



L'humour dans la publicité, vecteur de marketing viral

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Condition: New. Publisher/Verlag: Éditions universitaires européennes | L'humour est devenu une méthode de communication informative mêlant émotion et distraction tout en créant une forme de complicité avec le public. Aujourd'hui, le consommateur écarte les stimuli de la communication classique car il aspire à plus d'humour et d'originalité. En parallèle, le marketing viral permet désormais de transmettre un message sans discours commercial direct ; c'est le consommateur qui contribue à la diffusion du message. Avec l'avènement d'Internet, ce phénomène de contagion a évolué de manière exponentielle. La complicité avec le consommateur se développe ensuite hors du cadre installé par l'annonceur. Le marketing viral est alors usité afin de promouvoir le message, le positionnement et/ou l'image de marque de l'enseigne. Ici, c'est le consommateur qui adhère et participe à l'atteinte des objectifs de l'enseigne grâce à un processus de propagation semblable aux virus électroniques et biologiques. Il devient un vecteur de communication et diffuse le message ou l'information à l'ensemble de son réseau. On peut alors se demander s'il est pertinent d'utiliser l'humour dans la publicité ; est-il un déclencheur de marketing viral ? | Format: Paperback | Language/Sprache: fre | 123 gr | 220x150x4 mm | 80 pp.



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