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DETERMINATION OF KEY ASPECTS OF EFFECTIVE ANIME STYLE ADVERTISING

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SUMMARY

Anime style is a popular phenomenon that is widely used in many media internationally, and sometimes in advertising, but the aspects that determine the effective use of anime style have been understudied. The **research problem** of this study is – what are the key aspects of effective anime style advertising. **The object** of the study focuses on the key aspects of effective anime style advertising, with the **aim** based on theoretical analysis and empirical investigations determine the key aspects of an effective anime style advertising. **The methods** used were case studies, interviews, AI technology (Chat GPT) to generate propositions, which were then validated by expert evaluations. **The results** of this study showed that anime style advertising captures attention, is emotionally appealing, and increases brand recall, and uniqueness. The empirical data helped us to choose advertisements in the anime style for analysis, confirmed theoretical argumentation, research statements, and the expert evaluations of Chat GPT generated proposals based on the given results. Therefore, the research **concludes** that anime style is an efficient advertising resource to grab the attention of consumers due to the uniqueness, visual and emotional persuasion, provoking a higher degree of interest in the brands. As for **future prospects**, research could focus on to wider demographic groups, as well as exploring comparative research methods and analysis, in order to collect data about the usage of anime style advertising across different countries.

This paper is a research-oriented final master thesis.

Keywords: Anime advertising, consumer engagement, brand recall, visual aesthetics, AI in advertising.

INTRODUCTION

The Relevance and Novelty of the Topic.

Nowadays there are multiple ways to capture consumer's attention by making advertising more effective, but it is important to note that not all of them can work to attract the audience's interest. Every business or organization, in seeking to attract attention and achieve results, must carefully consider and select the most suitable methods and channels. One way to attract attention is through appropriate advertising choices that reflect the product, service, or company values (Klebanskaja and Andriukhanova, 2018). This involves market research, which can determine which advertising channels are best suited to a specific goal (Kniazieva, et al., 2021). Furthermore, it is important to consider the needs, desires, and behavioral patterns of the target audience. Only in this way can advertising campaigns be created that reach the target audience and have the desired impact (Molero-Castillo, 2022). Therefore, it is important to creatively stand out from the crowd and create meaningful, valuable content that truly captivates and inspires potential customers. Thus, let's not forget that the best way to capture consumer attention is to create unique, original, and high-quality content (Ouf, 2023). Such standout advertising content could be anime (Japanese animation). Today, anime style is used by many businesses and organizations in their advertising campaigns, understanding the commercial interest of the format to attract a customer's attention. The bright colors, aesthetics, original characters, and active visual images are perfect ways to make them stand out and produce memorable advertising (Klebanskaja and Andriukhanova, 2018). Anime is a rapidly growing industry worldwide, generating billions of US dollars (Aziz and Ong, 2023). More and more people are becoming aware of anime and contributing to its diversity. Over time, anime advertising has become one of the rapidly growing advertising sectors with great potential for reaching new markets and customers. Anime advertising can be an effective tool for persuading consumers to choose a particular product or service. Such advertising evokes nostalgia, conveys an interesting and fantastical atmosphere, and encourages viewers to pay attention and take action. However, the question arises: how can anime advertising be made even more effective? Recently, there has been a growth in scientific research, indicating that the relevance and novelty of anime advertising effectiveness are important and attract the interest of scientists and business people (Klebanskaja and Andriukhanova, 2018). To determine the effectiveness of anime advertising and how to make it even more effective, such scientific research needs to be continued and improved. This would help to better understand consumer attitudes and behavior, as well as opportunities to improve the aspects

of effective advertising and achieve the desired results. Therefore, it is relevant to study the effectiveness of anime advertising because anime is a growing cultural area, and there is a high probability that anime advertising will be used to strengthen audience engagement and achieve desired results in the future. Lastly, even though anime is growing and opening up huge possibilities for advertising due to its very distinctive and imaginative stylistics, but also because there is a great lack of research both in Lithuania and in the world.

In this research paper, **the addressed problem** is what are the key aspects of effective anime style advertising.

Research Object: the key aspects of effective anime style advertising.

Research Aim: Based on theoretical analysis and empirical investigations determine the key aspects of an effective anime style advertising.

To achieve the stated research aim, the following **objectives** are addressed:

1. Theoretically Identify and determine how the use of anime style can enhance advertising effectiveness.
2. Develop an empirical research methodology to determine the key aspects of effective anime style advertising for youth/young adults in Lithuania.
3. After empirically evaluating the key aspects of anime style advertising effectiveness, provide general guidelines for leveraging anime style advertising.

The work consists of three main parts:

In the first part, effective advertising and the use of anime style within it are analyzed, focusing on how they affect consumer perception and behavior. Drawing on scholarly sources, elements and concepts of anime style and effective advertising are examined.

The second part is an empirical study conducted through four methods: which include case study, target group interview, Chat GPT proposal generator and expert interview methods, in order to verify and substantiate the relevance and reliability of the empirical research data. The case study identified anime advertisements which were then used in the interviews to support the formulated research claims and perspectives on the advertisements. These findings reveal a third stage: providing data for AI to generate proposals for effective anime style advertising, using Chat GPT as the AI program. The final stage was proposals were sent to marketing and advertising experts, who approved or denied the AI's proposals based on their professional knowledge. All of these methods explore whether or not the reality behind anime style advertising influences people's perceptions and alters the perception of the

target audience and the brand. The methodology of the research is based on the justification of the relevance of the study, the logic and methodology of the research are presented, the subjects are examined, and ethical conduct is followed.

The third part is the results part all the information was gathered from, a case study where it shows how ads were found and analyzed by theoretically researched and excluded dimensions. Then after analyzing anime styled advertising interview transcriptions and having the results of both case study and interviews result, all the results were put to Chat GPT. Therefore, proposals were generated by Chat GPT for effective ways of using anime style advertising. Moving on, Chat GPT-generated proposals were presented to the experts to evaluate them and give their opinions on their validation. Finally, after all results were obtained, they were compared with previous studies conducted by other authors in the research field, and recommendations for future research directions were presented.

Research Methods. In the first part of the work, advertising and its effectiveness are analyzed through a comparative method, examining the opinions of various scholarly authors in the field of scientific literature. In the second part, a qualitative study is conducted using experiment that will have case analysis, interview methodology, and from gathered results artificial intelligence (Chat GPT) technology, will analyses given results and provided with generated proposals. Then lastly the generated proposals on effective ways of using anime style will be validated and rated by experts of advertising and marketing fields.

Literature sources. In this work, primarily utilized recent scientific publications written within the last 5 years, along with 9 older works. Then draw upon scientific literature, company research documents, and secondary data sources. The works of authors like Klebanskaja and Andriukhanova, Othman, Ouf, Mahmudova, Hromova, et al., Molero-Castillo, Aziz and Ong, Aranda, Goel and Upadhyay, Andari et al., and others are used. This diverse choice of authors and resources allows for an in-depth analysis of the topic, combining both current breakthroughs and established perspectives from the literature.

1. ESTABLISHING A THEORETICAL FOUNDATION OF EFFECTIVE ADVERTISING THROUGH THE APPLICATION OF ANIME STYLE

1.1. Concepts of Advertising and Advertising Effectiveness

Advertising is a broad concept that encompasses a wide variety of practices used to promote any product and service opinion or course of action. The main purpose of advertising is to shape the public's perception and behavior in a certain direction. Although initially associated with product promotion, advertising can also include safe driving, charity promotion, or support of one's views during a political debate. The evolution of advertising sprang from the earliest methods of publication dissemination and newspaper advertising. At present, advertising includes various traditional and digital media forms, and it is an important finance source for many media in the world. The period, when advertising emerged as an industry, was associated with the formation of the professional advertising agency, by the end of the 19th century in the United States and it underwent further development and transformed into the modern advertising system (Britannica, 2024). "Advertising as an activity is dynamic and is constantly changing, given the changes in media and formats, consumer behavior, and the progressive impact of advertising" (Dahlen, et al., 2016). According to the American Marketing Association, "Advertising is the placement of advertising messages and informative and persuasive messages in purchased time or space in the media. The messages are in builds and paid for by identifiable sponsors and targeted at the specific group of individuals" (Wu, et al., 2017). The language of advertising is a powerful tool that can influence human behavior and people's attitudes towards specific products and services. The language of advertising texts is close to the language of works, but at the same time, new electronic terms and loanwords are widely used. To assess the effectiveness of advertising, the advertiser uses indicators, such as impressions and clicks. Advertising in the world is engaged in many countries and attracts more attention if it is in English for various reasons (Mahmudova, 2020). English is the most spoken language in the world and this language is loved by everyone. Some people believe that everything is easier to understand when it is in English. Advertising in the English language helps to attract a larger audience, as well as persuade the client. It allows people to advertise their products in

English, to be reputable, and to display technologies (Wahyuningsih, et al., 2019). In order to influence the target consumer with advertising, the advertiser must know the language of the advertising business (Wnag, 2020).

The concept and measurement of advertising effectiveness are as important as its creative manifestation in the dynamic world of advertising. The variety of practices and formats, from the promotion of products to ideas and institutions and from brand recognition to behavioral change, does not change the objective of influencing a targeted audience strategically (Liao, 2023). The shift from newspaper ads to a variety of digital platforms has made advertising more pluralistic in formats and goals (Foroudi, et al., 2020). The diversity of methods and communication channels will make this intention easier to assess, as the level of advertising success is more likely to be reflected on its impact on and consumers' attitude to the promoted and brand in general.

More digital efforts have well termed effectiveness as it allows greater insights into the most critical aspects that entail user engagement, conversion patterns, and overall campaign performance. Nonetheless, the significance attached to traditional media still cannot be overruled more particularly regarding advertising efficacy. Namely, such media as television, print, and radio still have much power and influence, familiarizing customers with the brand and ensuring they appreciate its existence, especially within a given demographic or for particular products and services. Utilizing both digital and traditional media approaches is, therefore, vital in creating a total advertising effort (Fuxman, et al., 2014). Advertisers should coordinate with different platforms, choosing the most suitable and effective for the mentioned criteria and benefits from each advertising medium. Among the methods used to establish advertising effectiveness is research, which recommends the use of field trials and econometric models. A field experiment is, for example, how the efficacy of advertising can be tested using ghost advertisements, where random control groups can be created using platforms like Google and Facebook to assess the effect of advertising (Gordon, 2018). The efficacy of online ads in boosting sales has, for example, been proven by previous studies to be a mixture but not guaranteed to achieve sales, implying that it has many elements in play. Economists can also use econometric modeling, which produces a more flexible approach to evaluating advertising investment through time series data or the use of individual ad exposure concerning sales. Because not all the time that analytic details could be used, these models may also be used to evaluate the potential of a given brand (Zhou, 2021). For instance, a study conducted on a high-end clothing line revealed that online display and Pay-Per-Click were proven more useful in influencing buyers, with the two affecting both online and offline buying (Danaher, 2021).

Thus, the effectiveness of advertising is measured by the totality of several factors, in particular, the number of interviews, and the goals of the campaign. The essentiality of determining the scope and frequency of advertisements seen is no less up-to-actual, as well as identifying the real results of the campaign, not the targeted ones. The interview data makes it possible to find out the features of those who saw the advertisement, how they reacted, and how many people remembered the featured brand. The obtained information can be compared with the data from previously conducted campaigns and advertisements of various types of media to optimize approaches (Kulkarni, 2024). Hence, the effectiveness of advertising in the burgeoning and multiplying media landscape is measured by comprehensive digital analytics accompanied by “traditional” ways of obtaining information, interviews, and econometric modeling. It enables advertisers to make sense of the gathered information properly and keep adjusting to the novel media landscape to attain their marketing goals.

From the more detailed account of the work scheme of advertising, it is obvious that argued advertising campaign’s key elements can realize their flexibility at most levels. The reason is that different types of media platforms host considerably diverse files that resonate with consumers who are more and more spoiled for choice in the digital age. Firstly, advertising is founded on storytelling. A story that envelops a product is far more compelling than what words can articulate. Through this, it becomes more personal, and such connections improve recall and loyalty (Aicha, et al., 2023). However, the power behind advertising is not solely anchored on storytelling. The design of an advert, such as the use of stimulating and high-quality pictures, is highly captivating and more instrumental in retaining people’s attention. It’s a hybrid of visuals and desiring instant communication of brand message and it sets apart an advert from the rest that goes unnoticed (Mogaji, et al., 2019). Secondly, digital integration is a key aspect of an advertising idea. If it is sold online on social media platforms, websites, or mobile apps, its reach is wider, and the message is custom-made. It is more engaging and interactive (Kushwaha, et al., 2020). Related to this, user-generated content is another growing element. This content includes customer reviews, testimonials, and social media posts. It feels authentic to people and thus seems trustworthy and gives social proof (Mayrhofer, et al., 2020). One of the areas of innovation that can have a particularly positive impact on advertising is data-driven personalization. Gathering and analyzing consumer data, ranging from past purchases to browsing behavior to their interests, can help tailor the ads accordingly, making them more compelling and effective for the viewers (Aiolfi, et al., 2021). In addition, this strategy is supplemented by the multi-channel approach, which helps the commercials be effective at various touchpoints with the target audience, be it traditional media or digital means

(Danaher, et al., 2020). The decisive factor in this strategy is the clear and attractive call-to-action, which will encourage the audience to take rushed action and, as a result, would boost the conversion rates significantly (Sardor G'ayrat o'g, 2023). Sustainability and social responsibility themes in advertising are especially relevant; they appeal to the modern consumers who are mindful of global issues, not just environmental ones. Therefore, advertising that is in line with such consumer trends would be beneficial for the brand, boosting its reputation and customer loyalty (Sander, et al., 2021). Another innovative strategy would be guerrilla advertising, an original, unexpected and unconventional approach to advertising that uses the element of surprise and creativity in lieu of an impressive budget (Ouf, 2023). The critical role of language in advertising is undeniable, as it determines how well the ad communicates the benefits or features of a product while matching the brand's voice and the target audience's expectations (Molero-Castillo, 2022). It is important to carefully link the brand's message to its identity and its position on the market to ensure consistency and make the brand recognizable to the audience (Mahmudova, 2020). The customization of advertising and marketing strategies according to the needs and demands of the target audience, keeping an eye on their feedback and adjusting accordingly, is also of paramount importance (Molero-Castillo, 2022). Yet another factor why a measured impact on a target audience is crucial for advertising to work lies in the connection of advertising with psychology – companies are allowed to utilize well-known psychological phenomena. Advertising that reflects consumers' emotions, motivations, and behaviors impacts their psychology, making them think about the brand differently and shaping their experience with it. (Hromova, et al. 2022). Therefore, measuring consumers' ability to recall or recognize an ad or a brand becomes an essential determinant of its impact: higher rates suggest that the advertisement was successful and helped create sustainable brand awareness and preference (Zhao, et al., 2022). Similarly, measuring purchase intention directly links the advertising campaigns to its potential impact on sales (Nawaz, et al., 2020). Lastly, it is vital to note that there are several broad frameworks that offer a structured approach to designing and measuring the effectiveness of advertising campaigns, such as the outlined AIDA model and the DAGMAR approach (Va-lens, et al., 2020, Kulkarni, et al., 2020). These multidirectional fragments form the wholeness of advertising's effectiveness, the inter-and intra-dependence of elements that converge to the focal point of generating connections with the audience to ensure a necessary impact on the market.

This section has accentuated the nature of advertising as a versatile tool, which, from traditional channels to advanced digital forays, focuses its endeavors on spreading its influence on public opinions and behaviors. After all, the question concerning effectiveness is not about sending messages: it is about

what makes this transmission successful. Certainly, it can be implemented through different facets of relevance, such as storytelling, visual designing, or digital implementation; the core lies in aligning these scattered frames to the one focus node of the reception by the audience. Thus, the reflection can pinpoint to the fact that advertising in its essence does achieve the very outcome when creative vision is paired with strategic insight and value-based moral considerations.

In order to determine the most suitable methods for effective advertising, more than 18 studies on this topic were reviewed and are presented (see in *Table 1*) aspects of effective advertising and their key statements.

Table 1

Key Aspects of Effective Advertising

Author	Distinguishing Aspects
Aicha, et al., 2023	Storytelling in advertising deepens brand connection and boosts loyalty through compelling narratives.
Mogaji, et al., 2019	Visual appeal , through striking images and graphics, captures attention and distinguishes ads.
Mayrhofer, et al., 2020	Brand authenticity is a paramount factor that influences purchase together with the integration of user-generated content .
Kushwaha, et al., 2020	Increased reach and engagement due to the integration of digital across platforms.
Aiolfi, et al., 2021	Advertising is revolutionized by personalization, which makes ads in many more ways to consumers data-driven based on their history and preferences, thus putting new relevance in the word relevant.
Danaher, et al., 2020	Increased reach and engagement due to the integration of a multi-channel approach .
Sardor G'ayrat o'g, 2023	The call-to-action (CTA) must be obvious and convincing to direct more users and transform them.
Sander, et al., 2021	Advertisements that integrate sustainability and social responsibility attract consumers and improve brand reputation and loyalty.
Othman, 2021 and Ouf, 2023.	Guerrilla advertising - it is an approach that uses non-traditional and unconventional methods to command memorable and creative attention regularly and to make ads memorably and creatively stand out from the rest.
Molero-Castillo, 2022	Carefully crafted language . Precise formulation of the text of the advertisement ultimately transfers the benefits and doesn't sway both from the brand's voice and from the expectations of the audience who decides to spend their time and money on watching the project.

Continuation of Table 1

Author	Distinguishing Aspects
Mahmudova, 2020	Appropriate messaging – this means that the advertisement properly positions the company’s brand and yet includes the product or service.
Molero-Castillo, 2022	Ads are tailored to target needs, and feedback is integrated in refining strategies to align them with consumer expectations.
Gordon, et al. 2022	Tested and proven use with consumers, creating a feedback loop that can be relied on and leads to much better advertising.
Hromova, et al. 2022.	The psychology of people used in advertising also multiplies the capabilities of an impact through the medium of alteration of consumer standpoint and behavior.
Zhao, et al., 2022	Measuring recall and recognition of consumers is key to advertising later can find effectiveness in brand positioning.
Nawaz, et al., 2020	An assessment of purchase intention enables the researcher to obtain direct insights into the potential sales effect of the ad campaign.
Kulkarni, et al., 2020	The AIDA model focuses on capturing attention, maintaining interest, creating desire, and prompting action.
Valens, et al., 2020	The DAGMAR framework sets specific, measurable goals to structure and evaluate advertising effectiveness.

