How can nostalgia be used in advertising to sell a product or service?

Independent Inquiry (ADAD6001)

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Summary of Topic:

This dissertation is a study to understand how brands can utilise nostalgia within advertisements to generate an emotional connection with consumers and build strong brand loyalty. By examining how brands have previously used nostalgia across a variety of media. I will research what the outcome was for brands using nostalgia to recognise what made some advertisements successful and others unsuccessful. I will be focussing on psychology, popular culture and postmodernism.

Introduction

To answer this question, the emotional and psychological effects of nostalgia at its core must be fully understood.

> “Nostalgia is not something you ‘perceive’ in an object; it is what you ‘feel’ when two different temporal moments, past and present, come together for you, often, carry considerable emotional weight.” (Hutcheon and Valdés, 2000).

Nostalgia has become extremely prevalent in popular culture this decade with various reboots of popular film series’ and shows which thrive on nostalgia from previous decades such as *Stranger Things* (Netflix, 2016) so it is only natural that advertising would begin to reflect this cultural shift in society. “Throughout the decades, advertising messages, propelled by advances in technology have always represented changes in society, trends and the mood of a nation.”(Livingstone, 2016). I will go more in depth into the nostalgic trend in popular culture within the third chapter.

Although nostalgia is subjective to each individual, I will research how brands have previously utilised nostalgia through advertisements to engage with various target demographics and whether they received the desired response.

According to PJ Pereira, chief creative officer at *Pereira & O’dell’s* believes that brands will need to use more meaningful content that engages with viewers stating that:

> "I think what’s happened is that the ad industry has spent the last decade celebrating bitterness and cynicism and being mean to people. For a while it was great because it was different from everyone else, and then it became a trend and people got sick of it. It

> wasn't funny or interesting anymore. So when things started to pop with a totally opposite voice, the customers totally reacted." (Pereira, 2014).

Through the first chapter I will research the clear differences in what can cause this effect across different generations, therefore I intend to research how different age groups react to nostalgia to define which responds to nostalgic advertising most effectively.

"a generation is thought to consist of a stratum who are born within a limited time range and who share not only the same date of birth but also similar sociocultural experiences" (Edmunds & Turner, 2002; Eyerman & Turner, 1998).

I will also be analysing nostalgia from a postmodernist viewpoint as I believe this can bring an interesting, unique insight to my research on the current trend of nostalgia in popular culture "In our postmodern culture which is TV dominated, image sensitive, and morally vacuous, personality is everything and character is increasingly irrelevant." (Wells, 1993).

Within the second chapter I will investigate the effectiveness of using nostalgia in advertising is by researching a variety of topics such as how brands have previously utilised nostalgia to create emotional connections with audiences in order to sell a product or service. By researching a variety of areas such as emotional brand connections, postmodernism, popular culture and generational differences I will have a full understanding of nostalgia.

Chapter 1: What is nostalgia?

Introduction

The first recorded instance of the term “nostalgia” comes from a medical student known as Johannes Hofer. In 1688 whilst Hofer was studying as a medical student, he noticed a strange illness affecting Swiss mercenaries whilst they were serving abroad. The symptoms of the illness consisted of insomnia, fatigue, fever, indigestion and an irregular heartbeat. These symptoms would become so severe that the Swiss mercenaries were forced to discharge. Hofer began to research this illness and discovered that the symptoms were not caused by any regular physical disturbance but were caused by an intense desire to return to their homeland in Switzerland. After this Hofer coined the term nostalgia, this is because “The Greek word for return is *nostos. Algo* means suffering. So nostalgia is the suffering caused by an unappeased yearning to return” (Kundera, 2003). For years nostalgia was believed to be an illness directly related to Switzerland as many doctors believed that the sound of cowbells in the Alps would cause extreme trauma to the eardrums and brain which would then progress to the symptoms originally found by Johannes Hofer. It wasn't until migration began to increase worldwide that nostalgia began to be observed more in various groups and cultures and it was discovered that anyone who was separated from their native home for long periods of time became susceptible to nostalgia. Doctors and psychologists began to conduct deeper investigations and began to perceive nostalgia as a mental condition similar to depression rather than a neurological disease that can be detected. These medical professionals also speculated that it could represent letting go of childhood or a longing to return to a fetal state.

