

Participatory and Experience Design in Advertising: An Exploratory Study of Advertising Styles of Cultures

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Abstract : Advertising today has become an indispensable phenomenon both for businesses and consumers. Due to the conditions of rapid changes in the market and growth of competitiveness, the success of many of firms that produce similar merchandise depends largely on how professionally and effective they use marketing communication elements which also must have some sense of shared values between the message provider and the receiver within cultural and global trend. This paper demonstrates how consumer behaviour and communication through cultural values evaluate advertising styles. Using samples of award-winning ads from both author's and other professional's creative works, the study reveals a significant correlation between the cultural elements and advertisement reception for language and cultural norms respectively. The findings of this study draw attention to the change of communication in the beginning of the 21st century which has shaped a new style of Participatory and Experience Design in advertising.

Keywords : advertising, advertising style, culture, experience design, participatory design

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