There are numerous and diverse methods described for effective advertising, but about 9 studies provided the best insight into the field researching within anime culture. This is because the unique style the culture harbors gives guerrilla marketing a perfect chance because; it offers the audience unexpected and even perfect activities to relate to the identity of the brand (Goel and Upadhyay, 2017). The accuracy of the language used in anime shows how essential and delicate language is in advertisements. Advertisements can reinforce the viewer’s association with the brand by choosing words that echo or magnify the anime plot in advertisements (Andari, et al., 2022; Rahmi, 2020). For appropriate messaging and storytelling, advertisements need to be tailored to fit the anime’s themes and styles, it is necessary to improve the understanding and interest of the viewer. There is also the issue of creating ads that align even more with the tastes of different audience members to a greater degree than the others do. These both build a stronger message of how relevant the brand is to its audience (Klebanskaja and Andriukhanova, 2018). The psychological aspect of advertising is that the use of human psychology in advertising enhances the impact on the functions and apparatus of human consciousness. In anime style advertising, these psychological processes are especially important due to the distinctive and memorable visual design's immediate recognition and emotional resonance (Wang, 2020, Hromova, et al., 2022). Visual appearances in advertising, which combine with recall and recognition. These both terms are related to consumers' ability to remember and recognize brands and their advertising. Additionally, it

plays a significant role as for the vivid colors and dynamic imagery that is typical of anime, can be used to draw attention and highlight the brand's uniqueness. Furthermore, anime's distinctive visual style—marked by vibrant colors and dynamic imagery—lends itself well to advertising that catch attention and emphasizes brand uniqueness (Goel and Upadhyay, 2017). These elements, along with the inclusion of user-generated content, which allows for audience participation and feedback, enhance the interaction between the brand and its consumers. To this, adding tested advertisements that save resources and have a predictable impact, strengthening the interaction between the brand and consumers, and making the advertising experience more personal and memorable (Kniazieva, et al., 2021; Gordon, et al., 2022). In this work, it will be defined to examine only these aspects, that combined should be 7 in total. These aspects are chosen for their particular relevance to anime culture, and form the foundation of the theoretical part of our study, where the aim to dissect how these unique advertising strategies can be most effectively applied.

1.2 Key Aspects of Advertising Effectiveness

The current work is focused on seven highlighted aspects that are especially relevant due to the peculiar character of advertising in the anime environment. The effectiveness of the teams should be remembered in connection with the features of this world, including its visual aesthetics, narrative, and user engagement. Accordingly, one should carefully select the messages and ways to advertise that would help depict one's brand as unique and, at the same time, ensure the viewers' engagement. This choice, as well as the various aspects, including the precision of language, psychological impact, background of users, certain exists of tested, and individual local advertising strategies, is a theoretical basis for this research. Further, each aspect is parsed, with discussions regarding its practical impact provided.

Guerrilla Advertising: In the article "The Impact of Guerrilla Advertising on Brand Image" by author Ouf (2023) it is said that guerilla advertising methods use inventive ideas that are highlighted in unconventional ways, where it would not expect advertising. This statement is also supported by another author Othman (2021) further adds that guerilla advertising strategies demonstrate creative ideas, dynamically presented in non-traditional methods, and create a lot of social buzz. Both researchers Ouf and Othman agree that the purpose of guerilla advertising is to surprise, provoke, arouse emotions, annoy, interest, and stimulate consumers to buy. Guerrilla advertising strategies are more creative and engaging than traditional methods (Othman, 2021 and Ouf, 2023). Othman also names the fact that guerrilla

advertising strategies and traditional three-element methods of surprise are the effect of surprise, diffusion of a low price. Guerrilla promotion is a fantastic and cost-effective way to implement an advertising technique with extremely limited but powerful impact. Both authors argue that this method of advertising evolves from the link with war, so guerilla advertising is much more powerful than conventional advertising in order to deeply affect the emotional aspect of buyers, using unconventional tactics and strategies (Othman, 2021 and Ouf, 2023). According to Othman, this aspect of advertising was created specifically to help small businesses because they had small budgets and had to change a lot about their advertising campaigns. The best thing companies can do is change their messaging and create something that stands out from the competition so that customers are seen and heard. In addition, Othman points out that, unlike traditional advertising, guerrilla advertising strategies do not use persuasive messages aimed at persuading the audience to buy. They precisely target the customer's subconscious, creating memorable images of the advertised brands that are in the user's mind (Othman, 2021). In similar way Ouf in his study that having forms of advertising to try to effectively combat the thinking of buyers, not only conveys the advertisement but also ensures that the message enters the human long-term. Guerrilla advertising is mainly attractive and amazing to the customers, creating admiration for the organization. Therefore, organizations can make their messages unique and do something that stands out from the crowd so that customers notice and hear it (Ouf, 2023). Thus, it is possible to define that the purpose of guerrilla advertising is to make people notice an item, an advertisement, a message or a certain work on the spot or product presentation and that causes a commotion in the environment and in the media.

Advertising Content and Slogan: In the presented article titled “Impact of advertising language and Slogan”, an author Mahmudova (2020) highlights that it is what makes advertising language skein. It is persuasive and can influence shaping potential customers’ views regarding the product and habits. To serve its function, it should be appealing, sound memorable, and be adapted to the modern customer. However, in the same year researcher Wang (2020), argued that this language is relevant because the advertising itself is critical in creating the business reputation and formulating the company’s image. It can efficiently assist the product in getting access to all key home and overseas markets. In this regard, the author noted that this language is English language. In the world, the native English language is spoken by more than anybody else’s language and it is considered to be an international carrier language; according to Mahmudova (2020), it is largely used as a carrier language for commercial goals in developed industrial countries. This unique speech carrier is constructed

according to the standards of literature, press, arts, television, radio, electronics, and official organizations. The message of this type of language must attract the view of the recipient within the time utilization and content in influencing the advertisement message. Wang (2020) suggests that this kind of language must “arouse, attract, generate, and execute”, and for this, there needs to be a developed indelible and determined design, material, meaning, fashion, sound, and combination of phrases. Mahmudova (2020) added that the language should sound catchy, be memorable, and should appeal to the modern customer. Advertisement language also has a significant role in product promotion and urging the target population to buy the product. This language uses patterns of language, optic data, and melody to persuade the target audience. It is precisely through this application in creating advertising cases that the aim is to stir the souls and hearts of addresses/message recipients, employing artistic and aesthetic perception, arousing enthusiasm, and thus achieving sales goals. Both researchers note that various linguistic and rhetorical devices are used in advertisements to achieve memorability, and associations between proverbs, metaphors, or comparisons. Therefore, it is important to use advertising slogans in advertisements, which succinctly and memorably convey the idea and shape the brand image (Mahmudova, 2020, Wang, 2020).

A proper message: It is also necessary to use an appropriate message because the advertising message is critical to advertising effectiveness. The ad must create a positive attitude towards purchasing a brand or service, increasing purchase intentions. Researcher Rahmi (2020) states that to effectively advertise, advertising is a message in various factors, and the most important is the broad attention to target audiences and their consumption behavior, patterns, and attitudes to goods or services. It is possible to mark the following steps to a proper advertising message. First, the effectiveness of a properly formulated advertising message significantly depends on "when," "where," and "how" they are delivered. (Fowler, et al., 2020). Second, collecting insights about consumers is essential to incorporate them into the advertising message. Third, the language in which the advertising messages are formulated can capture the viewers' attention in a way that attracts their attention from others. Fourth, the visual materials in advertising create a favorable image of the brand and increase the likelihood of buying goods. Fifth, the creative processes underlying effective advertising campaigns can be studied to determine what works (Mahmudova, 2020). In addition, the use of storytelling in advertising significantly affects attracting attention, recall, and memorability. Storytelling in general allows creating an emotional connection with the listener and can easily turn abstract benefits into meaningful and clear stories. As it was shown in the research article by Aicha et al., (2023) and by Singh and Sonnenburg (2012) both

articles discuss that effective storytelling impacts consumers emotionally and enhances brand recall and loyalty by imprinting products inside memorable stories. Furthermore, storytelling can activate long-term memory and position the brand or product either inside a story or as an outcome. Some of the stories can affect and engage the consumer, make them conduct some action, or simply convey an actual emotional response making the consumer relate it to a brand. Thus, if a story well illustrates how to product fits into the real-life occasions and accompanies the customer in many ways it is positioning itself as a reason of buying. This way it has impactful power (Boldsova, 2020). In other words, companies need to ensure that the right message is conveyed at the right time, in the right place, and in the right way. It is necessary to also collect insights about the target audience and incorporate them into the message, build a story, choose the right words and trigger phrases, and create aesthetically appealing advertising that supplements the text of the advertising message (Mahmudova, 2020). Moreover, one should look for examples and cases of successful campaigns, and understand what works and what doesn't. Marketing insights are thus needed to create a correct brand positioning and communication strategy. Insights help to understand how, when, and where the target audience is best reached (Fowler, et al., 2020, Kniazieva, 2021). Planning one's media is one of the essential steps in advertising planning. It also consists of insights on which channel to use, in which frequency and which tools to choose to reach the target as much as possible. Conducting research helps to understand the appropriate frequency of impact, which also depends on the product or organization's status in the market (Kniazieva, et al., 2021).

Advertising tailored to the target audience. Mahmudova (2020) emphasizes that the advertisement must be presented to the largest target audience at the right place and at the right time. These statements prove the adequacy of the common advertising, as it is necessary to clearly know who the consumer is. In this respect, the common advertising matches, as one of the central focuses acquires creating the target audience: 'A target audience is a specific demographic group of residents in a high traffic geographical area' (Molero-Castillo, 2022). Information about consumers includes demography, such as age, sex, location, interests, earnings, marriage, etc. (Makrides et al., 2020). It is possible to create common advertising focusing on exact demographic groups. In this regard, the advertising campaign would be effective as it would represent communication with the exact social group. The consideration of where to advertise and when to advertise is crucial for the public sphere. It should be relevant and effective, as well (Fowler et al., 2020; Kniazieva et al., 2021). The purpose of advertising according to Molero-Castillo (2022) is different. He notes that the purpose of advertising involves increasing and

retaining people's interest, establishing interaction between the consumer and the company, and creating a positive image. On one side, the control is effective to some extent. For instance, advertising can cause people to taste, but the rest will forget or pay no heed to this advertising. It is necessary to create effective and meaningful advertising. In this regard, Kniazieva et al., (2021) argues that market segmentation is an unavoidable instrument. The absence of a proper insight and analysis of what consumers want will lead to a weak attempt gesture, but the wrong move will be fruitless and uninteresting. The advertising is effective for the consumer and reaches the goal since, according to Mahmudova (2020), one of the effective methods to consider the consumer is that the offer crafted is made after insights and customer knowledge, not guesswork, being incorporated into the ad's messages targeted for the audience. The choice of the target audience determines which advert consumers will view. Gordon et al., (2022) suggests that it is promoted via Internet advertising platforms. The researcher outlines that this advertisement is often found on online advertising systems such as Facebook, Instagram, or Google ads. They are catered in various ways, but each advocate is mostly sponsored. In such a manner, the internet platform needs to be value-maximum both for users and advertisers. The last investigated proposition requires three factors. First, it includes the price the advertiser offers the ad space. Second, it acquires the likelihood that there will be user action on the online platform that will direct the target of the advertiser. The third one notes the quality of the ad, which includes the feedback, and the dimensions, and design, photographic and verbal quality of the image and text (Gordon et al., 2022). Hence, to say the least, even consumers can be reached through the creation and distribution of the appropriate advertisement. The advertiser clearly defines the target market, which allows the advertiser to use social media analytics to evaluate the company's social media audience on a broad array.

Consumer Influence. In the article, Hromova et al. (2022) raise the question of how environmental factors and the condition of the market influence consumer choices. They describe factors that are external components of advertising. Factors like timing, and location, as well as any prior preconditions. Thus, by the presented definitions, looking that the method of modeling consumer behavior can be psychological, microeconomic, sociological, and integrated. Wang (2020) further supplements this claim as he argues that exact phrasing in advertisements increases the perceived newness and uniqueness of the product. It is known that the psychology of the buyer is built in such a way that the person tries to be always in trends, and follow modern styles, including, in particular, unique items that are not like everyone else. Thus, it is not only the product's characteristics that are obtained from the phrasing, but it also satisfies the consumer's need to be distinguished by something. On the

other hand, Zhang (2019) states that the strategic use of marketing and the psychology of the audience determine consumer behavior. Defined with the help of Zhang, there were seven steps of the consumer's purchase process: Attention, Interest, Desire, Action, Memory, Conviction, and Satisfaction, and five main human needs from simple to complex: physiological, safety, social, and rank, self-actualization. In addition, Zhang touches upon how advertising can affect the entire target audience: push for trial purchases, and manipulating the consumer using deep psychological elaboration of the carefully crafted messages. Hromova et al. (2022) further provide a summary of consumer purchasing in six stages: awareness, understanding, prioritization, persuasion, purchasing, and post-purchase evaluation. They identify that buying is driven by the more complicated and psychological impact of consumer culture, which prioritizes material, rather than humanistic, quality, and as a result of advertising influencing lifestyle formation through the creation of reality, which ideal advertising heroes aspire to achieve. The authors also discuss the possibility of advertising to create thinking models, as well as subconscious aspirations for a person in an advertising product. In this case, the effect can also be both positive and negative. Furthermore, Molero-Castillo (2022) cites other advantages over competitors in this area. Indeed, neuromarketing appeals to psychology by considering colors, shapes, delivery options, and other aspects that improve the client's shopping experience. As well as, the vision takes into account specifically those who came to the store: a man, a woman, a family client, or a company client, a group of which number visited, creating a space that encourages shopping by reflecting emotions and moods. In their works, Hromova et al. (2022) state that the effective action of advertising depends on how much it attracts human attention, how much it engages perception and resistance to human interest. To make it thrive, it should be customized to suit varied consumer responses and feelings, relying on the audiences' intellectual, cultural, and professional orientation for maximal effect. Therefore, the resonance of advertising is determined not only by the extent of its intellectual acceptance but also by its cultural and emotional compatibility with a wide consumers' perceptions. The researchers underline the critical significance of continuous monitoring of constantly shifting advertising habits, as well as the need for businesses to keep up with the psychological demands of present and future consumers.

Visual presentation in advertising covers an elaborate field, which includes high-quality material, proper color scheme, and even songs that are strategically utilized to capture the viewer's attention and hold his or her interest. As one of the most frequently underlined examples by Mahmudova (2020), visualization, in this case, plays the role of a word game in order to increase contact with the reader. In essence, the name of an advertisement is similar to quick focus for the reader on her, excite

desire, and possibly lead not only to action but also to meet satisfaction. This is supported by the fact that the human brain is structured in a way to process visual information in the first place, which concerns pictures and colors but not the written form – letters and words. This proposal is supported by Mahmudova who emphasizes that next to the necessity to attract, these two components need to hold the viewer, and in cases of advertising high-quality bright pictures and interactive design are the main solution. Visual elements serve as big impulses, they evoke emotions and memory, which can work well in case of advertising. Another article, Mogaji et al. (2019) also pays attention to the color and accentuates that it is an important component of the advertisement as “color creates space, establishes dominance, creates an identity doll in a portrait. In essence, color fills the ad – but not the physical space of the picture, but culture, and not through elements, but physical perception. It is its interaction with the visual cortex that creates interaction, which leads to a decisive attitude toward what is viewed”. Relaxing color, also interacts with the viewer, enhancing him at least to think about the advertisement, other types can even irritate, but both ensure that the person will be attracted to the advertisement again and again. Hidayat and Hidayat (2020) add that a page or a website also has a unique ID that one can recognize immediately. It is achieved, first of all, by the style, and structures used in the advertisement. Even from a glance, one should already find some attributes of the topic on hands. Of note, a general visual motif comprises of graphical elements, pictures, and colors and comprises of an actual style of content given. The structure makes the ad more memorable and, sometimes even ensuring that it will not be forgotten soon afterward. And, of course, all the components of the topic are selected to ensure that the main idea of the ad remains with the person as long as possible. Recall is the ability of a consumer to recognize a brand or product when he encounters it in an advertisement by seeing or hearing, it without being previously exposed to the marketing communication (Zhao, et al., 2022). A spontaneous recall is essential for those brands who want to create a space in the consumer’s subconscious. A brand with high recall becomes a top-of-mind brand for the consumer, the top brand that pops up in his head. This significantly influences the consumer’s purchase decision. Then there is recognition is the ability of a consumer to identify a brand or product when he encounters it again on the same label or hears about it (Srivastava, et al., 2022). Recognition mostly involves cues and recognition devices, wherein the consumer views the logo, tagline, or visual identity of the advertisement and decides if he recognizes the brand or not. It is easier than recall since it is merely counting the previous encounter.

Advertising Testing and User-generated Content: The article by Kniazieva, et al. (2021) “Using the Advertising Market Research to create effective advertising” states that testing is appropriate

when it is necessary to ensure the reliability of feedback and make advertising better. This view is shared by Bergkvist et al. (2019), according to whom the purpose of advertising research is to gain knowledge of how advertising works. In order to do this through advertising theories, empirical research has been used by scientists. They fill certain parts of the available research, collecting a theoretical framework about how advertising works. According to Bergkvist et al. (2019), the research results must be collected and analyzed related to new research. This encourages research into advertising, as the practices of studying advertisements – systematic research and its effectiveness regarding studying and avoiding research results – are a lot. On the contrary, as Kniazieva, et al. (2021) have noticed, since advertising is the most visible part of the business strategy, the risk of advertising is high. This is true unless many advertising agencies and clients view it as unnecessary, and sometimes testing is not utilized. The latter is the most important part, creating efficient ad testing reduces advertising costs. There is a risk management plan, a turnkey service blueprint, and criteria for evaluation and identification of new advertising efficiency A, B testing, and observation are examples of experimentally proven ad market testing options, as well as a summary of advertising creativity, concept review, and advertising implementation (Kniazieva et al., 2021, Gordon, et al., 2022). Gordon et al. (2022) ads that general research methods can help measure the efficiency of diverse advertising and a different message. This might involve testing different appeals in different advertising messages on a representative sample of the target consumer group in a laboratory setting. The researchers suggest two key tools for equivalent determination: experiments and nominal judgment by economists. Field tests are used to determine the effectiveness of new advertising when numerous customers respond to various offers. This has become more typical in practice due to the fact that advertising has become more effective than before in just a short time. Meanwhile, tics models compare the influence of variables on advertising and past sales data by week and month. Interviewing key personnel and customers of target firms is generally common (Kniazieva, et al., 2021). In general, the ad market study increases capabilities and decreases the august strength of an ineffective advertising system. User-generated content (UGC) plays a critical role in modern advertising strategies as it acts as an authentic and persuasive form of content that reflects real user experiences and opinions. .According to Mayrhofer et al. (2020), thoroughly reinforces the bond between the brands and their audiences through authentic consumer voices and not branded messages. Such authenticity encourages genuine interest and trust, that way making UGC an excellent instrument for those who want to test their advertisements’ effectiveness. Such authenticity fosters genuine interest and trust, making UGC an ideal tool for those looking to assess the impact of their marketing. Companies

can collect user-generated content (UGC), analyze it, and optimise their marketing efforts in addition to monitoring the dedication of their adverts to the target demographic. The spontaneous nature of ‘User Generated Content’ makes it possible to create a brand image that is relatable and credible, an important aspect in the context of growing skepticism on the part of consumers of traditional advertising in a digital format (Das et al., 2021).