Over time our understanding of nostalgia began to change. The meaning of nostalgia expanded from a sense of homesickness, towards a yearning to return to the past. Nostalgia also stopped being perceived as a disease and more of a pleasant experience for one to reflect on their past life events. Although nostalgia can be a positive experience, it can also be negative in some circumstances where the individual can feel depression due to longing for a happier time in their past, however studies have also shown that the experience can make people feel enthusiastic and hopeful about their futures “it’s a bittersweet emotion — but the net effect is to make life seem more meaningful and death less frightening. When people speak wistfully of the past, they typically become more optimistic and inspired about the future” (Tierney, 2013).

Creating Nostalgia

The time we are most vulnerable to creating these nostalgic memories is during adolescence. This is due to our brains undergoing neurological development at this time in our lives. Whilst our brains are developing various experiences can become imprinted into our memory and various aspects of that experience can activate that memory much later in life, whether it's a song, an image or an aroma. The reason people are much more susceptible to creating these nostalgic moments is due to puberty. “we also create a strong memory trace that becomes laden with heightened emotion, thanks partly to a surfeit of pubertal growth hormones. These hormones tell our brains that *everything* is incredibly important” (Stern, 2014). During this time an individual would have an increased amount of hormones, these hormones can create an increased emotional state which communicates to the brain that everything seen, heard, smelled or tasted is of the utmost importance and will leave a stronger imprint in someone's

conscious than anything experienced at any other time in the person's life. A notable occurrence of adolescent memories being activated by experience is from Marcel Proust, an influential French author in the early 20th century. Proust experienced a memory arising from eating a madeleine cake

> “I stopped, intent upon the extraordinary thing that was happening to me. An exquisite pleasure had invaded my senses… And suddenly the memory revealed itself. The taste was that of the little piece of madeleine which on Sunday mornings at Combray...my aunt Léonie used to give me, dipping it first in her own cup of tea or tisane” (Proust, 1913).

These facts show that memories from this time in someone's life will cause the strongest sense of nostalgia, which could also relate to why psychologists previously believed nostalgia to be a mental illness for those who could not let go of their childhoods.

Nostalgia in Music

Music can produce the strongest emotional response whilst eliciting high nostalgia levels “findings suggest that when personal memories are involved, stronger positive emotions were experienced in the context of music” (Maksimainen, 2018). With music being able to achieve such high levels of emotion and nostalgic response, it is also able to enhance emotion caused by visual stimulation “the perception of visual stimuli is influenced by simultaneous exposure to auditory information” (Vingerhoets, 2013). The emotion enhancement that audio can provide for visual materials have been experimented with in the university of Tilberg where subjects were told to observe a variety of images that reflected positive, negative and neutral emotions whilst listening to music that conveyed the opposite emotion to the image. The participants were told

to focus solely on the image, but the emotion conveyed through the music would always affect the participants' neurological response over the visual stimulation and would have a greater effect the more neutral the image was perceived to be:

> "The more emotionally neutral the picture was, the stronger the effect of the concurrently presented background music. Furthermore, music has been found to influence perception of emotion even when participants were specifically instructed to focus on the affect of the visual stimulus" (Vingerhoets, 2013).

These experiments that Vingerhoets conducted draw similarities towards music therapy for patients suffering from Alzheimer's disease. Music Therapy is the process of playing personalised music for patients with Alzheimers and other forms of dementia to trigger strong emotional memories. These studies have been produced by Andrew Budson, associate director for research at Boston University Alzheimer's disease center who stated that these memories triggered by music therapy are "some of the more powerful memories that we have" (Budson, 2012). These studies of the effects of music for Alzheimer's disease patients link strongly back to the experiments performed by Vingerhoets and reinforce the statement that nostalgic music from adolescence produces the strongest emotional response.

