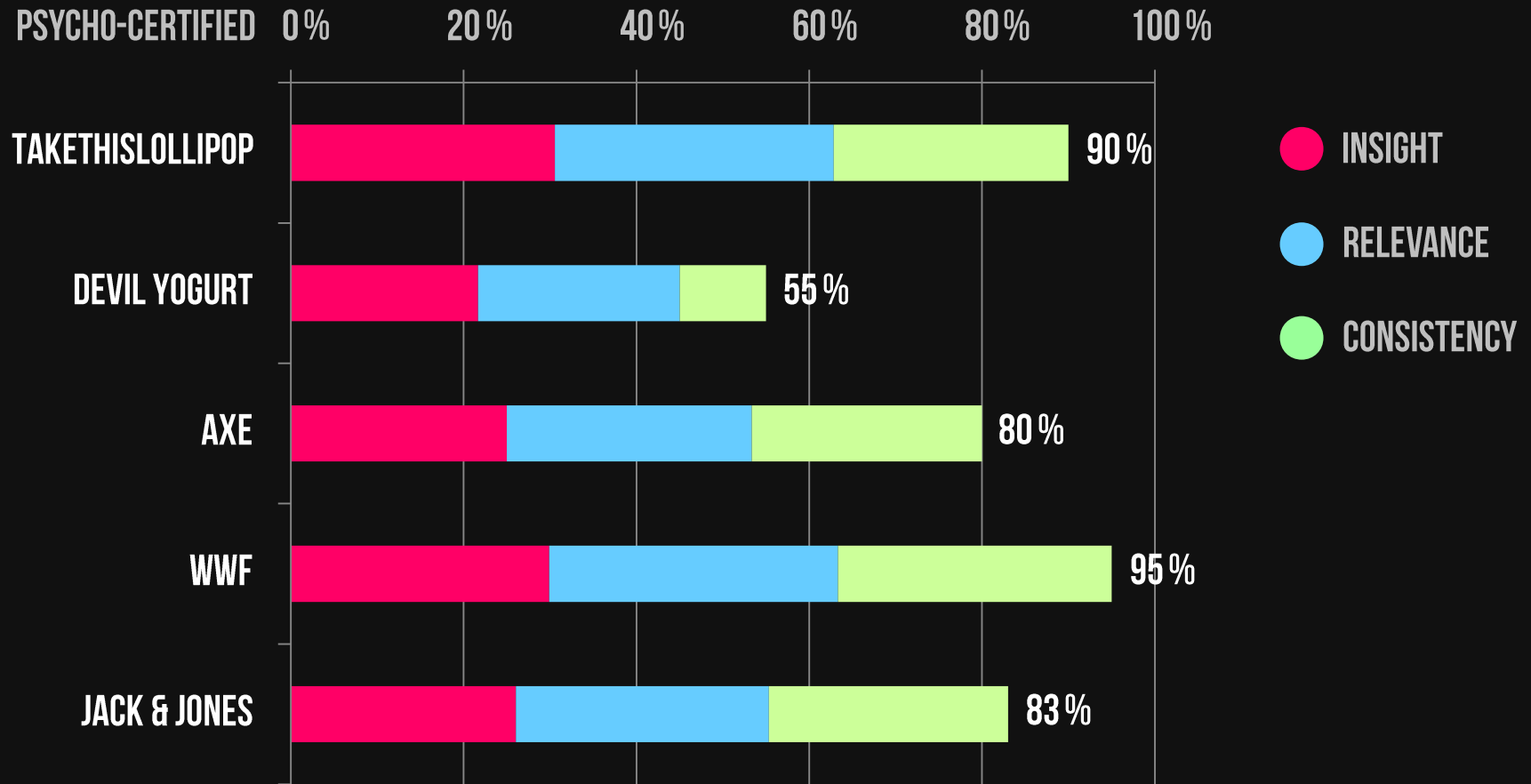
85

CONSISTENCY

The only way to break the fear/arousal pattern is to stop by and shop for clothes.

100% PURE FEAR

Officially Certified Scary Ads



BIBLIOGRAPHY

TAKETHISLOLLIPOP

Fogel, J., & Nehmad, E. (2009). Internet social network communities: Risk taking, trust, and privacy concerns. *Comput. Hum. Behav.*, 25(1), 153–160.

Turner, J. C. & Reynolds, K. J. (2010). The story of social identity. In T. Postmes & N. Branscombe (Eds). *Rediscovering Social Identity: Core Sources*. Psychology Press.

DEVIL YOGURT

Harris M, Ross EB, eds. 1987. *Food and Evolution: Toward a Theory of Human Food Habits*. Philadelphia: T. U. Press.

Logue, A. W., Ophir, I., & Strauss, K. E. (1981). The acquisition of taste aversions in humans. *Behaviour Research and Therapy*, 19(4), 319-333.

AXE — HOT GIRL VS ZOMBIE

Brooker, G. (1981). A Comparison of the Persuasive Effects of Mild Humor and Mild Fear Appeals. *Journal of Advertising*, 10(4), 29-40.

Eisend, M. (2008). A meta-analysis of humor in advertising. *Journal of the Acad. of Marketing Science*, 37(2), 191-203.

WWF — HOW DO YOU EXPERIENCE DEATH?

Kastenbaum, R. J. *Death, Society, and Human Experience*. 2008, Boston, Allyn & Bacon.

Lang, P. J., Simons, R. F., & Balaban, M. T. (1997). *Attention and orienting: sensory and motivational processes*. Routledge.

JACK & JONES — STAY SAFE

Baumeister, R. F. (2002). Yielding to Temptation: Self-Control Failure, Impulsive Purchasing, and Consumer Behavior. *Journal of Consumer Research*, 28(4), 670-676.

Magi, G. I 36 Stratagemmi. 2007, Il Punto d'Incontro.

lift

Interactive Advertising Now

THANK YOU

www.lift-mag.com

A cura di
Lift Team and Daniele Roganti – Psychologist and Researcher