The “Key Aspects of Advertising Effectiveness” are seven elements or features that are very significant to effective advertising. Of course, each specifically refers to the anime viewer environment. Visual aesthetics, narrative, and user engagement are presented as the advertising messages that makes brand’s image unique as well as takes the maximum quantitative form of viewer retention. It is visual aesthetics, topics, bright and unmissable headlines, and user engagement that determine the effectiveness of advertising in this niche based on the use of relevant messages and methods coherent to all the listed and unlisted features in the target audience. In addition, the key part points out the message's language validity, psychological impact on the viewer, understanding and knowledge of the userbase's traits, effectiveness validation through prior experience, and thorough local tailored advertising. Each of these components is discussed in length, explaining how a certain topic is used and setting the foundation for deeper discussions.

1.3 Presentation of Anime Style

Anime (Jap. アニメ) – translated from Japanese means animation. This animation originated in Japan and is usually based on Japanese comics called manga (Goel and Upadhyay, 2017). Golmohammadi, along with other researchers (2021), in their work identified several targeted definitions of anime: it is a popular form of Japanese animation, consisting of manga and video game characteristics; animated films created for the Japanese market in Japan. This animation is characterized by dynamic characters, fantastical themes, and colorful graphics (Klebanskaja and Andriukhanova, 2018). Anime differs from other animations with its large eyes, disproportionate body parts (hands, feet, head, chest), vivid expressions, expressive signs, bright hair colors, and elaborate costumes.

Anime is created by hand drawing or with the help of computers (Norris, 2003). While this animation may differ from the traditional animation that young adults are accustomed to, it has been heavily impacted by the Western animation approach. This animation was brought from France in 1909 and was aimed at children (Golmohammadi et al., 2021). However, Japanese animation had its own

distinct drawing style, artistry, and drama, which have been associated with Japanese culture, customs, history, and language, all of which are evident in the animation. Golmohammadi et al. (2021), further argue that anime is more detailed animation than Western animation; for example, it includes shadows of people and objects, emphasized hair movement, small movements at dramatic moments, unnatural hair colors for different characters, and after 2000, anime production included real, factual locations and scenes from Japan. Anime began to develop in the early 20th century in Japan, creating various animated commercials and stories for children and adults, which thrived until the post-war period. "Katsudo shashin," also known as the "Matsumoto fragment," is the oldest known Japanese animation, a mere 3-second strip, with the exact date of creation unknown. However, it is speculated to have been created no earlier than 1905 and no later than 1912.

Commercial anime production began in 1917, rapidly popularizing anime production (Klebanskaja and Andriukhanova, 2018). However, researchers Stein et al. (2006) claimed that after several years, the Great Kanto Earthquake occurred on the main island of Japan, Honshu, destroying the Kitayama building, where anime archives were stored. After several decades, one of the most important Japanese animators emerged the "godfather of anime," Osamu Tezuka. Tezuka's most famous creations include "Astro Boy," "Kimba the White Lion," "Black Jack," and others. Among these series and films, many advantages can be noticed compared to Disney animation, which is evident even to this day, as well as the formation of drawing styles and their differences in animations, which allows one to distinguish between anime and Western animation. However, this similarity poses a problem, as it misleads people into thinking that Disney animation is more geared towards children and oriented towards a younger audience, while anime is more oriented towards demographic groups (children and adults, women and men) (Klebanskaja and Andriukhanova, 2018). The main goal of anime is to captivate with its storyline, touch people emotionally, draw them into the anime world, and help people escape from everyday routine.

Therefore, anime has a lot of positivity for people many life lessons, perhaps a bit more associated with Japanese culture, which has its own rules, etiquette, and perspective conveyed in animation, making it somewhat harder to understand for foreigners (Melansyah and Haristiani, 2021). With the anime market expanding worldwide, anime becomes fashionable, used in various industries: clothing collections, food industry, music, games, advertisements, or as educational visual material. Moreover, various companies help use anime style characters to attract youth to their brand. Based on these findings, Japanese marketing professionals have opted to include anime style and characters into

numerous company commercials as a new strategy to attract clients. Considering the importance of content, customers are attracted to anime by the complexity of the characters and plot, the attention of adults, and exaggerated physical features (Klebanskaja and Andriukhanova, 2018).

Finally, and simply put, anime is unique and brightly cultural. It simultaneously takes far more storytelling and character-creation cues from modern methods while offering a strikingly disparate combination of many crumbled-up pieces of traditional styles of Japanese art in one place. Its unusual variety of bright colors and pointed figures are not the only reason why people around the globe are drawn to it, but it has also developed the potential to deliver a deep emotional tale that relates to people over diverse ages and demographics. Western cartoons may have gone adult-oriented long ago, except for a couple of flagship episodes, yet the same interests of the young Western and Japanese audience. Anime is a tool for advertising entertainment and a quickly spreading trend in the world in which it can and is used in various areas – from clothing and music to cultured world trends. Promoting the expansion of such a phenomenon shows the unlimited potential of all demonstrations of the art and brings new opportunities for everyone.

1.4 Anime Style Advertisements Using Effective Advertising Aspects and their Relevance

Studying the effectiveness of anime style advertising is an important topic since it has the power to change current advertising methodologies and improve the level of consumer engagement. Since anime has a unique visual, as well as narrative experience that resonates with individuals across different cultures, it could pave the way for creating unique advertising materials. Such research could help marketers develop the means to connect with various audiences and find a way to promote in a market that is already oversaturated (Klebanskaja and Andriukhanova, 2018). Furthermore, the findings of the impact of advertising with an anime style could be used to improve marketing strategies in other sectors which may indicate how cultural and visual aspects have a connection to consumer behavior. Thus, the scope of this research is necessary not only to tap into the global influence of anime but also to advance modern advertising.

Many popular global companies have used anime aesthetics in their advertising content. Such companies include: The Coca-Cola Company, McDonald's, Microsoft Corporation, KFC, Mercedes-

Benz, and others. Recalling Ouf's description of **guerrilla advertising**, which describes guerrilla advertising as a strategy aimed at creating an advertisement that stands out creatively from the crowd and is unique, whose goal is to surprise, provoke, evoke emotions, generate interest, and energize the buyer (Ouf, 2023 and Othman, 2021). Such distinctive advertising content could be anime, which according to Goel and Upadhyay (2017) is a broad and unique area worthy of attention. These days, many businesses and organizations see the potential of using anime style advertisements to capture consumers' attention. In anime style advertisements, this can be achieved by using vibrant colors, anime aesthetics, dynamic movements, and unique characters that provide the opportunity to stand out from the crowd and inspire memorable advertising (Klebanskaja and Andriukhanova, 2018). Andari (2022) found that teenagers enjoy anime style advertisements that companies use to engage them and promote their products. Therefore, advertising creators can embody the brand or product in anime characters that stand out and captivate viewers' interest. Guerrilla advertising using anime style advertisements, such an aspect can involve unique and intriguing visual solutions, stylish and vivid anime characters that help create an extraordinary and memorable advertising image (Goel and Upadhyay, 2017). Unconventional animation methods and unexpected story elements can also be used to differentiate the advertisement and pique the audience's curiosity.

Anime style advertising are effective if they ensure the message is delivered with precision, using authentic language, and focus on storytelling. To coincide with the above components, the timing of the message should be perfectly timed and placed within platforms that anime fans frequent, such as streaming during the release of popular shows or during conventions (Hromova et al., 2022). In so doing, the advertisers ensure that the fans receive the message when they are most active and responsive. The language will mirror the anime style, as mentioned above. It should include expressions and terms most adored by anime fans. This is to increase the aspiration of the advertisement. Afterwords and delivery, the narrative is the most important in anime style adverts (Andari, et al., 2022; Rahmi, 2020). Anime is known for its rich narrative, one full of complexity and bound to emotional connection. By employing adverts that use this typical narrative, the advertisers can achieve brand recall. This happens because by weaving a given product into a narrative, potential buyers will recall the message because of the memory in the story (Goel and Upadhyay, 2017). A deep psychological connection will be formed between the idea of the given product and the ad. Moreover, based on Ardia et al. (2023) there exist two contexts that make this ad go viral as for the content, it is due to the busy anime format audience among young people

and very good storytelling according to the current situation; these elements amplify the ad's impact and engagement significantly.

The content and slogans of advertisements are essential components that convey important messages and attract attention (Wang, 2020). Rahmi (2020) recommends that to effectively advertise, it is necessary to broadly cover the target audience. It is important to formulate a clear and targeted message that aligns with the interests and needs of the target audience related to products and services. In anime style advertisements, this can be achieved through strong emotional accents, involving beloved anime characters through collaborations, which can be an effective way to captivate viewers. For example, a study conducted in Indonesia found that companies, aiming to engage teenagers and advertise their products, present advertisements with anime nuances (Andari, et al., 2022). The content of advertisements in anime style advertisements should reflect the unique anime aesthetic and speak to the target audience by using popular anime characters, and symbols, emphasizing emotional accents, and adhering to the Japanese style of anime (Andari, et al., 2022; Rahmi, 2020). Slogans should be impactful, concise, and emphasize the most important advertising message to draw attention to the advertisement and the brand and encourage viewers to take desired actions (Mahmudova, 2020). Therefore, certain phrases or metaphors related to a specific anime can also be applied to anime style advertisements tailored to the product. However, as Klebanskaja and Andriukhanova (2018) point out, if the anime style is used, it can draw attention to the animation element itself rather than the product. This means that viewers may be more interested in the plot of the advertisement and the beauty of the animation style rather than the product itself. However, this trend can be beneficial when advertising different products and services, depending on the goals set, whether aiming to directly showcase the product or increase awareness of the company/brand. This means that the anime style can be a good tool to attract attention, but it must be used carefully so that the product or service is not overlooked due to overly stylized animation.

Testing and experimenting with advertisements are ways to ensure whether the advertisement works as intended (Bergkvist, et al., 2019). In the active and vibrant environment of anime style advertisements, it can be accomplished through the release of small videos or short clips of the final advertisement to measure how it is perceived by the audience and to what degree its perceptions are influenced. Indeed, as stated by Goel and Upadhyay (2017), animated visuals have more identifiable advertising cues compared to static images, engaging stronger visual processing while having a more profound impact on viewer attitudes. Finally, the effectiveness of the advertisement can be further proven or refined through testing it with user-generated content. For instance, anime fans can be encouraged to

develop and promote fan-made versions of the clips, small remixes, and reaction videos. The pervasive success of UGC content can further reinforce the strength of anime style advertising, as marketers are provided with the genuine voice, creativity, and engagement of the audience (Mayrhofer et al., 2020). Likewise, the very process of content creation can serve as a surprisingly accurate testing period, measuring how the audience views the message and the strength of every part. Only by collecting and analyzing data of both of these kinds, the marketer is not only able to measure the direct impact of the advertising elements. It is only possible to adjust and improve based on viewer feedback and reach and engagement (Kniazieva et al., 2021; Gordon et al., 2022). Through such interactions and dynamic feedback, the results can be utilized to further refine the advertisement and use viewer interactions with it to maintain the strength and reach out to the target audience in the most effective way.

Anime style advertising hinges on the effective use of **visuals** that draw and retain the viewer's attention, taking full advantage of the dynamic and colorful aesthetic of anime. Advertisements heavily rely on high-quality and vibrant pictures, thoughtfully selected color schemes, and visual narratives that notably bolster the advertisement's impact. As Mahmudova (2020) puts it, visual presentation is akin to a "word game" that hooks the viewer with eye-catching visuals that not only quickly succeed in drawing attention but also form a connection viewers might find interesting. It is based in part on the associative character of the human brain, which is known to process visual information – photos, images, color palette – faster and more effectively than textual sequences. Furthermore, Mogaji et al. (2020) suggest it is critical to consider the role of color in advertising because it structures and divides the space or information, highlights what is important or dominant, and elicits an emotional response from the audience. As such, color can be used in an anime style advertisement to excite, relax, invigorate, and so forth, using the natural psychological associations the human brain has with certain colors. Naturally, the overall anime color palette – bright, colorful, contrasting colors – can energize the viewer, making them more likely to remember the ad and the brand it is promoting (Klebanskaja and Andriukhanova, 2018). Visual identity also matters exaggerated and expressive faces and recognizable character designs act as a powerful tool of brand recognition. Consumers are known to respond positively and memorably to recognizable symbols: if the artist was able to skillfully mesh the art style with a unique stylistic choice, consumers seeing that advertisement again would likely recognize the brand and remember the advertisement, forming a positive brand impression (Goel and Upadhyay, 2017). Animation significantly boosts the focus of attention through stimulus: hence, it is an excellent tool to grab the interested party's attention and ensure the message is delivered. Therefore, animation is regarded as a more effective way

to get attention, especially for Web advertising (Ardia, 2023). Initial studies discovered that the problems of attention occur more frequently on animated adverts on the web at a higher proportion than on static ones (Putri and Murwonugroho, 2021). Current work, however, found no difference between animated and static presentations in attracting the viewer's intense attention. Consequently, animated characters, in particular, were noted to get attention, and the marketing of the advertisements intensifies in memorizing the brand name once repeated (Ardia et al., 2023).

Targeted advertising is critical to obtaining the desired impact (Mahmudova, 2020). Anime is divided into numerous genres that are catered to various target groups based on their age, gender, and personal tastes. In anime style advertisements, this can also be achieved by carefully identifying and understanding the interests, needs, and hobbies of the target audience (Rahmi, 2020). This is supported by Klebanskaja and Andriukhanova (2018), who indicate that the target audience is typically youth up to 30 years old. To develop a strong emotional connection with the target audience, advertisements might use knowledge of anime culture, prominent anime genres, and memorable characters. Such a deep connection with the audience can be built through anime events and conventions, which feature anime-style commercials that pique customers' interest in the brand. Andari et al. (2022) investigated the popularity of anime-style commercials among young people and how corporations utilize them to engage and sell their products. Furthermore, the writers examined anime commercials and discovered great improvement toward reaching a bigger audience. Tailoring advertisements to the target audience in anime style advertisements may involve subtle or direct references to specific elements of anime culture. However, as found in the study conducted by Klebanskaja and Andriukhanova (2018), cultural features in advertisements do not necessarily engage customers, or only a very small percentage of people are engaged by them. Nonetheless, this can be achieved through collaborations with products through recognizable characters that the target audience admires or recognizes, using known anime scenarios or individual episode motifs, as well as maintaining connections with fan communities or adapting advertising to popular anime platforms. Researchers also note that the popularity of anime characters in Japan is evident, as they are seen on various items across the country, from T-shirts and toys to public transport. However, according to another study titled "The potential of anime for destination marketing: fantasies, otaku, and the "kidult" segment, anime tourism effects can extend beyond geographical boundaries, as the global anime market is highly diverse and provides new opportunities for marketing organizations in other countries. Thus, as indicated, the anime environment is more fantasy-oriented than most films, viewers develop their identity as "otaku" in their youth, and anime works can be extended

with new series, which could create long-term activity in developing the youth segment (Tung, et al., 2019). Therefore, one of the segments to be more extensively studied should be the youth segment. As emphasized by Goel and Upadhyay (2017), animation is no longer just for children; it is becoming increasingly popular among adults as well. According to the authors, animated content still remains an "unexplored universe," allowing for the free expression of imagination and transporting the viewer into the creators' dream world. Therefore, the research segment should start with "otaku," who identify themselves as anime fans or each demographic group should be individually examined, starting from children to adults (men or women).

Consumer influence is a crucial factor in creating effective advertising (Hromova, et al., 2022; Zhang, 2019). In anime style advertisements, this can be achieved through visual effects, color contrast, music, animated characters, and cultural differences, which can evoke certain emotions and engage viewers (Hromova, et al., 2022; Zhang, 2019). However, the effectiveness of advertising is influenced by consumer interests, cultural background, and professional level. For people from different cultures, an advertisement can be either acceptable or unacceptable, and even humor can have different effects on different people (Hromova, et al., 2022). However, according to Klebanskaja and Andriukhanova (2018), after conducting their research, they claim that the video format along with the identified plot, anime advertising style, and characters positively affects consumer engagement. Anime style advertising can influence and encourage the pursuit of ideal characters, affecting the human subconscious, but this influence can have both positive and negative effects (Hromova, et al., 2022). Thus, the attributes and actions of characters presented in advertisements can shape perceptions of the product or service using psychological strategies, such as association with fashion trends. Since anime is a thriving industry that integrates into our daily lives and has its own audience of followers who identify with their heroes and buy what could please their heroes or have what their heroes have, anime can highlight the novelty, uniqueness, and distinctiveness of a product, as well as satisfy consumers' psychological needs to seek new trends and highlight personality (Wang, 2020). Researchers Goel and Upadhyay point out that animation is an effective tool for advertising due to its eye-catching appeal and the ability to depict almost anything (people flying, animals talking, magic, powers, etc.), showing a wide spectrum to consumers. The application of animation can reduce competition with other advertisers and become a unique communication source. Anime animation is more attractive for advertising due to its eye-catching appeal, characters, plot, and the ability to showcase a wide range of animation genres, as well as other qualities that impact people's engagement with the anime phenomenon, as presented in the annex (Annex 2, *Table*

1) (Goel and Upadhyay, 2017; Klebanskaja and Andriukhanova, 2018). Thus, companies are beginning to use anime style and collaborations with anime characters in their advertisements to attract youth to their brand. This new way of engaging customers can serve as an effective marketing tool.

Overall, the analysis of the effectiveness of advertising suggests several critical dimensions that need to be considered. In Annex 2, *Table 2* it shows the dimensions which include some aspects of advertising. Firstly, it should be ensured that the advertisement is targeted, and it is designed for a specific group of consumers. Targeting is one of the most important elements of successful advertising because it is the only way to reach people. Secondly, the message should be clear and appealing. Therefore, creativeness and innovation help to make the advertisement memorable. The selection of media should also be paid attention to identify if the right channels ensure that the message reaches the target audience. When considering the form and appearance of an advertisement, the design and visual characteristics should also be considered. Emotions are also aroused which is impossible to measure, yet their value is well recognized. This dimension could also be described as the approach of storytelling. Finally, continuous analysis is crucial and is used as an evaluation tool. Combined, these dimensions give a full picture of how the advertisement can be assessed to become more effective.

2. METHODOLOGY OF THE ANALYSIS AND DETERMINATION OF KEY ASPECTS OF EFFECTIVE ANIME STYLE ADVERTISING

The methodology for assessment of the effectiveness of anime style advertising will be provided in this part of FMT. The structure of this part will be as follows: to substantiate the method choice, previous research on anime style advertising will be analyzed. Further, research statements will be established based on theoretical analysis, and methodological insights will be provided. As such, this part will outline the concept that will be later developed into an identified framework.

2.1 Research on the effectiveness of anime style advertising

Anime style advertising is gradually becoming one of the prominent trends in the dynamic landscape of digital marketing (Putri and Murwonugroho, 2021). Thus, this section will provide a rationale in the form of an academic analysis, specifically dedicated to this kind of advertising and anime-focused persuasion to reduce the external emotional distance. Although the initial searches did not reveal many articles focusing directly on this topic and niche, the use of refined keywords revealed many papers suggesting that anime is a rather efficient tool in this regard. To illustrate these concepts, the seven most influential articles will be discussed, examining anime from both perspectives of a simple tool to capture the broad audience's attention and a powerful way to create a unique brand identity.