Benefits of Nostalgia

Although nostalgia is defined as "the suffering caused by an unappeased yearning to return" (Kundera, 2003) it is also viewed as a positive experience that can greatly benefit an individual's life. Nostalgia is a form of escapism from the stresses of everyday life which allows people to reflect on past memories that can cause an uplifted psychological state which can provide a more positive outlook optimism about the future. Dr. Clay Routledge, Social Psychologist at North Dakota State University claims that nostalgia:

> "increases positive mood, self-esteem, feelings of social connectedness, optimism about the future, and perceptions of meaning in life. Furthermore, nostalgia motivates

> people to focus on cultivating meaningful relationships and pursue important life goals. In addition, as people get older, nostalgia makes them feel youthful and energetic. Nostalgia also reduces existential fears about death." (Routledge, 2018).

An example of nostalgia benefitting someone's life comes from Dr Sedikides, a Professor of Social and Personality Psychology at the University of Southampton who was unable to stop reminiscing about his native home of Greece even though he had no desire to return:

> "I told him I did live my life forward, but sometimes I couldn't help thinking about the past, and it was rewarding… Nostalgia made me feel that my life had roots and continuity. It made me feel good about myself and my relationships. It provided a texture to my life and gave me strength to move forward" (Sedikides, 2013).

It should also be understood that nostalgia is different to homesickness which is what was initially assumed by Johannes Hofer when Swiss mercenaries showed symptoms of nostalgia. This is proven by Dr Sedikides experiences and research into the psychology of nostalgia.

Although Nostalgia has been seen to be beneficial towards people's moods and self-esteem whilst improving their hopes for the future, it is also possible to get absorbed by the past. If an individual has strong negative views on their present-day they can often become obsessed with happier times in their past which can result in lowering their mood further into a depressive episode,

> "Nostalgia is a necessary thing, I believe, and a way for all of us to find peace in that which we have accomplished, or even failed to accomplish. At the same time, if nostalgia precipitates actions to return to that fabled, rosy-painted time, particularly in one who believes his life to be a failure, then it is an empty thing, doomed to produce nothing but frustration and an even greater sense of failure." (Edmunds & Turner, 2002; Eyerman & Turner, 1998).

Chapter 2: Nostalgia in advertising

Introduction

Nostalgia has become a popular strategy utilised in advertising for brands to create an emotional connection with their audience “Using nostalgia may help to create an emotional tie between consumers and the brand or may be effective in producing favorable advertising outcomes” (Aytekin, 2018). With the realisation of nostalgia being an effective marketing strategy, companies are aiming to have their brand associated with the consumers positive memories leading to strong brand loyalty as consumers will subconsciously begin to connect these memories with the company “Nostalgia can serve as a signal of having attained ample social connectedness [which] can shift people’s motivations such that prioritizing and keeping control over money becomes less pressing” (Lasaleta, 2014).

McDonalds, Parallel Lives, 2016

Due to the current rise of nostalgia in popular culture, large corporations are learning to use their own heritage as a company to connect emotionally with consumers which have grown up alongside the brand. One example of this is *McDonalds.*

McDonalds was founded in 1955 and has since become the largest restaurant company in the world, “McDonald’s Corporation (MCD) is the largest fast-food restaurant chain in the world, with roughly 37,000 locations in more than 115 countries” (Palmer, 2019). Due to *McDonalds* being a

