Abstract

A war between the rational and emotions; did we make the right decision? Then why do we still feel unhappy? Or do we drown in momentary happiness and sulk in regret later?

Advertising has the power to direct behaviour. Being in the field of Communication Design, I have been exposed to advertisements from around the world; introduced to advertising techniques and taught how to play the creative game. A question that I always pondered over was that why aren’t Pakistani advertisements intelligent, or creative? That why do we always choose to use drama and the same story-lines in order to direct behaviour.

In Philosophy and Psychology there has always been a battle of the Heart and Mind. When a visual strikes our emotions, it appeals to the heart; whereas when it appeals to the mind, it challenges our rational and attempts to reason with us. Which method is more effective when communicating in advertising? With this I formulated the question:

Heart vs. Mind: Which can play a more effective role in Pakistani Advertising?

Following this question, I identified my target audience as the literate segment of our society. Secondary research was conducted through an analysis of literature from various disciplines: Advertising, Business and Marketing, Philosophy and Psychology. Primary Research was conducted through quantitative as well as qualitative means. A survey was done in order to identify what elements people prefer to see in advertisements. Qualitative research was conducted through interviews of people from the field of Advertising, Marketing, Psychology and Liberal Arts. All data was then collected and transcribed for discussion. At the analysis stage, information from the literature review, Primary research data and National as well as International Advertisement examples were discussed together to justify the opinions and facts identified.

Upon dissecting the pros and cons of using each approach, relating it to Pakistani Advertising a conclusion was reached: I believe that the heart and mind both play extremely important roles when it comes to decision making; communicating to only one would do half the job. Hence, I identified that a right balance must be maintained: where an advertisement not only makes you feel positively about the product, producing a desire to want the same experience, but also convinces you with reason to satisfy the rational mind.