A scientific literature analysis showed that not many studies on this topic have been published. However, after checking the periods, it turned out that more published publications matched the keyword meaning; the frame was limited to 7 works (see in *Table 2*). But, based on the characteristics of the works, research of the element of anime style in the field of advertising, in general, can be conditionally positive. Thus, anime style advertising can attract attention and establish contact by causing an emotional response to the product or service. The work of Klebanskaja and Andriukhanova (2018) states that unequal advertisements attract attention through the visual part, which is the Animation Style. This is good for the fact that it allows you to use various ads to advertise the product or the service. Based on these facts, Japanese marketing specialists decided to advertise company products using characters from their favorite cartoons instead of habitual advertising, since anime style advertising attracted the target audience. In order to try to understand why it is anime that young consumers like, it is necessary, first of

all, to be familiar with what motivates people to view information. From the data presented in Annex 2, *Table 1*, it is evident that the viewer is attracted to see animation and anime, among other things, by characters; humor; storyline; drawing, coloring; and shapes, proportions, and others (Klebanskaja and Andriukhanova, 2018; Goel and Upadhyay, 2017). As Goel and Upadhyay, 2017 notes, taste closes advertising concepts aimed at children and adults. Anime advertising provides free expression of imagination, is an economical alternative to video production, and attracts attention due to its uniqueness and visual appeal. It looks smooth and colorful. The research by Andari et al. (2022) shows that advertisements in anime style, first, gathers more views and attracts young novices. Companies use Anime advertising for their products, knowing there will be many viewers for free. Moreover, there is a study by Aranda (2020), an analytical work. The advertising issue in anime functions as follows: the response to advertising increases the attractivity of Japan in Europe. Some European characters are shown in the anime, harmoniously interacting with the theme. Researchers Aziz and Ong (2023) examined the possibility of using anime style advertising for young people in their study. Anime advertising is a powerful tool in the youth market, styled in a popular way, creating a positive impression of novelty and an interest in the brand, that it can enhance the associative memorization of the brand. Thus, the research area is open. This is the segment of the youth market. This research area has high potential and is an attractive area for business development trends. The most interesting is the unexplored - anime in France and anime in business. This research area is highly relevant due to the regular use of young people's services. Moreover, Ardia, et al. (2023) article offers additional information on the application of anime style ads, representing article-based research on the animated ads of Khong Guan. The stated source mentions that the ads complied with the taste of millennials and Gen Z, which only made the brand viral because of anime enthusiasts and fans. This study suggests that using animation during a pandemic when shooting advertisements is prohibited, the flexible alternative strategy that follows, benefits the target audience, and has a significant potential impact on the next generation of technology. As a result, the article-based research, which used qualitative approaches such as interviews and a literature review, asserts that animating the most popular ad simply ensures that the brand has an exaggerated impact on the people. Lastly, Putri and Murwonugroho (2021) argue that the use of such style for advertising is successful in several aspects. that "anime, especially the current popular anime, becomes more mainstream and appeals largest to the younger generation." Their research, however, excludes the factor that the attention-attracting component itself, excited by visual and emotional anime components, facilitates contact with the brand, and the chosen demographic or preferred audience will

pay attention to one brand and one connection. In contrast, their research removes the visual and emotional elements of anime that draw attention, making it easier to engage with the brand. This encourages chosen groups to pay attention to specific brands along with links with favorable memories and consumer welfare under the protection of the media or common people. If a place or cultural landscape that uses an anime style message is already well known by consumers who love anime culture, this type of cultural capital can be controlled. Presumably, using anime style advertising will be a strategic innovation of influence as a traditional media carrier form using a print carrier and a modern narrative of social development.

Table 2

Previous research on anime style advertising

Authors, year, origin	Name of the study	Research method	Results
Klebanskaja and Andriukhanov a (2018) Lithuania.	“Customer Engagement through Using Anime Stylized Advertisement ”	Qualitative method, in-depth interview	Stylized anime advertising attracts customers' attention through a visual part called "Animation Style". The interest in the product experience is lower than in the case of interesting advertising. Such a trend is useful for promoting different products and services, depending on the goals - whether is it focusing directly on the product or increasing the awareness of the company/brand.
Goel and Upadhyay (2017) India	“Effectiveness of use of animation in advertising: a literature review”	Literature review	Animation in advertising attracts attention, it is interesting, effective, and used by both children and adults. It allows to have the free expression of the imagination, it is a cost-effective alternative to video production and appeals for its uniqueness, visual appeal, and creativity. Animated images in advertisements attract attention, increase people's attitude towards the advertisement and the brand, and positively affect associations. Research shows that animated ads are more effective than static ones.

Continuation of Table 2

Authors, year, origin	Name of the study	Research method	Results
Andari, Litaay (2022) Indonesia.	“Anime Trend as An Advert Genre in Indonesian Youtube”	Qualitative monitoring and data collection	The results show that anime style commercials have more views compared to non-anime style commercials. Anime is highly popular among young people that is why companies send anime style advertisements for advertising their products and services. Anime commercials demonstrated a significant success in reaching a more extensive audience. The outcome displays local animation studios’ creation of anime commercials that can help in the creation of new working places.
Aranda, (2020) France.	„Representations of Europe in Japanese anime: An overview of case studies and theoretical frameworks“	Qualitative, Case study	Based on the results, it could be inferred that anime advertising in Europe impacts the European people’s visions and knowledge of Japanese culture and aesthetic preferences. The specific European settings and related aspects in the anime adaptation are adjusted to the taste of the European audience and amplify particular messages or concepts. Therefore, the research can prove the importance of advertising as the tool for informing the European people of anime series and promoting better communication between Japan and Europe.
Aziz and Ong (2023) Indonesia.	“The Implementation of Japanese Animation (Anime) In Advertising.”	Qualitative description, discussion	The obtained results indicate that anime advertising affects the young market, it can increase the appeal of a brand by creating a separate characteristic of the product. The demand for it allows for effective work with the creative component in advertisements. Advertising that uses anime is an effective advertising strategy for most audiences because it helps create a positive visual image, but it always attracts attention and improves the memory of people who have seen these advertisements increasing potential in the research of such advertising. It allows one to work with anime for advertising purposes many times and increases the special impression of the advertised product.

Continuation of Table 2

Authors, year, origin	Name of the study	Research method	Results
Ardia et al. (2023) Indonesia.	“Viral Marketing Analysis of Khong Guan Animation Advertising Version a Sweet Memories”	Qualitative method including analysis, interviews, observations, documentation, and discussion	As a result, the anime style used in the advertisement proved particularly effective. It attracted attention with colorful and bright graphics and was relevant to the target age. The use of symbolism and individual stories increased involvement and passion by combining understanding with personal living. Moreover, using many cultural artifacts also made the anime a point for citizens: for the target audience, it was bright and memorable, and it was actively discussed among the audience. Finally, since it was a new area for this case, Khong Guan managed to benefit from the novelty of the method. Correspondingly, the anime style captured the public and was an effective brand.
Putri and Murwonugroho (2021)	The meaning of sign, contradiction between modern and tradition in visualization (Case study: Pocari Sweat TV Commercial).	Case study and discussion	The result is that anime style used in the Pocari Sweat TV commercial successfully expresses traditional and modern cultural themes. It is highly relatable due to the characters and settings reflecting individual lifestyles and expectations. This can bring a more emotional attachment of the viewers through the anime style to feel the strong expressions and symbols, further to the extreme emotional expressing. In addition, because the combination of local culture elements and Japanese popular aesthetics are adopted in area culture, the local audience loves it and the global audience is fascinated, which also proves the power of anime in advertising.

The conclusion that can be made based on the discussed materials related to the use of the anime style advertising is the increasing relevance and efficiency of such format. This influence is seen in the digital sphere's increasing market attractiveness. While it took some time and effort to search for and uncover relevant studies at the start of the overview, the improved and timely search yielded overwhelming evidence for the audience's engagement and brand identity improvement employing anime images. The academic background depicted and supported several reviewed and influential studies that anime can be used for gaining the audience's attention and creating distinct and individual brand identification. This double function will be addressed in the upcoming sections and helps to form an informative background to understand the anime effectiveness as the tool for advertising from the

academic perspective. As a result, the works reviewed provide the information that this advertising style is efficient and promotional. Moreover, fantasy and the associated creativity and imagery in this field creates bright and attractive visuals suitable for the positive or advantageous brand representation.

2.2 Argumentation of Research Statements

Based on the information found and theoretical knowledge acquired, the information about advertising with anime style and their effectiveness in the advertising, research statements were made of qualitative research (Research Statements: *Table 3*). The table presented below is the table composed of highlighted effective advertising aspects and their application in anime style. For each aspect, research statements are provided to explain how they would work when using anime style advertisements.

Table 3

Formulation of Research Statements

In scientific literature, effective advertising aspects are identified:	Applications of Anime Style:	Research Statements
1. Guerrilla advertising. Creative and non-traditional advertisements that stand out from the crowd (Othman, 2021; Ouf, 2023).	The anime style advertisement can be identified as efficient due to several reasons. The first is a unique and vivid appearance, very popular around the world and a great opportunity for companies to produce memorable and recognizable advertising messages that are captivating and engaging the target audience, especially teenagers, which have already formed an impression about the world and even have a certain attitude to it (Klebanskaja and Andriukhanova, 2018, Goel and Upadhyay, 2017).	1. Advertisements utilizing anime style have a positive impact on capturing consumer attention. (RS 1) 2. Advertisements using the anime style have a positive impact on consumers as a new advertising trend. (RS2)
2. Proper messaging. A well-positioned advertisement that expresses the company's brand (Molero-Castillo, 2022).	It has been proven that anime style advertisements are most effective when they are short, deliver accurate messages using natural language, and include convincing stories, all timed to coincide with the highest rates of anime fan engagement (Hromova et al., 2022). This strategy also helps to enhance brand remembrance (Goel and Upadhyay, 2017).	Advertisements employing the anime style have a positive effect on attracting attention to the brand. (RS 3)

Continuation of Table 3

In scientific literature, effective advertising aspects are identified:	Applications of Anime Style:	Research Statements
<p>3. Message positioning. An advertisement that utilizes carefully crafted language embodying the function and features of the advertised product or service (Mahmudova, 2020).</p>	<p>Anime style advertisements succeed in attracting the target audience using common content, such as their favorite anime characters, arousing emotional accents, and impactful slogans that significantly increase the audience’s interest to interact with the brand (Andari, et al., 2022; Rahmi, 2020). However, the high degree of stylization of the animation can sometimes distract attention from the presented product (Klebanskaja and Andriukhanova, 2018).</p>	<p>1. The use of emotional accents and anime style characters in advertisements increases product recognition among the target audience. (RS4) 2. Excessive anime stylization in advertisements can divert viewers' attention from the advertised product to the animation itself. (RS5)</p>
<p>4. Tested Advertisement. An advertisement tested among consumers to ensure a reliable feedback loop and to create better advertisements (Gordon, et al., 2022).</p>	<p>Refining and testing anime style advertisements are made more effective by audience interaction, which includes releasing short clips for instant feedback, interacting with user-generated content, analyzing the reaction, and rethinking the clip idea (Kniazieva et al., 2021; Gordon et al., 2022). The “dynamically tailored to viewer preferences” part involves showing and modifying the working clip based on what precisely the viewers appreciate (Mayrhofer et al., 2020).</p>	<p>Testing anime style advertisements using short video clips helps measure initial viewer reactions. (RS6)</p>
<p>5. Effective visual presentation in advertising which utilizes high-quality images and color schemes as well as compelling audio, is essential to capture and retain the attention of the viewer, evoke emotional responses, and ensure better brand recall and recognition (Mogaji et al., 2019, Zhao, et al., 2022).</p>	<p>Using an anime style to create advertisements involves exciting and active narratives or images that capture attention. Anime-like: The bright, colorful, and often exaggerated features used as an emotional and memorable advertisement. As color and motion easily grab a consumer's attention, they can help promote brand recognition and recall. That is why the human brain is designed to process visual information faster and more conveniently, unlike text (Klebanskaja, 2018; Goel, 2017).</p>	<p>The use of color in anime style advertisements is a crucial factor for effectively attracting the target audience. (RS7)</p>

Continuation of Table 3

In scientific literature, effective advertising aspects are identified:	Applications of Anime Style:	Research Statements
6. Targeted Advertisement. An advertisement tailored to specific target audiences, reflecting their needs, desires, and incorporating consumer insights into the advertising (Molero-Castillo, 2022).	Creating properly targeted anime style advertising that matches the interests and cultural references of the younger generation makes it possible to build particularly strong emotional ties and increase engagement, which allows for a large-scale effect (Klebanskaja and Andriukhanova, 2018, Tung, et al., 2019).	Advertisements using the anime style have a positive impact on the youth audience. (RS8)
7. Psychologically Persuasive Advertisement. An advertisement that takes into account human psychology and effectively influences consumer -consciousness (Hromova, et al., 2022).	Anime style ads work by using visually appealing characters and themes that resonates with people's culture influencing the way in which consumers think about things and behave so that they become more engaged with the brand (Hromova, et al., 2022, Goel and Upadhyay, 2017, Klebanskaja and Andriukhanova, 2018).	Advertisements utilizing the anime style have a positive impact on the intention to purchase. (RS9)

To sum up, it can be concluded that because of the increasing popularity of anime, the use of advertisements of anime orientation is widely becoming more and more available. It attracts consumer attention: due to visual anime aesthetics, this type of ad has uniqueness, distinctive attractiveness, and intrusiveness compared to other advertisements. In addition, they have a targeted lengthy effect on the consumer, emotionally interact with the consumer, and provide insight into the company’s values. It is distinguished by its integrability and whets interest in a specific product or service. Due to the described advertising measures, unique, bright, and effective ads can be obtained in this area, the perception of which will also imply the acquisition. However, it is important to monitor the consumer reaction, analyze the results, draw conclusions, and improve the final product. All nine statements were selected because of the peculiarities of the topic, namely, the influence of ads with anime style elements on the level of attention, recognition, and intention to buy from the consumer (highlighted in Annex 2, *Table 2*). This is important for a general study of this approach, since from the start, one should draw attention to themselves to attract potential buyers. Second, consumer and recognition factors play a large role, as is the interaction between the buyer and the seller. If ads get the attention of a buyer, the next step is to conquer, make a good impression, get the consumer’s trust, and prove one’s worth to strive for develop this manufacturer. Finally, Impact Purchase Intent, if an ad can evoke feelings in a consumer, therefore,

do a good job and show positive aspects, the level of desire to buy it will be higher. It is necessary to devote enough time and effort to studying this topic, as manufacturers spend a lot of energy on advertising. As a result, tests with these excerpts will reveal which aspects are most important and can be further used as a hint or improvement stroke for producers.

2.3 Empirical research methodology and preparation

In order to determine the raised objectives created in the first part of this full master thesis, the effectiveness of anime style advertising is used in an empirical study.

The object of the empirical study - key aspects of an effective anime style advertising for youth/young adults in Lithuania.

Research aim – Based on the empirical evaluation of the key aspects of anime style advertising effectiveness, provide general guidelines for leveraging anime style in advertising.

Research objectives:

1. Using case study methods reveal how the anime style is applied in advertisements.
2. Conduct interviews, to determine the impact of the presented anime style advertisements on users.
3. Based on the obtained case study and interviews' results, provide solutions on effective leveraging anime style advertising proposed by Chat GPT.
4. Verify the Chat GPT generated solutions by using expert interviews.
5. After applying the selected methods of empirical research, to establish the key aspects of effective anime style advertising.

Research statements of empirical study

RS1: Advertisements utilizing anime style have a positive impact on capturing consumer attention.

RS2: Advertisements using the anime style have a positive impact on consumers as a new advertising trend.

RS3: Advertisements employing the anime style have a positive effect on attracting attention to the brand.

RS4: The use of emotional accents and anime style characters in advertisements increases product recognition among the target audience.

RS5: Excessive anime stylization in advertisements can divert viewers' attention from the advertised product to the animation itself.

RS6: Testing anime style advertisements using short video clips helps measure initial viewer reactions.

RS7: The use of color in anime style advertisements is a crucial factor for effectively attracting the target audience.

RS8: Advertisements using the anime style have a positive impact on the youth audience and a positive impact on consumers as a new advertising trend.

RS9: Advertisements utilizing the anime style have a positive impact on the intention to purchase.

The consistency of research logic

The empirical study was conducted in four stages. In the first stage, a qualitative research method, a *case study*, was chosen to investigate the envious effects of effective anime style brand advertisements. The case study is conducted using a qualitative method, and descriptions are provided based on statements composed of seven aspects, according to which the analysis is performed. Advertising substantiated by case study will be presented in the second stage of the research—a *semi-structured in-depth interview* with informants during the interview. During the interview, the opinions of the target audience (Lithuanian youth) were interviewed to determine their views, influence, and confirm or refute the research statements. To accomplish this, 19 questions were prepared in advance and posed to the informants (Annex 3, *Table 1*). Of course, during the interview, to elicit as detailed responses as possible, the questions could be supplemented, depending on the opinion expressed by the informant during the interview. The questions were only presented after the case study videos. The formulations of the questions were based on what they sought to clarify. After a thorough analysis of the interview results, conclusions were provided about the confirmation or refutation of the research statements, as well as the opinion and perspective of the Lithuanian youth audience on such types of advertisements.

From the results obtained from both studies, then there is a third stage when providing data for artificial intelligence to analyze and formulate proposals for effective advertising using anime style,

which would be recommendations from the artificial intelligence side. The analysis used the artificial intelligence program Chat GPT. Then from the presented answers in the last stage, the responses were given to marketing and advertising experts, who expressed their opinions based on their professional experience about the proposals made by artificial intelligence, which confirmed or refuted them.

After all, based on the sequential results of all four stages of the empirical research, empirically substantiated general guidelines for leveraging anime style advertising can be established.

Presentation of Research Subject – Effectiveness of anime style Advertisements in Lithuania. It needs to determine the effect of these advertising ads on consumer behavior and whether they are an effective tool for attracting a younger target audience. Currently, such advertisements are becoming increasingly popular. However, their effectiveness has not been fully explored in Lithuania. This paper was written by using a four-stage empirical research. First of all, the researcher reviewed the brands that work with anime style advertisements in Lithuania and choose 3 ads. Secondly, the representative audience of the target segment using interviews, expressed its opinion and attitude at such ads. The results of this study should be able to understand how anime style advertisements work for the Lithuanian youth audience. Moving on, results from the interview and case analyses were put to Chat GPT to analyze and extract the key aspects of effective advertising using anime style that were later checked with expert opinion.

Justification of Qualitative Research Selection.

A qualitative research strategy is suitable for investigating the effectiveness of the use of anime style. This can provide indication as to how adverts with anime style affect consumers from a qualitative perspective. If you look at how it attracts attention, if people are engaged with the message of the brand, and are persuaded to buy, these aspects need to be scrutinized, and qualitative research can help with this. There are a number of different things that qualitative research excels at when it comes to how respondents view media. As Alamri (2019) indicated, in research that generates qualitative information, in-depth interviews and diaries remain the best way to understand how people feel and their emotions, leading to a better understanding of responses. It has an advantage in the sense that it provides information on the high quality and intricate subjective experiences which occur at the consumer level and are still relatively unresearched. It makes for a good method in which to assess what is capturing the consumer and what is not, how engaged they are, and how their purchasing choices end up being what they are. Esfahani et al. (2023) also note that qualitative methods such as Problem-Based Learning (PBL) help to facilitate richer interpretations, making them the optimal means of capturing complex consumer

behaviors essential for evaluating ad validity (Esfahani et al., 2023). Furthermore, Farooq et al. Storytelling as one of the qualitative methods has been shown to boost engagement and motivation Mageen (2023), thus capturing the target audience through different narrative elements within anime style advertisements would be more effective in communication and brand recall (Farooq et al., 2023).