longstanding corporation for over 60 years, many consumers have grown up alongside this brand, and it is this aspect that *McDonalds* has focussed on in their TV commercial to emphasise the removal of artificial preservatives in their food. The advert shows a split-screen image of two children, the boy on the left, who appears to be in the 80s, and the girl on the right, seemingly in modern-day. Throughout the advert, the boy is seen to be playing video games and riding his bike but continues to give his beloved belongs to the girl in the modern setting. The items passed through the split-screen become modern versions of what the boy originally owned, this is to show how these items have evolved over the years for the girl to receive better renditions of the original item. The final shot of the ad shows both children sitting in *McDonalds*, the boy gives his chicken nuggets to the girl to show to the viewer that their food has also improved over the years and is better for the girl than it originally was for the boy. After this, the boy moves across the split-screen and is now a grown-up in the modern setting revealing he is the girls' father. Throughout the advert "Time After Time" an 80's track by Cindi Lauper plays as a way to represent how history repeats itself and the experience of visiting *McDonalds* as a child can be shared by most generations. This is very rare as there is a finite amount of brands that have received this level of cultural relevance, Britt Nolan, *Leo Burnett* USA's chief creative director backs up this argument by stating that

Figure 1: Leo Burnett (2016) *Parallel Lives*

> "There's an undeniable level of nostalgia tied to the *McDonald's* brand and its food… We set out to capture that relationship in a sincere, simple way that today's parents can relate to and feel good about sharing with their own kids." (Nolan, 2016).

This advert uses nostalgia extremely well as, unlike most *McDonalds* adverts which are enticing children to get their parents to take them to the restaurant, this advert directly targets the parents.

Over the years a lot of attention and controversy have been directed towards *McDonalds* surrounding the obesity crisis. These issues became widely known in the mainstream due to the production of the documentary *SuperSize Me*. During this documentary Morgan Spurlock ate only *McDonalds* for 30 days to highlight the health risks with fast food, after these 30 days "He gained 18 pounds, suffered increased cholesterol, became depressed" (Heasman, 2013). Since the health controversy surrounding *McDonalds* became public knowledge, parents have become much more cautious about taking their children to *McDonalds*. As a result, *McDonalds* have targeted this advert towards the parents using nostalgia from their childhood as a way to reflect on "the good old days" when *McDonalds* wasn't viewed in the negative way it is today.

The use of Cindi Lauper's "Time After Time" works from multiple levels as the lyrics reflect the message conveyed throughout the advert of history repeating itself with all generations growing up alongside the *Mcdonald's* brand. The second way this use of music works is from the previously mentioned experiments by Vingerhoets that revealed that the emotion caused by visual stimulation can be enhanced by music "the perception of visual stimuli is influenced by simultaneous exposure to auditory information" (Vingerhoets, 2013). Through this advert, *McDonalds* has used nostalgia to reflect on how good the past was, but also understand how the world has improved since then and uses this to emotionally manipulate consumers into ignoring past controversies surrounding the *Mcdonald's* brand.

Adobe, Bob Ross, 2016

During 2016, Bob Ross began to rise in popularity again, due to his 1995 tv show *The Joy of Painting* being added to the streaming service *Netflix.* Following this Bob Ross became a trending topic across various social media platforms such as *Instagram* and *Youtube* with users following the tutorials featured in Ross' show and sharing them on the internet. Following this trend, *Adobe* created a nostalgic parody of the iconic tv show paying homage to Bob Ross in a modern setting. The advert was uploaded to celebrate the 25th anniversary of the first episode being aired. The ad features a Bob Ross impersonator giving a painting tutorial in a very similar manner to the original tv show, replicating Ross' calm mannerisms which have since become an iconic feature associated with the late artist. The advert shows the artist using modern technology such as an *iPad pro* with the *adobe suite* rather than traditional art materials that would have been originally implemented. The purpose of the advert was to show the variety of tools and processes available within the *Adobe* software and the use of Bob Ross works very well for this campaign as the premise of the artists' show was to teach viewers of any skill level the processes and techniques of painting.

Figure 2: Adobe (2016) *The Joy of Sketching with Adobe Photoshop Sketch*

Various brands have previously used nostalgic figures as a way to promote their brand or products, most commonly animated characters such as *Hanna Barbera* cartoons featured in *Halifax* advertisements. Although brands have previously used iconic figures from the past, but using a beloved artist who has since passed away would require caution as to not offend viewers or come across as insensitive. In the case of *Adobe,* precautions were taken as to pay respectful homage to the artist by approaching *Bob Ross Inc.* to ensure that their representation of Ross a true representation of the artist and gain permission to use his likeness. Joan Kowalski, media director of Bob Ross Inc. stated that

> "When *Adobe* approached us about their project we were thrilled to hear that Bob Ross had touched so many of their lives too… *Adobe* paid attention to the details to make sure it was not a parody but an homage to Bob... It showed us they really cared." (Nudd, 2016).

After this advertisement aired *Adobe* was praised for their respectful use of Bob Ross' likeness and not simply using nostalgia of an artist who has passed away to gain an emotion response from viewers, but celebrate his life and promote a product which has strong ties to his previous work "Bob's wish was to inspire as many people as possible to be creative and to share it with others. *Adobe's* 'Joy of Sketching' series is wonderful and reminds us that a company as big as *Adobe* shares in that hope." (Nudd, 2016). Following this advertisement, *Adobe* continued to release regular episodes using a Bob Ross impersonator after the videos were shared widely on social media.

Johnnie Walker, Bruce Lee (2013)

Figure 3: BBH (2013) *Johnnie Walker Bruce Lee Ad*

While *Adobe* used Bob Ross to promote their products in a respectful, nostalgic manner, a brand which did not receive positive feedback for this is *Johnny Walker*. Johnny Walker released an advert in China featuring a computer-generated Bruce Lee, using the nostalgia of an iconic Chinese figure to increase the sales of scotch. The Advert was received poorly across the world for a variety of reasons, one being the resurrection of an iconic actor who had no previous connection to the *Johnny Walker* brand. Although there was no previous connection to the brand the main issue viewers were offended by is that Bruce Lee had abstained from alcohol his entire life. This advert became widely unpopular as *Johnny Walker* appeared to be using a widely loved actor who had passed away to create nostalgic emotions that would drive the audience to purchase their product. Edwin Lee, a filmmaker from Hong Kong reflects this negative perception by stating it was disgraceful to use Bruce Lees' talent to sell alcohol, especially to endorse a product he would never have indulged in and emphasises the negatives of modern mass marketing (Lee, 2019).

Through these two examples of using nostalgia from celebrities who have passed away, I can conclude that there is a fine line between being respectful of someone's legacy and paying homage in a way that relates to the product or service. Or using someone's likeness as a way to evoke memories of before the individual passed simply to increase sales which can come across as insensitive. When it comes to using a public figure who has passed away their likeness in an advertisement can cause the viewer to reminisce about the time before they passed and if the advert respects the individual's legacy viewers will want to purchase the product to return to this time in their life “the suffering caused by an unappeased yearning to return” (Kundera, 2003).

Chapter 3 Brand Nostalgia in Popular Culture

Stranger Things

At the end of the 2010s nostalgia has become a huge part of popular culture, whether it is through the resurgence of iconic film series’ such as *Star Wars* and *Jurassic Park,* or products such as audio cassettes and *Polaroid* cameras becoming readily available once again. A popular trend in the media currently is having film and TV shows set in previous decades, most commonly the 80’s and 90’s. The most popular of them being *Stranger Things,* a *Netflix* series produced for the streaming platform which instantly became a cult classic among viewers, Sarah Whitten, a reporter for *CNBC* reported that “more than 40.7 million global household accounts had watched the show during the weekend, the most of any film or TV series on the

site during its first four days." (Whitten, 2019). *Stranger Things* has become massively popular with a wide age range and target audience of between 18 and 49 as reported by *Nielsen,* a global provider of market research stating that "season two averaged approximately 4 million viewers per episode, with 3 million of those landing in the key 18-49 age demographic within the first three days of the season's release" (Katz, 2017). Within this wide age range is the entirety of the millennial generation, which have been shown to be more susceptible to nostalgia "When brands add a dose of nostalgia to their campaigns, Millennials instantly get excited and are more likely to discuss, share, and even purchase a product because of this feeling". (Garcia, 2016).