2.3.1 Justification of Case Analyses

Case analysis is a widely accepted qualitative research method for applying theoretical knowledge to individual examples in order to get deeper insights into difficult issues. Secondary data from numerous relevant digital sites is employed in anime-style commercials to access various advertisement features and their impact on consumers. Furthermore, as Pateliya (2013) points out, case studies differ in their descriptive and explanatory nature in constructive developmental examples. On the other hand, Lewis (2019) also describes the potential of qualitative methodology to incorporate the “chaotic” nature of research, which can be beneficial when discussing creative advertisement. For example, Livne-Tarandach et al. (2015) highlight the importance of cross-case analysis and its ability to help construct theories from the cases, demonstrating individual advertisement features. Thus, the approach of the case implementation to the anime style advertisement as research on theoretical considerations and consuming behaviors in the created advertisement environment. Based on selected anime style ads, they will be tested/used in interviews with Lithuanian youth.

Case study usage. Anime animation is becoming more and more popular worldwide, famous, and well-known brands are adopting this style of animation in their product or service advertisements. Advertisements in the style of anime are encountered more frequently, which attract the attention of young people, create a new perspective on the brand, and encourage the purchase of the product. For the case study, brands that used anime style video advertisements in Lithuania were sought, which could then be presented to respondents during interviews. Most commonly presented similarly to the field being studied were anime movie trailers, promotional stands or posters for events, or concerts. One example is the anime concert 'Anime Superstars - The Orchestra 38 Samurai' that took place in April 2023 in Vilnius, Kaunas, and Klaipeda. However, this was not an anime style video. Then research move to analyzing anime style advertisements in the European market, which would be used by brands in Europe, but none were found. Therefore, the focus shifted to well-known major brands that used anime style in their advertisements. It is important to keep in mind that these cases are analyzed as examples of anime style

advertisements for the target audience, as they cannot be directly adapted to cultural differences, thus they are applied to the Lithuanian audience. This study was limited to 3 cases of anime style advertisements. They were chosen because they match the criteria discussed in the theoretical part of the thesis. There were also articles found that they were discussing these ads as successful cases, and one advertisement 'Nescafe' that appeared as the first search result when entering the keywords 'anime style commercial' on the YouTube platform. That is why the focus shifted to well-known major brands that had use anime style advertisements. There were considerably more such results. It is important to keep in mind that these cases are analyzed as examples of anime style advertisements for the target audience, as they cannot be directly adapted to cultural differences, thus they are applied to the Lithuanian audience.

The selection criteria for the case study: This search was based on three main aspects. Firstly, they are based on content decisions in scientific articles, secondly, the accessibility of advertisements on the YouTube platform, and the third is the one transitioning from reality to the anime world. Initially, the search examined advertisements and identified those articles that were essentially successful case studies. This analysis allowed for the detection of those advertisements that received scientific or academic recognition and could allow for secure clients. Next, the search was for these advertisements on YouTube, which is the only platform with sufficient user activity and the ability to preserve viewers' involvement in their activities. Then moving on to obtaining high-view screen adaptations and positive public discussions on advertising as well as finding the one for transitioning from reality to the anime world. This method ensured that the marked collection would represent not only theoretical but also practical knowledge, and impact to the target audiences.

This study was limited by analyzing three anime style advertisements in this case study. They were chosen because there is information about them in the scientific literature as successful examples, and one advertisement, 'Nescafe,' because it appeared as the first search result when entering the keywords 'anime style commercial' on the YouTube platform.

Thus, the first advertisement found in scientific sources was the 'Gucci' brand advertisement 'Miley Cyrus in Flora Fantasy' (2021). This case was very suitable as it was presented globally on the online platform 'YouTube' and on the 'Gucci' website (Moutat, 2022). The next case was selected from a scientific study by Aziz and Ong (2023), which was 'McDonald's Anime Commercial' (2016) targeted at the young audience in Japan. However, in studying this advertisement, another study was found stating that this ad was used as one of the successful means to attract new employees and restore the company's corporate reputation (Erh Ku, 2018). The third case chosen was 'Nescafé Anime Advertisement' (2020)

which was shown in Asia, specifically in China, Japan, and Indonesia. This advertisement perfectly represented what was being sought: a brand using anime style advertising to attract a young audience. In Lithuania, these three cases have not been verified. Further analysis could also consider anime style advertisements from Tokyo Disneyland Resort, Nissin, Snickers, and Mercedes companies. In summary, while searching for primary cases in Lithuania, and then in Europe, no anime style advertisements were found, but with well-known brands, numerous results were found targeted globally or to the Asian market.

Advertising selection criteria and their overview. YouTube metrics are used, including the view count which records how many times the advertisement has been watched, from which the advertisement's popularity can be discerned. Like/dislike ratings and comment analysis help assess the success of the advertisement and user engagement. The number and content of comments are important indicators of interactivity. Comments can reveal users' opinions and feelings related to the advertisement. Advertisements such as 'Gucci Flora Fantasy' and 'McDonald's Anime Commercial' were picked due to their global reach and related scientific research demonstrating their impact (Moutat, 2022; Erh Ku, 2018). The Nescafé case was highlighted because of its unique regional impact on the Asian market.

Research Limitations and Ethics: In light of the topic of the study, the knowledge of cultural differences can significantly help understand how different cultures perceive advertisements. For one, the data was acquired and interpreted, which presented a challenge regarding publicly available data and ethical concerns of using it for scientific pursuits. Comments from the YouTube platform will also be used, despite YouTube being a public platform, the comments will be kept anonymous, and will be looking for repetitions in the first 50 comments. To determine the effectiveness of theoretically based anime style advertisements in attracting consumer attention, a smaller sample size is selected and analyzed in detail based on the theoretical aspects provided. There is no explicitly defined size for the qualitative content sample, as much depends on the researcher's analytical capabilities and the informational richness of the cases and informants chosen (Mocănașu, 2020, Boddy, 2016).

2.3.2 Justification of Interview

In this research, the application of semi-structured interviews is appropriate based on their versatility and thoroughness. Manifestly, it was essential to obtain a deep understanding of the perception of Lithuanian youth of anime style brand advertisements. According to Baxter and Jack (2008), semi-

structured interviews allow for a deeper exploration of respondents' ideas and opinions, offering the adaptability of questions to every case depending on the informant's answers. It is well-aligned with the goals of the research, which have aimed to investigate experiences and opinions. In addition, Jamshed (2014) argued in the *International Journal of Qualitative Methods* that semi-structured interviews are best suited to gather full and colorful information to understand and approve or disapprove of research statements. Consequently, due to these application methods, the data collected during the research was detailed and comprehensive to address individual perception, analyzing how anime style advertisements could attract youth correctly. This framework provided intelligent insights into the formation of creative advertising strategies which are later dissected by artificial intelligence.

Research timeline. The in-depth interviews were conducted from May 14-16, 2024. In total, there were 8 in-depth interviews gathered. The first lasted 30 minutes and 28 seconds, the second 29 minutes and 39 seconds, the third 28 minutes and 53 seconds, the fourth 28 minutes and 04 seconds, the fifth 35 minutes and 47 seconds, the sixth 34 minutes and 08 seconds, the seventh 33 minutes and 51 seconds, and the eighth 37 minutes and 04 seconds. The longest interview was with the eighth informant, while the shortest was with the fourth informant. The average duration of an in-depth interview was 32 minutes and 14 seconds.

The research participants were selected and configured according to age, because of the youth target group. Kothari (2011) explains why random sampling an effective tool for bias reduction is when studying particular age groups, in this case, the age of youth 18-26 years. "In qualitative studies that use in-depth interviews, Patton (2015) suggests that "data saturation," or the point where no new information is being obtained, should end the study. Having this experience due to conducting interviews eight times. However, it is important to note that a lot of information might turn out to be redundant, and the number of different perspectives is limited. In this case, the interviews took place in the same geographical place – Lithuania; the target audience is the territory of Lithuania. According to Creswell (2013), "When researchers used qualitative research methods, geographical limits were emphasized, and researchers conducted a phenomenological study," the latter explained the effect of the geographical limitation. The degree to which the findings can be generalized about the identified study is evident – which is important to state for the reliability and trustworthiness of the information. Sarantakos (2013) emphasizes the time limits and open and honest character of the interviewee; non-directive interviews previously denied by Rubin and Rubin (2012). The informants were asked 20 questions related to the research questions (Annex 4). The interview's purpose was to evaluate the effectiveness of advertising with anime style

among young people. Course of the investigation: Subjects were asked to view specific advertisements presented to them via a computer, followed by an interview to determine their effect. The study's results were used only to conduct this study and achieve the goal. The answers received were analyzed and their results presented in the 3rd chapter. Possible challenges that can be encountered during the research are the lack of time, which can affect the depth of data collection or analysis, and the honesty of the participants, which largely depends on the openness of the participant.

Research participant's selection and limitation. Annex 3, *Table 2* presents the characteristics of selected informants of a semi-structured in-depth interview. Real names were coded for data protection purposes, therefore, real personalities are not revealed.

Instrument. The first method by which will conduct the study is through the utilization of semi-structured in-depth interviews. Semi-structured interviews are a crucial method of gathering rich qualitative data in a flexible but fundamentally directed manner. As mentioned in AlKhateeb (2018), qualitative interviews can be performed in person or using such tools as Microsoft Teams. Indeed, such interviews are also considered essential when researching such complex phenomena as people's views and experiences. Since the research targets determine the perceptions and attitudes of the target audience, the method by which the nuanced and detailed views of participants are recorded will be indispensable.

In total, 19 questions were composed, of which the following were open-ended questions, where informants are asked to provide their answers in a free-form manner. This is aimed at eliciting sincere and comprehensive responses on the discussed topic. The answers to these questions are later analyzed qualitatively by examining the identified elements, looking for repetitions and similarities among informant responses. Meanwhile, this question is based on respondents' ratings on a 5-point scale, where 1 means that I strongly disagree and 5 means that I strongly agree. One question is about determining the age of the audience, others are closed. All questions are divided into sections: recognition, Attitude towards drawing attention, Attitude towards the brand, Approach to buy, view to the ad approach, tailoring to the target group, and more that helped navigate the interviews (Presented in Annex 3, *Table 1*).

Ethics. While conducting the structured in-depth interview method, informants were briefed on the purpose of the study, research ethics, and the assurance that the research is conducted for scientific purposes and that anonymity of the recorded conversation is maintained. All interviews were recorded using a Dictaphone application. Additionally, it was explained that if participants decided to withdraw from the interview at any point, they could do so by contacting the researcher during the study.

Research Validity and Verification. This research seeks to find out the validity of the anime brand advertisement and if it is effective among the Lithuanian youth in terms of engagement and intriguing factors. Following the perspective by Morse et al. (2002), this is a systematic validation of the research. The model begins by exposing the respondent to the stimuli, the anime brand ad, while engaging the respondent in semi-structured interviews to stimulate the reaction and perceptions. The validity under this model is assured through the research statements that were formulated and tested systematically based on theoretical perspectives of anime brand ad effectiveness. The statements are then put under systematic scrutiny to establish which factor is supported by the empirical research findings or refuted. Therefore, grounding the findings of the conclusion from the research both theoretically and empirically validated makes the research valid to present that the anime brand ad has an engaging factor on the youth.

2.3.3 Justification of Using Artificial Intelligence

The usage of Chat GPT. The assistance of Chat GPT in this FMT was used purposefully. Many companies and individuals are using generative AI for their work/study/activity purposes. However, the usage of generative AI is still disputable based on its effectiveness and credibility. Therefore, to elaborate empirically based solutions in this paper, the results were triangled by AI, experts of the field, and the author of this paper. The research investigates how artificial intelligence represented by ChatGPT can be used to determine the key aspects of an effective anime style advertising. This allows not only testing new research methods but also assessing their reliability and applicability in real situations. Given the rapidly increasing usage of this tool, ChatGPT will be used to gain insights, and the results will be compared with expert evaluations.

ChatGPT is a state-of-the-art language model developed by OpenAI, based on the GPT (Generative Pretrained Transformer) architecture. This structure was introduced by Vaswani et al. (2017) in their paper, "Attention is All You Need", which revolutionized the way neural networks process text by using a mechanism known as self-attention to weigh the importance of different words in a sentence. Building on this, OpenAI developed the GPT series, with ChatGPT being a specialized version tuned specifically for generating human-like text in conversational contexts. The development of GPT models, including GPT-3, was extensively detailed by Brown et al. (2020), where they discussed the capabilities and the methodology behind training such large models using vast amounts of text data. This extensive training allows ChatGPT to simulate a wide range of conversational interactions, from casual chatting to

providing information and answering questions based on patterns learned during training. Furthermore, the effectiveness and nuances of training techniques for these models were elaborated upon by Radford et al. (2019), who explored how language models can acquire a broad understanding of the world and various subjects through unsupervised learning. This confirms that ChatGPT is suitable for making statements because it does this work using large amounts of text obtained on various topics. Hence, by using ChatGPT to create statements, it is possible to assume conclusions about the results and interpretation of data more accurately.

Data Preparation and Analysis. Tasks Using ChatGPT, as an analysis tool, a comprehensive data analysis can be conducted while forming research statements. Data for ChatGPT will be presented in a structured way to optimize the algorithm's analytical power, and the gathered conclusions will be used as the grounds for further expert analysis. ChatGPT will be used to analyze qualitative data in this study. Data will be prepared, processed, and presented to ChatGPT to extract statements for effective anime style ads and generate recommendations based on the available content. The chosen criteria, which the informants found significant and unique from the information gathered in the interviews, will be processed further using ChatGPT to supplement this work. For the tasks, questions were formulated to ensure maximum analytical effectiveness (Annex 3, *Table 3*).

Results Fixation and Generalization. All the generated responses made by ChatGPT will be recorded and summarized to identify the main effective proposals. Here are the stages of how the coding method was performed: by conducting interviews, then highlighting the essential criteria of advertisement effectiveness mentioned by informants which was recognized through theoretical literature analysis. These recognized criteria are input into ChatGPT, generating effective anime style advertisement statements. These are subsequently deconstructed again according to the same criteria. Thus, these criteria serve as codes that demonstrate how digital intelligence utilizes them and organizes the structure of advertising creation. This systematic data analysis allows for highlighting main trends and testing statements, substantiating the results with objective information. According to a new study, using such a method can be effective in generating comprehensive research statements, proposals and research data, new research indicates. For this reason, using Chat GPT in the process can make the study method more organized and systematic, however it is important to check the results and validate them by experts (Driessen, 2023; Alzaabi et al., 2023).

2.3.4 Justification of Using Expert Interviews

Expert Validation and Selection. Experts were selected based on their domain experience and competence, considering the methodology of Hargadon and Sutton (1997), which emphasizes the knowledge of domain experts as a critical assessment component in the analysis of innovative solutions. During the interview it is planned to conduct information with 5 experts, who will be selected according to 2 criteria: specialists in the field of marketing or advertising and having at least 5 years of experience in their field. The questions will be put in two categories. The first category will be for identifying experts and the second one for identifying the effectiveness of proposals created by Chat GPT from gathered results (Annex 3, *Table 4*). The ratings and opinions of experts in this study are very important, as they will be able to measure the effectiveness of the generated by Chat GPT proposals.

Interview Organization and Data Analysis. The interview will be organized following the principles of ranking proposals on a scale of 1–10-point ranking (Searle, et al., 2012). Each interview will be sent by email to the experts and the collected data will be analyzed using an evaluation of each rated proposal by effectiveness score average point, as suggested by Camp et al., (2016) and Wieland, et al., (2017). This method allows for the extraction of key themes and trends that are crucial for the interpretation of expert opinions (Jamshed, 2014). During the experiment, answers to the interviews conducted from the second category will be measured to obtain their assessments of the effectiveness of proposals generated by ChatGPT.

Results Validation. The involvement of experts and their evaluations will be used as the primary tool to validate or refute the ChatGPT-generated proposals about what effective advertising using anime style visuals should be. Each stage of the experiment will be carefully evaluated to ensure that the methodology and the results obtained are reliable. Validation includes both internal quality assessment and external expert evaluation. evaluation criteria are on a scale from 1-10, from 1-4 are ineffective proposals, from 5-6 - neutral, and from 7-10 are effective proposals. To determine the most effective proposals, the formula Average is used to get the obtained results. The formula is an average rating which first calculates the average by multiplying each rating (from a scale of 1-10) by how many responses. And all these values, sum up, then after adding up, it needs to be divided by total responses. This gives the average rating for determining effectiveness.

Ethical Aspects. Ensuring the confidentiality of privacy and ethical behavior, the entire expert interviews will operate with strong ethical rules, which are defined by Budreikaitė and Adaškevičienė

(2010). Another four principles govern explicit ethical use, two of which are the subjects of this study: informed consent and respecting anonymity. The entire experiment process will be conducted in full accordance with the strictest ethical practices, such as anonymization of data, informed consent to participate in the study, and non-disclosure guarantees. This means consent, data privacy from the subject matter experts, and a fair way of handling the data.

3. RESULTS AND DISCUSSION OF USING ANIME STYLE ADVERTISEMENTS

This section presents the whole experiment's results which are divided into five sub-sections that include: the analysis of case studies, interviews, proposals made from Chat GPT and their validation with experts, and lastly comparison with other authors' results studies with future recommendations. The experiment was aimed at and analyzed the Lithuanian youth and experts.

3.1. Case Study Results from Analyzing the Effective Advertisements that Use Anime Style

With the increasing popularity of anime animation in the world, famous and well-known brands are adopting this animation style to advertise their product or service. However, this trend is not only seen in Japan - foreign companies are also starting to use anime style advertisements. Such well-known brands as Gucci, McDonald's, Mercedes, Snickers, Nescafe and others have used anime style advertisements to present their brand. For example:

1. Gucci „Miley Cyrus in Flora Fantasy“(2021) Global Ad.

The Italian Fashion Brand Gucci shows an existing promotion of the floral aroma Flora, where Miley Cyrus has appeared within the style of anime. A commercial labeled Miley Cyrus in Flora Fantasy 2021, specially made in anime style. Inspired by the anime label and pop music, the ad recounts an amusing dreamscape in which the artist Miley Cyrus is the idealistic point of homegrown excellence (Moutat, 2022). The rhythm of anime and popular music is reflected in the sound, which smells of floral alcohol and gently sweet notes. The well-known female artist dominates the visuals. The campaign received a lot of interest and positive reactions. This video has been viewed 660,000 times on YouTube and has 14 thousand positive reactions. Consumers rated this ad as a breath of fresh air that stood out from other ads. Some even stated that they started buying Gucci products because of the impression of this campaign. The commercial was able to combine real life with anime to create an artistic, dreamy, nostalgic, and immersive video that met the expectations of the audience can see that the effectiveness of this ad is based on an emotional branding strategy that resonates with the tastes of Japanese anime fans. Being a kawaii aesthetic based on innocence and vulnerability that taps into young people's need

for glamour and dreams displays the brand’s creation process. This advertisement has gained wide global exposure, respect, and praise for its cuteness and novelty, meaning that this is an effective way to attract customers. As a result, from this advertisement, the brand contacts the client at different levels of resolution and generates the brand experience from the product itself, meaning that anime advertisements are undoubtedly a valuable and essential promotion instrument not just in Japan, but all around the world.