With Millennials being more responsive to nostalgia and making purchases surrounding this subject, this is the reason why product placement is so prominent in this genre of media "The brand placement in the third season of Netflix's "Stranger Things" is estimated to be valued at $15 million… Researchers recorded more than 100 visible brands across the season's eight episodes" (Powers, 2019). Across *Netflix's* produced series *Stranger Things* features much less visible products than other series such as *Daredevil* or *House of Cards,* the advertising value is much higher due to the viewership and rise in popularity of nostalgic products featured

> "The third season of "Stranger Things" contained 1 to 3 times fewer products than many other Netflix shows... however Netflix's record-breaking viewership will generate far more advertising value Following the series record breaking viewership" (Barrett, 2019).

These brands which were heavily featured throughout the show saw a meteoric rise in sales for products which are popular as well as the brands that have faded into obscurity since this era, *CBS* reported that

> "The streaming program's record viewership has boosted the popularity of 1980s-era products tied to the sci-fi series, sending sales soaring by as much as 150% after episodes aired. It has even managed to make fading brands and products, from Eggo frozen waffles to BMX-style Mongoose bicycles, culturally relevant again." (Cerullo, 2019).

With Millennials being the generation that are most likely to make a purchase whilst influenced by nostalgia, *Stranger Things* is an ideal programme to incorporate product placement as nostalgia is a common theme within the series as well as millennials being the target audience of the show. Regardless of this series being a good way to market towards a target audience, Netflix received a large amount of backlash due to the volume of product placement found throughout the third season. Viewers felt that the amount of product placement began to interfere with the story itself, in particular a dramatic scene at the climax of the season where the characters stop to discuss the new recipe for *Coca Cola* describing it as “Sweeter. Bolder. Better”. Although fans believed that *Netflix* had given in to product placement to increase profits, *Netflix* claims that the brands that are featured throughout the series are not paid promotion and are simply to immerse the viewers within the culture of the decade. One unnamed *Netflix* spokesperson claims that:

Figure 4: Netflix (2019) *Stranger Things Season 3*

> "None of the brands and products that appear in Stranger Things 3 were paid for or placed by third parties. They're all part of the Duffer Brothers' storytelling, which references 1980s consumer and popular culture."(Powers, 2019).

Although *Netflix* claims to not feature paid product placement within *Stranger Things,* the series has collaborated on promotional campaigns with well-known brands such as *Burger King* and *Nike.* These brands then produced products such as sneakers that use

Figure 5: Burger King (2019) *Upside Down Whopper*

nostalgic American highschool logos featured in the show as well an upside-down burger referencing a location in the series known as the “upside-down”, they also used imagery in their adverts very reminiscent of the 80s. Whether intentional or not, *Stranger Things* has a very strong marketing capability through a combination of heavily featuring nostalgia, iconic brands and a target demographic which has been found to be more likely to make purchases whilst being influenced by nostalgia.

The Postmodernist view of Nostalgia

Nostalgia is referred to as a longing to return to our past, but from a postmodernist viewpoint this vision of our past is clouded by speculation and uncertainty. Postmodernism in its simplest form is founded on uncertainty, therefore each individual perception of truth can only be subjective. Therefore we believe our memories to be truthful as we believe we have experienced them, these can often be deceptive as they can be a reflection of an ideal past that we wish we had experienced, because we are not fully content with our present:

> “The aesthetics of nostalgia might, therefore, be less a matter of simple memory than of complex projection; the invocation of a partial, idealized history merges with a dissatisfaction with the present.” (Hutcheon and Valdés, 2000).

The idea of being nostalgic for events that were never actually experienced is known as anemoia. This most commonly refers to events that occurred before the individual was born or were too young to have a full experience of at that time. Anemoia has strong links to postmodernism as it self consciously re-appropriates the past. It explores the idea of reminiscing of a time not actually experienced and most likely inaccurate to escape from our present day. This questioning of the truth is a postmodernist trait:

“Anemoia is a new and nearly unheard-of word. Its meaning is just as the title would suggest; a nostalgic sense of longing for a past you yourself have never lived. It is nostalgia for the “good ol’ days”; more specifically, the good ol’ days you are too young to have known.” (Barlament, 2019).