Video to the ad: <https://www.youtube.com/watch?v=Xo5-dDUD2do>

Analysis based on dimensions (in *Table 4*) that were concluded in the theoretical part (Annex 2, *Table 2*).

Table 4

Dimensions of Gucci Effective Advertising

Dimension	Analysis
Target Audience	<p>Demographic Characteristics: This advertising targets young people, the target group (18-26) teenagers and young adults. It is more focused on the female audience than men.</p> <p>Psychographic Characteristics: The target audience appreciates uniqueness, creativity, and seeks ways to express themselves through fashion and lifestyle in different ways by using the transition to anime style world.</p> <p>Behavioral Characteristics: This demographic is active on social media, like anime and Mylie Cyrus, keeps up with fashion trends, and is more likely to buy things that allow them to stand out, smell good, and be fresh.</p>
Clarity and Appeal of Message	<p>Clarity: The poster captures the essence of Gucci Flora perfume: a fresh, floral aroma that is both sophisticated and seductive. It catches good ingredients so that you may envision how it smells.</p> <p>Appeal: using a famous artist like Miley Cyrus a celebrity and the anime aesthetic attracts attention and arouses curiosity, especially among young people who are fans of popular culture and anime. The words in music also encourage young people to smell delicious in their daily lives, which is an appealing way to put the words to the song. Additionally, the song is easy and memorable, which makes it easy to remember the presenting advertising brand.</p>
Creativity and Innovativeness	<p>Creativity: This advertisement has the novelty of the soft fusion of celebrities and anime, transforming from the real world to the anime world—an unexpected and interesting visual.</p> <p>Innovativeness: A new way to transfer to animation and fantastic fragments to convey the scent of perfume. The advertisement is unique from other fashion advertising in that it employs anime-style elements to convey the message.</p>

Continuation of Table 4

Dimension	Analysis
Media Channel Selection	<p>Social media: The advertisement was distributed through their own website, Instagram, TikTok, and YouTube, platforms that are the most popular amongst young consumers. However, the most engagement reached was on the YouTube platform.</p> <p>Internet: The advertisement can also be shown on fashion and lifestyle media frequented by the target audience.</p>
Visual and Design Aspects	<p>Visual Aesthetics: From the bright colors to the hint of anime style elements, and the out-of-this-world fantasy visuals, everything blends perfectly to create a visually attractive advertisement. When we mention transitions and character movement, the animation could have been better, unfortunately.</p> <p>Design: All elements (colors, style, animation, flowers, sea animals) are harmoniously integrated, creating a cohesive and aesthetically pleasing ad.</p>
Emotional Impact and Storytelling	<p>Emotional Impact: The advertising arouses interest, fascination, and wonder with its imaginative and magical journey to both worlds.</p> <p>Storytelling: The narrative of Miley's adventures in a magical anime style world engages the viewer and connects with the perfume's theme. Although the storytelling could have been clearer. There should be more action regarding the animated part or more of an anime style plot.</p>
Measurement and Analysis of Results	<p>Effectiveness Measurement: Metrics such as social media engagement can be used to gauge the advertisement's impact: YouTube (Gucci): 660k views, 14k likes, 661 comments. Instagram (Gucci): 34,691k views, 6,448k likes, 44 comments. TikTok (Gucci): 73k views, 3,536 likes, 56 comments. TikTok (Miley Cyrus): 1.3M views, 47.2k likes, 596 comments. Instagram (Miley Cyrus): 1,277,479 views, 292,170 likes, 2,743 comments. Additionally, tracking sales data before and after the campaign launch can provide insights into the ad's effectiveness in driving purchases but no data was found about sales. Therefore, the ad still needs to be tested by concluding interviews with the target group.</p> <p>Result Analysis: There will be no results in this section, instead, interviews will be conducted. This continual input enables real-time modifications and improvement of future campaigns.</p>

The Gucci “Miley Cyrus in Flora Fantasy” ad appeals to an anime audience: targeting as many young viewers as possible with anime aesthetics and a famous and beloved celebrity, Miley Cyrus, in the ad. This advertising message speaks to anime and popular culture fans of young adults and adolescents. Also, by combining anime and reality, young adults received a double emotional investment track which contributed to a large number of comments and likes on Instagram. Thus, the combination of both the introduction of the brand into the emotional message and the strengthening of emotional influence helped to promote Gucci as popular. It showed consumers that the Gucci brand cares about the emotional side of contact with the audience.

2. „McDonald’s Anime Commercial“ (2016) in Japan.

The case of Japan’s McDonald’s is also an example of the detrimental effect of food safety incidents and the subsequent loss of customers’ trust and financial results. McDonald's undertook several actions to escape the crisis, from replacing feeders to returning workers and customers’ full confidence. Although, McDonald's used its anime advertisements campaign while searching for new employees, which was more effective than the customer engagement campaign. The internet is full of sarcastic images that advertise a particular work and lifestyle ideal. For example, McDonald’s Japan created the anime promotional video “Crew ni Narō” (“Join th Crew”) to attract young people to work at McDonald's with the help of short anime films. This commercial simply advertises the work in McDonald's as a fun party desert-based job. The story is about the first working day of the girl Sumire Hibino in McDonald’s and her experienced colleague Ikumi Hoshino. The commercial highlight’s themes of personal growth and teamwork, portraying McDonald's as a positive and supportive work environment (Beer, 2016).

Thus, the campaign restored confidence, just by showing some of those McDonald's values in action. The advertisement was successful in that prospective employees got engaged with it, which resulted in significant job applications and positive feedback on YouTube (Erh Ku, 2018). This was covered in a McDonald's commercial advertising how their employees can mess up and then learn and rebuild together, which resonated with people online and led to it going viral (Aziz and Ong, 2023). The ad launched in 2016, this anime style commercial kept progressing in terms of public recognition. As of May 10, 2023, this video had about 2.8 million views and 119,000 likes on YouTube, but unfortunately, the link is unavailable to the video it has been deactivated. From another channel, the same ad has 980,000 views and 28,000 likes on YouTube.

Such an approach shows an innovative recruitment concept that received huge support and was highly appreciated thanks to its viral and emotional presentation of a part-time job at McDonald’s. All these reasons helped the corporation to restore its reputation and loyalty and meanwhile invite new employees who were also captured with motivation and inspiration. Therefore, all the corporation’s rapid transformations brought outstanding financial and reputation results. In 2017, McDonald’s Japan set a historic record – a profit of 15 billion yen. This was strong evidence that such Japanese anime styled advertisements managed to attract a target audience that can get inspired by it, helping the company to attract new employees and increasing efficiency and sales (Erh Ku, 2018).

Video to the ad: <https://www.youtube.com/watch?v=ZTrC86mmPaw&t=1s>

Analysis based on dimensions (in *Table 5*) that were concluded in the theoretical part (*Annex 2, Table 2*).

Table 5

Dimensions of McDonald's Effective Advertising

Dimension	Analysis
Target Audience	<p>Demographic Characteristics: The primary target audience was young individuals, teenagers, and young adults, who are familiar with anime and pop culture.</p> <p>Psychographic Characteristics: The audience values creativity, modern pop culture, and entertainment that resonates with their interests in anime. It has an emotional appeal to it because it shows what happens in real life in the job that the target group can relate to.</p> <p>Behavioral Characteristics: This group is active on social media and consumes content primarily through online platforms.</p>
Clarity and Appeal of Message	<p>Clarity: The message was clear, and emotional, showing McDonald's as a supportive and growth-oriented workplace. As well as the main character's personal development and teamwork narrative were easy to follow.</p> <p>Appeal: Using relatable characters and an engaging, emotional storyline makes this advertisement appealing to the target audience, effectively capturing their interest</p>
Creativity and Innovativeness	<p>Creativity: The ad was all in an anime style that showed the struggles faced in the workplace, the mentor being there every step of the way such an emotional and creative approach.</p> <p>Innovativeness: Collaborating with the AKB48 pop group, by using their voices. Also, it shows narratives of personal growth within a work environment were innovative and differentiated the campaign from traditional recruitment ads.</p>
Media Channel Selection	<p>Social media: The campaign effectively utilized social media platforms to reach its young audience, who are highly active online.</p> <p>Internet: YouTube was the primary medium for the video, which received 2.8 million views and 119,000 likes. After the first upload was removed, a re-upload gained 980,000 views and 28,000 likes, proving its broad reach and engagement.</p>
Visual and Design Aspects	<p>Visual Aesthetics: The colorful, vivid anime art style made the animation quality top-notch, making it an eye-catcher for the audience. Vibrant colors, perfectly animated scenes, and above all, food and drinks, here you have the demonstrated science of an ad.</p> <p>Design: The characters blended well with the setting, making the interest to love more about the well-executed theme of learning to swim together and enjoying life as well.</p>

Continuation of Table 5

Dimension	Analysis
Emotional Impact and Storytelling	<p>Emotional Impact: The advertisement resonated with some of the emotions demonstrating difficulties and growth, making it a more emotional and human connection with those who watched it. Also, it shows ups and downs, funny moments, and moments that are appreciation of mentoring, and created memories, and that all is put in a short video of 1:18 minutes that is not too long for viewers.</p> <p>Storytelling: The narrative of Sumire Hibino being mentored and eventually mentoring others effectively conveyed themes of mentorship and personal development, making the story memorable and impactful</p>
Measurement and Analysis of Results	<p>Effectiveness Measurement: The campaign’s effectiveness was measured through views and likes, on the active YouTube video it was 980,000 views and 28,000 likes. There was also an increase in job applications but there was no data found of how many applicants. Therefore, the ad still needs to be tested by concluding interviews with the target group.</p> <p>Result Analysis: The video received millions of views and thousands of enthusiastic replies. The campaign also resulted in a considerable rise in job applications, helping McDonald's Japan achieve a record profit of 15 billion yen in 2017.</p>

McDonald's Japanese employment ad "Crew ni Narō" demonstrates the company's efforts to rebuild trust and attract new talent. This is a midway break in an anime show, and the purpose is to connect with the audience; younger generations will watch pop culture. Connecting with their target demographic resulted in a tremendous quantity of applications. The case of “Crew ni Narō” reveals a very strong coupling between anime style commercials and the prospective company’s social credibility and hiring operations.

3. Nescafé Anime Advertisement. (2020) in Asia (China, Japan, Indonesia)

Nescafé commercial was launched by Nescafé in 2020 in Hong Kong. The anime style commercial lasts about 2 minutes. In the ad, it shows a beautiful young woman walking to get a job. She dived into a Nescafé Coffee drinking can, which gives her the strength to cope with the job she may have. This commercial has 403,000 views and 12,000 likes on YouTube. In the comments under the video, people write that the commercial has cheered them up, touched them emotionally, and that after it they wished to drink some coffee. Many enjoyed the quality, and storytelling of the video with the usage of anime style, it wasn’t a typical Nescafé commercial that surprised others. Nescafé developed an anime advertisement aiming to advertise its coffee cans, and energy support for an active daytime. The video briefly presents how this young woman is trying to battle against tiredness to work her normal hours and how a can of coffee gives her the energy to continue. This was an effective advertisement for targeting a young audience and creating vibrations around the Nescafé brand. It was an innovative way to stand out

and confirm a position in the market. It is an exemplary ad of how creative and effective advertising can help a company promote its products. In summary, the Nescafé anime advert was an excellent method to make people aware of the brand and the products. It also provided key messages about active lifestyle and attracting the target young audience.

Video to the ad: <https://www.youtube.com/watch?v=YZBTgFh33v0>

Analysis based on dimensions (in *Table 6*) that were concluded in the theoretical part (*Annex 2, Table 2*).

Table 6

Dimensions of Nescafé Effective Advertising

Dimension	Analysis
Target Audience	<p>Demographic Characteristics: The target audience includes young workers and adults aged 20 – 40.</p> <p>Psychographic Characteristics: This content must be anime, modern pop culture, stylishly awesome and perfect, and they have to be coffee lovers.</p> <p>Behavioral Characteristics: They use social media, multiple platforms. They treasure lazy days sitting down with a cup of coffee. It's their daily morning energy pump, which makes them happy when they are low.</p>
Clarity and Appeal of Message	<p>Clarity: The message is clear. Nescafe enhances everyday moments, encouraging viewers to be the protagonists of their own lives. They presented very clearly how can of coffee connect us all and make the day better. Additionally, the brand was very well presented.</p> <p>Appeal: The ad consists of an appealing to the eye animation and a relatable theme of striving for self-development and coffee breaks, which preys upon the audience's values and way of leaving.</p>
Creativity and Innovativeness	<p>Creativity: This is a genius attempt to attract the targeted user as they have used anime as a way to narrate a story. By showing the brand as a hero in every character's story, the advertisement connects the target group with a can of Nescafe coffee—a unique brand history video, and that truly is something special.</p> <p>Innovativeness: Teaming up with studios like Filmony and CoMix Wave Films and showcasing anime stylings that make works of Makoto Shinkai look downright drab could have been a breath of fresh, floral air for coffee marketing.</p>
Media Channel Selection	<p>Social media: The ad was shared on platforms like YouTube and other social media, where it reached a lot of audiences.</p> <p>Internet: These ads are then seeded to online media outlets, and posted through various channel methods, ensuring they land with the streaming service and social media platform heavy consumers.</p>
Visual and Design Aspects	<p>Visual Aesthetics: It has great animation with gorgeous and detailed backgrounds and character designs, which is visually stunning. Very vibrant and colorful. The ad simply showcased the coffee in an attractive manner, not shoving it down your throat, but making you want to taste it for yourself.</p>

Continuation of Table 6

Dimension	Analysis
Visual and Design Aspects	Design: The ad is very complex in nature and contains many colors and a very soft color palette, which is the case in anime style and works with the emotional message of the ad—creating memorable moments with Nescafe.
Emotional Impact and Storytelling	Emotional Impact: Focusing again on the emotional, the ad delivers a sense of exuberance and heart with a gorgeously shot format of everyday life, which is enough to make viewers feel good and warm whether falling in love with the brand or not. It is a tale well told, of what it means to be human and to care about our fellow human beings. Storytelling: The story tells of a protagonist running for an interview, but still ends up helping others both intentionally and unintentionally with a Nescafe coffee—making their morning better. The ad takes cues with inspiration from little moments to tell a story to better the engagement in terms of emotions.
Measurement and Analysis of Results	Effectiveness Measurement: The 403,000 views and 12,000 likes on YouTube, but the ad still needs to be tested by concluding interviews with the target group. Result Analysis: The ad was appreciated due to both its aesthetic visualization and quality, as well as its emotional touch. This resonated well with the target audience, hence going by the target audience personality model it was a sound choice for Nescafe to enhance its brand image. They took this coffee, which in and of itself is not your normal way to present coffee, and made it even more unforgettable.

An anime commercial of 2020, made by Nescafé in Hong Kong, utilized the attractive appearance of high-quality animation to promote coffee can sales. Although mainly targeting young working people and adults, the video described the refreshing and joyous qualities of Nescafé coffee through a story suitable and liked by many people and enjoyable to watch. This commercial was accepted well and widespread among the audience and proved that anime can be used as a channel of brand communication with modern, digitally developed people. The promotional strategy of Nescafé represents that strange ideas and connotations are needed to perform pleasant and effective adverts.

In summary, all three advertisements serve to confirm the effectiveness of employing different elements of an anime style to ensure the attraction of the young target audience, as well as enhance the perception of the brand. Incorporation of the elements of popular culture, emotional narrative, and visual high quality have led to positive engagement, contribution feedback, and overall improvement in the perception of the brands among the selected target audience. The employment of anime has been demonstrated to be quite a productive method for developing creative marketing campaigns, which can become more propounded and people-oriented while overcoming the cultural barriers. Therefore, now these advertisements will be used in conducting information out of interviews with target groups regarding their views of these ads.

3.2 Interview Result Analysis of the Empirical Study on Effective anime style Advertisements

This part of the thesis deals with the analysis of the results that were obtained by interviewing the respondents after watching anime style advertisements. The study sought to determine the relevance and extent to which the advertisements attracted consumer attention, which had to be directly related to the research statements. It presents what findings stood out the most, what were the key perspectives, areas of agreement, and disagreement, and their impact on the results (the interviews are provided in Annex 4).

Brand Recognition: Analysis of the interviews revealed that most respondents acknowledged advertising the brands of McDonald's, Gucci, and Nescafe. In most cases, Respondent's experience 2, 3, 4, 6, and 7, they could easily say the name of the brand in question. They usually identify these brands quickly as their advertisements are distinguished by the easy-to-remember logo and many other brand holders. Nevertheless, the experiences were not the same. For example, Respondent 1 found it hard to acknowledge Gucci when she just saw the advertisement. As such, all anime style ads do not make equally hotties of clothes advertise its brands. McDonald's ad also diverted the attention of Respondent 5 and their brand was not fogged. The phenomenon attests that anime style has different effects on the populaces and, thus companies need to have a good balance while designing the ad.

Emotional Reaction: The emotional impact of the ads was overall more positive. Most of the respondents reported feeling positive about the ads due to the emotional storytelling. For instance, Respondent 7 relates well to how "emotional storytelling worked a lot" in the Gucci ad. Respondent 8 also scholarly notes that "I like how emotionally attached you can get into an ad". The ads did not sit well with everyone. Respondent 1 did not like the Gucci ad due to its number of disruptions in storytelling hoping and response. Another note is by Respondent 4, who adds that "the emotional accent in these ones made me even more attracted to the brand". Thus, I believe the anime style emotional accents and storytelling make the ads more engaging and memorable, but only if the execution is good.

Perception of the Brand: At the same time, the respondents agreed that the anime style made the ad more attractive to them. Respondent 3 noted that these ads felt more creative and fresher, making them unique. However, the style can also depend on over-stylization. Almost all the respondents claimed that they could add too many anime elements, and Respondent 5 added that they hijacked her attention from the product. This opinion is marginal, but it is also valuable. Relevant ads also proved to be preferable, as Respondent 8 noted that the publication advertised this product because he noticed

something similar. Thus, the style should be related to the participants' interests and activities. In general, an attractive genre can make the perception of the brand more positive. However, over-stylization takes attention away from the product.

Engagement and Attention: According to several respondents, the anime style features were successful in attracting attention. Respondents 4, 6, and 7 confirm it. The colorful palette, moving elements, and unique characters were most commonly mentioned. At the same time, there were notes of distraction as well. Respondent 5 stated that the elaborateness of the McDonald's ad was at first a distraction for him. Respondent 1 mentioned balancing creativity with clarity and appreciated this in the Nescafe ad. Thus, creativity is necessary, but it should not compromise readability. Based on the results, anime style features are effective at attracting attention. However, balance is required to avoid distraction.

Purchase Intention: While most of the respondents, for example, Respondent 7, mentioned that the ads in the anime style promoted their purchase intention, one cannot argue the potential effect of anime style ads on changing consumer behavior. It is vital to state, however, that the effect of ads on consumers' purchase intention was different. Respondent 6 stated that their purchase intention depends on how valuable the product is, and the fact that the anime style alone made them buy the product was not true. Respondent 8 claimed that using social media platforms such as Instagram and posting these ads also contributed to promoting their purchase intentions. In general, while ads in the anime style make the purchase intention more positive, the actual impact depends on how clear the ad is and how well it matches the advertisement.

Youth Appeal: This shows that it is clear that anime style ads are more likely to attract the attention of a youth audience, as all participants reported a strong bias. There are several reasons for this trend. For example, Respondent 8 follows similar content on social media, which is traditionally preferred by younger demographics. Despite these positive results, several participants argued that the perception of anime style ads depended on individual factors such as culture and personal preferences. Thus, the dominance of the youth audience is not to be denied, as these ads are efficient for capturing them, even though other factors may influence the outcome.

Confirmation of the research statements. Psychology responded to the first research statement (RS1): Confirming the research statement, that advertisements made in the anime style have a positive effect on the perception by the audience and capture a large amount of attention. Indeed, respondents related anime style elements to bright and unique color schemes, original character creation,

and dynamics of their movements. The second research statement (RS2) gave a response from psychology: too, confirming the proposal that anime style ads positively influence consumers as a new wave of advertising. Moving on, in terms of research statement (RS3), which suggests that anime style ads work well in terms of attracting attention to the brand, the findings were confirmed in part. Responding to this question, some students noted that they quickly remembered the brands, while others believe that the anime style was too bright and that is why it was impossible to pay attention to the brand, and not to the style of the ads used. The research statement (RS4) was that the use of emotional accents and anime style characters in advertisements from anime increases product recognition. The results show that this is indeed the case, as most people said that by the emotional accents and use of anime characters, people easily recognized the product, and the ad became interesting to remember.

Continuing with the fifth research statement (RS5): The research statement that the overuse of anime stylization in advertisements can lead to the viewers' attention being diverted from the product advertised to the anime itself was confirmed. Indeed, many respondents noted that the excessive use of anime elements was the one creating a distraction from the main message or a product. Then moving to (RS6): The research statement that testing anime style advertisements with the use of short video clips allows measuring the immediate reaction of the viewership was confirmed. The use of short video clips for testing the advertisement was proven to be rather effective for having the respondents provide immediate feedback and reactions. Moving on to the seventh research statement (RS7) was confirmed, conducted that color is a key component in the anime style advertisement's efficient influence on its target audience. Most informants mentioned color as a crucial factor in attracting attention to the ad. In turn, the research statement about the beneficial effect of anime style on the young target audience (RS8) was approved. The style itself answered well to the target audience's expectations, seeming fascinating and engaging. The research statement about the positive effect on the intention to purchase (RS9) was partially confirmed. Indeed, these ads were associated with a higher intention to purchase for some participants, but the impact was ambiguous and depended on the focus and simplicity of the message. Therefore 7 research statements were confirmed and two were partially confirmed (this is presented in Annex 7, *Table 1*).

In summary, the data obtained during the interviews confirm the general effectiveness of the use of anime style commercials to attract the attention and interest of the younger audience. The respondents identified the following advertising cases as creative and new while they expressed fear for excessive stylization, which could distract the folk from the product. The emotional mood of the

advertisement and bright visual elements helped to remember and support the successful recognition of the advertising and the brand. Purchasing power was influenced unevenly, averaging. The obtained evidence shows the need to combine creative techniques with an unambiguous message in creating an advertising clip in the anime style.

3.3 Proposed key aspects of effective anime style advertising Generated by Chat GPT

Achieving the aim of the empirical research, the results obtained during the two initial stages of the research – case analyses and semi-structured in-depth interviews – were used to further establish the key aspects of an effective anime style advertising. The analysis of the results derived from the case study and interview findings provides insightful proposals about the effective usage of anime style advertising. These proposals were developed to present them to experts for further opinion and ranking assessments. Chat GPT generated these proposals based on the formulated questions in Annex 3, *Table 3* (full prompts and answers are provided in Annex 5).

1. Leverage Emotional Branding to Create Deep Connections:

“Incorporating emotional and nostalgic elements of anime, utilizing storytelling techniques that evoke wonder, joy, and nostalgia, creates a deep emotional connection with the audience, enhancing brand recall and fostering stronger consumer engagement” - Chat GPT.

2. Embrace the Kawaii Aesthetic for Youth Appeal:

“Utilizing the kawaii (cute) aesthetic with characters that embody youthfulness, innocence, and charm captivates younger audiences, aligning with their aspirations for glamour and dreams, making the ad more attractive and relatable” - Chat GPT.

3. Ensure Global Appeal with Universally Relatable Themes:

“Designing anime style advertisements with universal themes and emotions, while avoiding culturally specific references, appeals to a global audience, making the content relatable and increasing the ad's effectiveness across different cultures” - Chat GPT.

4. Create Immersive Experiences with Vibrant Visuals and Rhythmic Music:

“Combining visually striking anime style graphics with rhythmic, catchy music creates an immersive, multisensory experience that captivates viewers and enhances brand recall” - Chat GPT.

5. Differentiate with Novelty and Creativity

“Showcasing unique and creative aspects of anime through innovative animation techniques, unique character designs, and imaginative storylines differentiates the advertisement, capturing attention and making it more likely to be noticed and remembered by consumers” - Chat GPT.

6. Strategically Use Color to Attract Attention

“Employing bright, vibrant colors that align with the brand’s message and aesthetic attracts attention and enhances visual appeal, making the advertisement more engaging and impactful” - Chat GPT.

7. Maintain Clear Messaging Amidst Creative Elements

“Ensuring the core message of the advertisement remains clear and focused, with the product or brand as the focal point, prevents the anime elements from overshadowing the main message, ensuring the advertisement effectively communicates its intended purpose” - Chat GPT.

8. Test Effectiveness with Short Video Clips

“Using short anime style video clips to gather immediate feedback from the target audience allows for quick iterations and adjustments based on audience reactions, refining the advertisement for maximum impact” - Chat GPT.

9. Target Younger Demographics for Higher Engagement

“Tailoring anime style advertisements specifically to appeal to younger demographics boosts engagement and responsiveness, leveraging the younger audience's affinity for anime” - Chat GPT.

10. Balance Creativity with Simplicity for Clarity

“Balancing creative anime elements with a straightforward and focused message ensures the advertisement’s clarity and effectiveness, avoiding excessive stylization that might detract from the core message” - Chat GPT.

Using these proposals, brands can use these proposals for anime style advertising to provide a memorable, remarkable appeal in their advertising campaigns that will endear them to consumers.

3.4 Expert opinion and evaluation of proposed key aspects of an effective anime style advertising Generated by Chat GPT

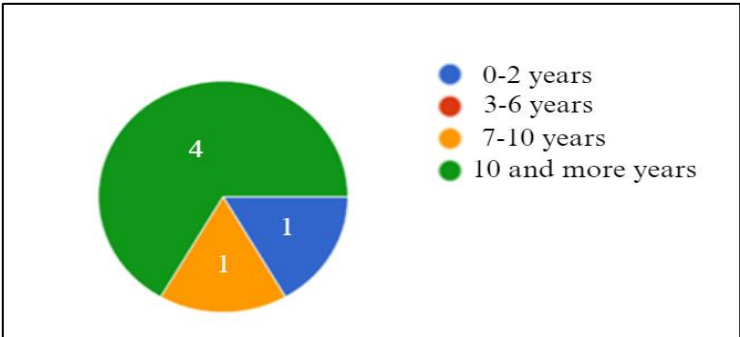
In this research, 6 experts participated. The questions were grouped into two parts. One is identifying experts, and the other is identifying experts on the effectiveness of proposals created by Chat

GPT from the gathered results, according to which the research results are described (the interview with expert answers is provided in Annex 6).

Part 1. Identifying the experts. Thus, three questions were asked, the first of which was to find out what occupations are our experts. This research involves 2 professors, a researcher, a project manager, a Ph.D., and a communication manager. The second question asked “How many years of experience do you have in the marketing or advertising field”, 4 people answered 10 or more years of experience in this field, which shows that the opinion of these people can be the most authoritative when checking proposals. Two answers stood out, one indicated experience from 7-10 years, which is also valid data. On the other hand, the experience of 0-2 years is the least valid in this case (*Figure 1*). Lastly, the last question identified whether the experts want to be published. Since most of the participants did not agree to have their personalities made public, they will be coded by assigning random codes: I1, I2, I3, etc.

Figure 1

Experience in the target field “2. How many years of experience do you have in the marketing or advertising field?”



Part 2. Identifying the effectiveness of proposals generated by Chat GPT for acquired results and categorizing them on a 10-point scale (from 1 - completely inactive to 10 - completely effective). The best-rated proposal was 2, and the worst one was proposal 8 (Annex 7, Table 2). In general, 7 proposals were found to be effective, 3 neutral, and there was none ineffective once. The most effective one was proposal 2 scoring 7.67 points, and the lowest point was proposal 8 scoring 5.0 points. Overall, proposals that were generated by Chat GPT got a total average of 6.57 for the experts and it is considered as effectively formed Chat GPT proposals, but they may have improvements as shared by several experts. Based on the answers given by the experts (I1, I2, and I4) to these proposals, although they are based on

existing significant concepts of advertising in the field, one could argue their specificity with untested regards dealing with anime. All three of these specialists have Ph.D. and work as researchers and professors that have significant amounts of expertise. Both I1 and I2 have over ten years of expertise in marketing and advertising, so their opinions are very authoritative. The I4 has 7-10 years of experience, which provides useful insights.

A lot of proposals, such as incorporating emotional and nostalgic elements or using bright, vibrant colors to enhance visual appeal, are acknowledged as main knowledge in advertising, applicable regardless of whether anime is involved. First, an expert (I1) who has 10 years of experience in the target field, always criticizes that these proposals are also not specific enough and provide little context information. Therefore, it would make more sense to determine specifically which elements in anime cause strong reactions or dislikes as well. For example, I1 pointed out that the proposal about nostalgia is very general and emphasized the need to determine which elements of anime nostalgia cause an emotional reaction of what kind and strength (Annex 5). This point of view is supported by I2, who also has 10 years of professional experience, and it highlights audience analysis and suggests that strategies such as nostalgic attachment or the kawaii aesthetic rely intimately on audiences' prior knowledge and general enjoyment of anime.

Specific to proposals, for proposal 1 on the integration of emotional and nostalgic anime elements, I1 indicates this proposal is very general and specifies the need to identify even more specific types/elements in anime series that arouse strong emotions. Also, as I2 points out, nostalgia-based attachment is a typical tactic that is not specific to anime, pointing out the importance of taking into account the audience's experience with the art (anime) itself. In proposal 2, I1 points out the general applicability of using relatable characters, regardless of anime, and I2 stresses that not all youth seek innocence and charm, recommending an analysis of audience psychographics. Proposal 3 that I1 recognizes as a global advertising guideline, however, I2 disputes the necessity of applying anime if culturally particular implications are to be avoided. Regarding proposal 4, both experts agree on the efficiency of mixing images with catchy music, but they challenge its application to anime. Proposal 5 on presenting unique anime characteristics is considered by I1 as generic advertising knowledge, while I2 acknowledges the difference in potential but notes that it is not specific to anime. I4 expresses that it is better suited to younger demographics. I2 considers proposal 6 on using vibrant colors is considered to be common knowledge, although the proposal is not appropriate for all products and audiences. I4 questions whether these characteristics influence purchase decisions. For this reason, I2 proposes that

proposal 7 calls for interaction between consumers and the brand to make a connection with some elements of anime so it can override the others. In addition, proposal 8, I2 underlines the importance of particularity, like where these short anime style video clips would be used (e.g., TV, TikTok), underlining the approach's general application to any advertising appeal, while I4 shows the difficulty of gathering feedback. Proposal 9 is context-dependent, according to I1, while I2 agrees if the audience likes anime. Finally, I2 considers Proposal 10 to be controversial as it recommends employing anime to bring out the message rather than overlooking its stylistics.

In this concluding section, six experts assessed the proposals generated by Chat GPT. The experts such as professors, researchers, and Ph. D., preferred to keep answers masked in anonymity. They evaluated proposals on a scale of 1-10 points. The average score was 6.57 points indicating that it is often useful while can be improved upon as well. The offered feedback emphasized the necessity of accuracy in generating emotions through anime-related features that consider the audience's prior exposure and implement situational methods. Some suggestions were to introduce proposals with the unique characteristics of anime generating emotional connections and include audience factors.

3.5 Comparison of Empirical Results with Other Authors' Findings and Future Study Recommendations

The empirical findings of this research provide insight into how anime style advertisements work across various animation fields. When compared to the results obtained by other writers, these findings show both similarities and differences.

Similarities. The general results of this research study indicate that anime-like advertisements would produce a positive effect on emotional appeal and capture the interest of the viewers through intriguing storytelling. This aligns well with the findings of Klebanskaja and Andriukhanova (2018) and Andari (2022), who state that emotional language and detailed stories helps by creating a deeper psychological bond with the viewers. Moreover, both this study and previous researchers established that the effectiveness of anime style advertising is attracting young audiences. This study has proven that anime aesthetics in advertisements attract younger viewers and increase their involvement with the brand. Also, experts such as Andari (2022) and Hromova et al. (2022) show that young people are among the primary target groups who respond positively to anime style advertisements related to their interests and cultural preferences. In particular, the study findings demonstrate that anime style advertisements are

viewed with high regard in terms of creativity and innovation. This relates to the Goel and Upadhyay (2017) definition, according to which animated style in advertisements offers imagination more freely than any other type, resulting in unique and captivating advertisements.

Differences. The results of this study suggest that any excessive use of anime stylization may distract viewers from the product being advertised. A few respondents commented that the anime style aspects interfered with the advertisement's overall message. This difference is brought out in comparison to another study, even though Klebanskaja and Andriukhanova (2018) state the following: sometimes the product can be outshone because of intense stylization. Moreover, although the result of this study demonstrates that anime style ads often have positive effects on consumption intention, some studies suggest that the associated impact matches conditions about ad clarity with consumer expectations (Goel and Upadhyay, 2017). The findings obtained in the current study suggest that purchase intentions are more influenced by advertisements that well-construct and deliver their message clearly. Finally, the results of this study point out that anime style ads must be precisely targeted and culturally relevant to the audience. This differs from other studies that emphasize the anime style's general appeal without focusing on specific targeting (Andari, 2022).

Finally, the empirical research results of this study appears to be largely in line with other mentioned authors' findings on the effectiveness of anime style advertisements. This particularly applies to their emotional impact, attractiveness to young people, and creative performance. Therefore, it is important to recognize the risks associated with over-emphasis stylistics to get attention and the fact that effective messaging plays an important role in the success of these advertisements. Additionally, it is important to note that anime is becoming more and more well-known worldwide, thus, the application of anime style advertising can be looked at as a new advertising trend in different countries or for global brands. Anime is a well-known phenomenon among young adults, teenagers, and kids in Lithuania. On the contrary, it is not much known to the older generation, which is why there is not much significance to them that can be also the case for experts evaluation of the interview. Therefore, there might not have been many brands that used anime style ads for the Lithuanian market, but this research shows that among the target group, it captures attention and is a different sight to watch.

Managerial Implications

Based on proven Research Statements, generated and evaluated Chat GPT proposals by experts, and based on the identified theoretical seven key aspects/dimensions, it was possible to identify the main aspects that are essential for creating effective anime style advertising.

Key Aspects for Anime Style Advertising

1. Emotional appeal.

Recommendations: Use anime in anime-style advertising to build a deep link between viewers via details and emotions. This method of doing things can result in increased audience engagement and brand loyalty.

2. Visual aesthetics

Recommendations: Use some outstanding anime pictures in your marketing to provide compelling visual input. Bright colors, bold characters, and a variety of pictures will be ideal for attracting and maintaining the younger generation's interest.

3. Tailoring target audience

Recommendations: Target a younger market that is more receptive to anime-style ads. Knowing what they like and what experiences they've had offers you an advantage when crafting campaigns that communicate directly to this group.

4. Innovations and creativity

Use the wide range and flexible production of anime styles to create unique and visually appealing advertisements. This makes the brand more stand out, be unique and memorable to viewers.

5. Cultural integration

Recommendations: Integrate into the advertising popular anime themes and characters that people already feel familiar or connected with. Collaboration with well-known anime franchises can increase the effectiveness of advertising.

6. Testing and analyzing

Recommendations: By applying A/B testing and content that is generated by consumers to develop nontraditional advertising. Getting consistent feedback could help brands underline the significance of the brand's advertising and ensure that it reaches the intended audience.

7. Psychological effect

Recommendations: Apply psychology in anime style advertising that portrays fashion trends and inspirational characters. That also influences how consumers view and engage from the brand, making it more appealing and memorable.

This gives a good demonstration of how both theoretical insights and empirical data can be used to freely create effective anime style advertisements. By applying emotional appeal, visual aesthetics,

audience alignment, creativity, cultural integration, testing, and psychological impact, ads can be created that stand out and increase interest and loyalty from the viewer. Thus, by employing it and following this recommendation, brands can develop better and more correctly focused advertising campaigns for their target groups.

As a result, further studies may improve this knowledge and investigate the unique characteristics of anime style advertising usages in specific cultural contexts. Given the differences in anime popularity among different countries, it would be even more useful to conduct empirical comparison research incorporating countries from different cultural backgrounds to determine which cultural elements influence consumer perception and interaction with anime style advertisements. In addition, looking into the future, eye-tracking technology could be used to gather a b knowledge of what specific visual elements used in advertising with different kinds of resemblance to anime can grab and maintain the audience's attention. This allows us to see how effective different anime aesthetics of color pairing in characters and dynamic movement are across different countries. Such data can be quite beneficial for marketers looking to develop more effective ways of tailoring their advertisements for various segment groups. These advanced approaches can be used in future research to assist in improving advertising tactics so that they always achieve the right approach with their target audience. These findings help with creating more engaging and culturally related new advertising content that boosts brand memory around the world and attracts viewers. Finally, it is necessary to mention that the current study was conducted in the Lithuanian cultural context, thus, the sample involved only Lithuanian youth and experts. It should also be noted that the focus of this study provides insights more specific to the Lithuanian market, therefore, further research is required to explore different cultural backgrounds to better understand anime style advertising efficacy on a global scale.

CONCLUSIONS

The FMT on the effectiveness of anime style advertising revealed that this unique form of advertising has great potential to attract consumer attention and drive engagement. The theoretical foundations, empirical research methods and results obtained in the paper confirm the effectiveness of anime style advertising and the possibilities of its application in the market.