Anemoia reflects to the current trends in popular culture, such as the resurgences of older film franchises such as *Star Wars,* as a large portion of viewers were most likely not born during the release of the original film. This also links to the popularity of *Stranger Things* as the majority of their target audience was not born or too young to have nostalgic memories of the era the series is set in.

In line with the postmodernist interpretation that our memories are deceptive, there are a lot of similarities with a phenomenon known as the “Mandela Effect”. The Mandela Effect is the conflict between the past and people's memories of the past. The term Mandela Effect was introduced by Fiona Broome a “paranormal consultant” who shared a similar misconception and wrote about the incident on her website. The false understanding the Broome experienced was found to be widely common, this being that the former South African president, Nelson Mandela, who died in the 1980s whilst he was incarcerated. Thousands of people have come forward claiming to have vivid memories of Mandela’s death being announced on television alongside news coverage of the funeral. The Mandela Effect is essentially a description of the creation of false memories. This has been experimented with by US professor of psychology, Jim Coan with a procedure called “Lost in the mall” (Dagnall, 2018). Through this experiment Coan would describe events from his childhood, one specifically about his brother getting lost in a shopping mall. Coan's brother claimed to recall this event even though it was a false memory.

> “This saw Coan give his family members short narratives describing childhood events. One, about his brother getting lost in a shopping mall, was invented. Not only did Coan’s brother believe the event occurred, he also added additional detail.” (Dagnall, 2018).

Conclusion

Overall nostalgia can be used as an effective advertising strategy when utilised correctly, as it can elicit high levels of emotion with the chosen target audience, which in turn create trust and an emotional connection with the brand (Aytekin, 2018). As nostalgia is the suffering caused by a yearning to return to the past (Kundera, 2003) when an audience views an advertisement that reflects this, they can feel inclined to purchase a product or service. This is because it can create the illusion of returning to this time in their life whilst feeling hopeful of the future (Routledge, 2018). This incline to make a purchase can also be a result of consumers becoming less conscious of their spending habits while under the influence of by nostalgia (Lasaleta, 2014).

Through various tests there is a clear understanding of when the most powerful nostalgic memories are created. This being puberty as hormones cause an extremely high emotional state during this time which communicates to the brain that any stimulation that causes emotion is of high importance (Stern, 2014). From these findings, it is possible to create advertising that produces high levels of emotions by using nostalgia directed towards the target audiences'. It is the teenage years that the strongest emotional response than any other time in the consumers' life. This is why brands use techniques such as product placement in programmes that appeal to this audience.

As music is the form of entertainment that can produce the highest levels of nostalgia (Maksimainen, 2018) this is an essential aspect is incorporated into any form of nostalgic advertising. Through Vingerhoets' experiments, it is now understood that emotion from visual stimulation can be greatly enhanced when accompanied by music (Vingerhoets, 2013), *McDonalds, Parallel Lives* reflects this with its use of Cindi Lauper's 80s track *"Time After Time"* which is used to enhance the emotions created by visuals of childhood in the 80s.

To answer the question "how can nostalgia be used in advertising to sell a product or service?" we can draw the conclusion that to produce a highly effective nostalgic advertisement would require a combination of the processes previously mentioned. As consumers are searching for brands which are genuine and in which they can place their trust, this would require discovering what the nostalgic memories that were created in their teenage years for the target audience as these are the strongest memories which would illicit the highest emotional response. Due to brands aiming to connect with audiences and gain strong brand loyalty, emotion has become a widely valuable tool of persuasion in advertising, therefore nostalgia provides an excellent vehicle to communicate these nostalgic emotions alongside facts surrounding the brand.

With nostalgia becoming highly relevant in popular culture, it is only natural that advertising would reflect this cultural shift, but with the overabundance in film and media currently, it is uncertain whether nostalgia will be solidified as a credible advertising strategy or will it become phased out as a cultural trend?

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