- Theoretical study confirmed that anime-style advertising is extremely effective in keeping customer interest, because of its distinctiveness, brilliant colors, and aesthetics. The seven fundamental characteristics of effective advertising were identified as very important. From guerrilla advertising to messaging and content, testing and personalized messages, visual appearance, and customer impact, these elements combine to create powerful and iconic advertisements that not only resonate but elicit an emotional response worth remembering after viewing for the first time. It works for anime lovers since that is what they grew up with and continue to adore as adults. Brand awareness and emotional connection are two advertisements in which anime style advertising is used to gain greater success.
- Empirical research methodology included case study identification, focus group interviews, generation of Chat GPT proposals, and expert interviews. The application of different methods made it possible to thoroughly study the research object and collect original empirical data. The holistic methodology made it possible to understand the consistency of the use of anime in advertising: from the reactions of the youth audience, to the possible avenues of the anime style in advertising. The use of different methods was useful in thoroughly arguing the research statements and aims, particularly in identifying and validating the main components required for concluding key aspects of effective anime style advertising. Empirical methodology allowed to better understand both the shortcomings as well as key elements of anime style effective use in advertising.
- The research for anime style marketing materials was for a youthful target audience, and the aesthetic was conducive to effective brand recall. The appeal of high-quality visuals underpinned with a universal popular culture and emotional storytelling translated to higher engagement and better brand visibility across all key aspects. However, too much anime stylization can steal the focus away from the main message and the product of the brand. This research confirms that short videos work well with target audiences in terms of reaction while

also demonstrating vibrant colors and drawing attention is key. Ads based on anime tend to improve purchasing intentions but not always with a clear message. These results correspond with prior works about the warm and creative side of anime style, thus claiming how anime style can act as an influential global advertising medium, particularly among the younger audience.

- The evaluation of proposals generated by Chat GPT for the use of anime style in advertising were rated on a 10-point scale by experts, with the highest score being 7.67 and the lowest - 5.0 (resulting in an average score of 6.57). The experts highlighted that proposals, such as emotional and nostalgic elements, are rooted in well-established advertising concepts but lack specificity regarding audience. Chat GPT proposals need more precise identification of a particular anime use that evoke not only emotional reactions but provoke concrete behavior from the customer. According to experts, the proposals were often seen as too generic and not tailored enough to the unique relation between the use of anime and audience experience. Nevertheless, according to experts, the proposals generated by Chat GPT for using anime style in advertising are largely effective, thus refining them with greater specificity and contextual awareness will enhance their impact. The experts emphasized that future proposals should focus on concrete elements of anime use that would resonate strongly with audiences. The crucial aspect is to enhance the relevance and effectiveness of concrete advertisement by segmenting audience through various aspects.

The FMT has revealed new aspects of the effectiveness of anime style advertising, which have not been studied in detail before. Namely, it is possible to state that the anime style can be effectively used in different advertising campaigns, especially for young people. Therefore, to highlight the potential of the anime style advertisement, showing that it has a significant ability to grasp consumer attention and interaction. The theoretical and empirical work provided support for visual appeal more broadly in terms of bright colors, dynamic visuals, and compelling narratives. Anime style ads work well with both traditional and digital media, which is a plus for those considering using such an ad for their products. Further research could include a more diversified audience, explore other markets, and study the long-term outcomes caused by using anime style to attract and engaging consumers through company promotion appeals. In addition, it would be interesting to explore the anime-style advertising elements via eye-tracking technology, in order to indicate which elements, focus more on consumers' attention. By understanding these components, would allow projects to be carried out, creating ads and testing them with a target audience or even launching it as a brand-specific campaign using guerrilla marketing

techniques. Moreover, these dimensions can be applied in the context of other countries, especially focusing on European countries such as Belgium. Nevertheless, in other countries, especially Western Europe where it is still a controversial topic and more people have an interest in the subject, such advertisements might be more productive. This makes it necessary to conduct a cultural analysis and determine their applicability with an anime style, or more specifically define it in European regions, such as Western Europe — Eastern Europe, and compare the two in general terms to understand how advertising in an anime style affects Europeans and whether there is a need for it in Europe.

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ANNEXES

Key concepts and terms of the work

Advertising – shortly known as “ad” is the business of trying to persuade people to buy products or services; the industry involved with making products or services known about and persuading people to buy them; pictures, signs, pieces of film, etc. that are used to advertise products or services. (according to the Cambridge Dictionary)

Advertising campaign - a planned series of advertisements that will be used in specific places and at specific times to promote a product or service and persuade people to buy or use it (according to the Cambridge Dictionary).

Advertising message - an element of the advertising creation process that has an informational and/or emotional impact on the target consumer. Advertising messages always have a specific form (visual, textual, auditory, etc.) (Huber, Meyer, and Vollmann, 2015).

Animation - is a moving image created from drawings, comics, etc., and it is also the process by which an animated film, such as a cartoon, is created from hand-drawn or computer-generated images (according to the Cambridge Dictionary).

Anime (Jap. アニメ) – when translated from Japanese, it means animation. This animation originates from Japan and is often based on Japanese comics called manga (Goel and Upadhyay, 2017).

Brand - a particular type of product made by a particular company and sold under a particular name (according to the Cambridge Dictionary).

Consumer behavior - Consumer behavior - Refers to the actions of consumers when purchasing goods and services for personal use, including their behavior from recognizing a need to their reaction after acquiring the product (Stankaitis, 2018).

Effectiveness - Effectiveness - It is the degree to which established goals are achieved using a certain amount of resources. It is important to identify and evaluate the company's goals and performance results. Effectiveness is related to the outcomes of activities, customer satisfaction, and the quality of performed actions (Sipovič, 2007).

Guerilla marketing - a methodology that employs creative ideas highlighted through unconventional means, in places where advertising wouldn't be expected (Ouf, 2023).

Influence on consumers - a factor that has a direct or indirect effect on consumers' opinions and behavior, whether positive or negative (Stankaitis, 2018).

Continuation of Annex 1

Kawaii – use in Japanese language meaning cuteness (Oxford Dictionary)

Target audience - This involves segmenting the audience into groups and analyzing their behaviors and needs. The target audience, through various communication channels, aims to expand the pool of potential customers (Labanauskaitė, et al., 2020).

Visual advertising - This type of advertising is presented visually, promoting the company's brand and contributing to the search for new customers and the creation of added value (Labanauskaitė, et al., 2020).

Youth - refers to young people, and young families paying more attention to their well-being and the quality of their relationships, while the importance of family and children decreases, typically ranging from ages 12 to 30 (Atkočiūnienė, et al., 2012).

Acronyms:

Ads – Advertisements

Eng. – English language

FMT – Final Master Thesis

Jap. – Japanese language

PBL - Problem-Based Learning

RS – Research Statements

UGC - User-generated content

USA – United States of America

Theory Tables

Table 1

Dimensions of Gucci Effective Advertising

Nr.	Features/traits	Description
1.	Characters	The anime characters themselves are detailed. This can be seen in their appearance, which has many small features such as hair, eye color and shape, etc. that influence the character's behavior and personality. A character's personality develops throughout the storyline through interactions with other characters. Anime characters are often presented as cute.
2.	The plot	Anime plots tend to be more complex than the plots of conventional animation projects. For example, anime series often have 24 or more episodes, and the plot begins to develop only in the 10th episode. The plot is often detailed, colorful, vivid, and dramatic and has Japanese cultural aspects Animation has no limitations. It can achieve very fantastic special effects and be interpreted in the most intangible environments without the barriers of logistics and opportunity. All ideas can be realized with the help of animation.
3.	Adult orientation	Anime, like all animation, is often thought of as being aimed at children. However, regardless of the animation style, anime plots often focus on adult themes that are better understood and enjoyed by adults. This relates to the complexity of the plot, which the audience must be able to understand and engage with throughout the plot.
4.	Exaggerated physical characteristics	Compared to the rendered bodies of anime characters, their facial expressions tend to be exaggerated and over-emphasized. Most often, the part of the eyes is highlighted, which can occupy even half of the face. Large eyes allow animators to express the emotions of the characters. Also, the characters often have wild, unnaturally dyed hair. This style reflects the inner world of the character, which is conveyed by drawing an unrealistic appearance. Animated characters can be eternal to have various powers or abilities
5.	Product/service	Animation is very effective in promoting products or services aimed at a young audience. They relate well to visuals that resemble cartoon characters, so advertisements that use animation easily grab their attention.

Source: Adapted from Klebanskaja and Andriukhanova, (2018) and D. Goel and Upadhyay, (2017).

Table 2

Dimensions of Effective Advertising

Dimension	Dimension definition and importance
Target Audience	Definition: A specific group of consumers targeted by the advertisement. Importance: Effective advertising must be aimed at a clearly defined audience, considering their demographic, psychographic, and behavioral characteristics.
Clarity and Appeal of Message	Definition: The understandability and ability of the advertisement content to attract attention. Importance: The message should be clear, appealing, and match the interests and values of the audience.
Creativity and Innovativeness	Definition: The originality and innovativeness of the advertisement. Importance: Creativity helps the advertisement stand out from the competition and enhances its memorability.
Media Channel Selection	Definition: The channels through which the advertisement is distributed (e.g., television, internet, social media). Importance: Properly chosen channels ensure that the advertisement reaches the target audience.
Visual and Design Aspects	Definition: The visual elements and overall design of the advertisement. Importance: Visual elements should be attractive and aligned with the message to enhance the advertisement's impact.
Emotional Impact and Storytelling	Definition: The advertisement's ability to evoke an emotional response and incorporate storytelling. Importance: Emotional impact helps connect the advertisement with the consumer's feelings and values, increasing its memorability and influence.
Measurement and Analysis of Results	Definition: Methods for assessing the effectiveness of the advertisement and analyzing the results. Importance: Continuous analysis allows for determining the success of the advertisement and making necessary improvements.

Methodology tables

Table 1

The objectives of the semi-structured in-depth interview questions and their questions' argumentation

Question number	Questions sectioning	Questions	Questions aligning with research statements
1	Brand Recognition and Initial Reaction	Can you tell me what brands you saw in the give videos	RS3: This question helps understand if the anime style effectively brings attention to the brand.
2		How quickly did you recognize these brands? Did you recognize the brand from the very beginning?	RS4: Assesses how the emotional accents and anime style characters can boost brand recognition.
3		What was your initial emotional reaction to the advertisements?	RS4: Emotional reaction is linked to the use of emotional accents in anime style ads.
4	Impact of Anime Style	Does using anime style in ads change your perception of the brand? If so, how?	RS8 & RS9: Investigates how the anime style impacts brand perception and purchasing intentions, particularly among youth.
5		Does the anime style make these ads more engaging to you? Why or why not?	RS2: Evaluates whether the anime style serves as an engaging new advertising trend.
6		Among the ads presented, which anime style commercial caught your attention the most, and why?	RS3: Focuses on the effectiveness of anime style in attracting attention to the brand.

Continuation of Annex 3

Continuation of Table 1

Question number	Questions sectioning	Questions	Questions aligning with research statements
7	Advertisement Effectiveness and Audience Engagement	What elements of the advertisements grabbed your attention? Why? (for each Ad)	RS1 & RS3: These questions help analyze specific elements within anime style ads that capture consumer attention.
8		How do these ads influence your attitude towards the brand and your interest in the advertisements? (for each Ad)	RS9: Assesses the impact of anime style ads on the intention to purchase and overall brand attitude.
9		Do you think this style of advertisement is effective in engaging a youth audience?	RS8: Specifically looks at the impact of anime style ads on the youth demographic.
10	Behavioral Intent and Purchase Influence	Has viewing these anime style advertisements changed your approach to the brand?	RS9: Investigates changes in consumer behavior and perception towards the brand after viewing anime style ads.
11		How has your intention to purchase a product or use the service changed after viewing these ads?	RS9: Directly measures how anime style advertisements influence purchasing intentions.
12	Evaluation and Feedback	How would you rate your likelihood of purchasing a product after seeing these ads on a scale from 1 (strongly disagree) to 5 (strongly agree)?	RS9: Quantifies the effectiveness of anime style ads in influencing purchase likelihood.
13		What are your key factors when deciding to buy a product?	Not directly linked to any RS but could provide background information affecting RS9 results.
14		What aspects of the advertisements did you like or dislike? (for each Ad)	RS1 & RS5: Evaluates the positive and negative impacts of anime stylization in advertisements.

Continuation of Annex 3

Continuation of Table 1

Question number	Questions sectioning	Questions	Questions aligning with research statements
15	Evaluation and Feedback	Please rank these aspects: anime style, storytelling, message, use of language, emotional engagement, recognition, and visuals. (for each Ad)	RS4 & RS7: Helps determine the impact of various elements like color and emotional engagement in anime style ads.
16		What changes would make these advertisements more appealing and engaging to you?	RS5: Addresses potential overuse of anime style that might distract from the product.
17	Demographics and Additional Insights	What is your age?	Background demographic information helps analyze RS8.
18		Do you believe the usage of anime style in advertising would be effective in the Lithuanian market?	This could be linked to RS2 as it assesses the effectiveness of the new advertising trend in a specific market.
19		Is there anything else you would like to add or discuss that was not covered in these questions?	General feedback potentially influences all research statements.

All 19 questions were aimed to answer all research statements and obtain more insights from the Lithuanian youth about ads in anime style.

Table 2

Characteristics of informants of a semi-structured in-depth interview

Information	Gender	Age
Person 1	Male	24
Person 2	Female	23
Person 3	Male	25
Person 4	Female	24
Person 5	Male	23
Person 6	Male	24
Person 7	Female	21
Person 8	Female	24

In total, there were 4 males ages: 23, 24, 24, and 25 who took part in the in-depth interview. For females, they were interviewed by 4 females ages: 21, 23, 24, and 24. The average age for males is 24 years and for females, it is the same 23,5 years.

Table 3

Questions for creating proposals for effective anime style advertising

Number of Question	Question
1.	Based on the results conducted in the case study and interview results, present to me your proposals about effective anime style usage in advertising. And why.
2.	Based on the results provided, make me recommendations for effective anime style usage in advertising.
3.	Based on the proposals and recommendations combine them both and make statements for effective anime style usage in advertising
4.	Now provide it to me as one
5.	Make in a form like this: using this makes this happen or can lead to this
6.	Now combine them in one sentence for each

Table 4

Experts Questioner

Questions for experts:	Category of:
1. What is your occupation?	Identifying experts
2. How many years of experience do you have in marketing or advertising field?	
3. Please rate the effectiveness of all 10 proposals made by Chat GPT on a scale of 1-10. (1- completely ineffective, 10- highly effective) Below every proposal there a place to leave opinions that were not mandatory “Here you can express your opinion to the above presented proposal.”	To identify the effectiveness of proposals created by Chat GPT from gathered results.
4. Do you agree to be published in the work? if yes, please provide your name, surname, and a bit of your professional background.	Identifying experts

Interview Transcriptions

1. Which brands did you notice in the videos?

Respondent 1: Nescafe, McDonalds. I don't remember the brand in which Miley Cyrus was in.

Respondent 2: Gucci, McDonalds, Nescafe

Respondent 3: Gucci, McDonalds, Nescafe

Respondent 4: Gucci, McDonald's and Nescafe.

Respondent 5: McDonalds, Gucci, Nescafe

Respondent 6: Gucci, McDonalds, Nescafe

Respondent 7: Gucci, Nescafe, McDonalds

Respondent 8: Gucci, Nescafe, McDonalds

2. How quickly did you recognize these brands? Did you recognize the brand from the very beginning?

Respondent 1: Well, with Mcdonald's, it was a little too easy because in both of the commercials there was the McDonald's logo in the beginning. It was awesome to see Nescafe because it brought nostalgia in those commercials I saw as a kid. I just rewatched the ad with Miley, it was Gucci. Did not recognize that one, maybe because I really did not like that one.

Respondent 2: In very few seconds. I did recognize all brands from the very beginning.

Respondent 3: McDonald's, I recognize from the beginning, Nescafe in the middle, Gucci in the end.

Respondent 4: Very quickly because it is clearly visible throughout the ads.

Respondent 5: Gucci at the very beginning and Nescafe, first McDonald was to distractive at the beginning to notice, the logo was everywhere.

Respondent 6: Rather quickly, it took me less than 5 seconds each as the advertisements had titles with said brands. Except for Miley Cyrus one, however, she holds the Gucci bottle at the beginning of the video. You could say that I noticed the brands from the start.

Respondent 7: Gucci and Nescafe - instantly, McDonald's showed its logo later.

Continuation of Annex 4

Respondent 8: Very quick, the quickest was McDonald's because of the logo shown and from the plot. Then Gucci, I think I even saw this ad on Instagram because I am following Mylie Cyrus and Gucci profiles so I think I have seen it. And then the last one Nescafe, it got me confused I thought are we really watching an ad or a movie/series of anime, but somewhere in the middle, I started noticing the coffee cans with the Nescafe logo.

3. What was your initial emotional reaction to the advertisements?

Respondent 1: Nescafe had the best storytelling and animations so it's highly positive. McDonald's had a little too much energy for me so I would not say that it is bad, but I did not love it either. The Gucci commercial was really bad, I didn't like it.

Respondent 2: Calming, wholesome, relaxing, funny.

Respondent 3: Fun but confused a bit.

Respondent 4: My emotions after the advertisements are good, happy, and calm.

Respondent 5: Straight face it is like every other ad nothing new here or maybe I don't really like ads.

Respondent 6: If I had to give you a one-word answer - annoyed. However, that would be a biased answer as I am genuinely not appreciative of ads. On the other hand, it was rather refreshing to see the anime integration into advertisements (I genuinely like anime; hence, it was appealing). However, if you were to ask if I had any thoughts of purchasing the products, that's a no.

Respondent 7: I liked Gucci ad because it was innovative and not about sexuality (what we usually see in these kinds of videos), more about positive feelings, that I like. McDonald's ad was fast for me to appreciate the message. Nescafe was fast too, but because it was longer I understood the message it was more clear.

Respondent 8: For Gucci, it was really why they picked such an annoying song, and in the ad, a lot was going on it was confusing. Then McDonald's was okay, I think I understood the message, kind of made me remember my first work and my failures, so maybe kind of pleasing and fun, and lastly Nescafe was very sweet ad not gonna lie still thought I was watching a movie, it was very honest, it seems that this is what we lack in life, to be more tolerant of each other.

Continuation of Annex 4

4. Does using anime style advertisements change your perception of the brand? If so, how?

Respondent 1: Yes, they can change so I would remember my childhood and I started thinking what was the taste of Nescafe coffee. But it does not always work as you can see in the Gucci one. If so, how? It's giving me the visual that I'm used to which is anime and you can see a lot of details which are nice to watch. Filming in real life you have to focus on someplace you want to show, which is not a need in animation.

Respondent 2: Yes, I want something more if it's shown in anime style, it looks more cute, delicious, and funny.

Respondent 3: No it doesn't, but I think it makes it different from other typical ads.

Respondent 4: Does not change the attitude, but it is interesting that the advertisements are presented more interestingly than usual.

Respondent 5: No, but the first ad was confusing, okay it showed perfume, but still it was too much, a lot of unnecessary elements like animals, they don't present the smell I hope so I don't get why they make it like this, complicated. The second one was also confusing because I did not get the ad, is it about food, work environment, or hiring for the job? Usually, McDonald's is direct and about food, that got me confused a bit. And the last was okay, but still looks like a movie, not an ad a bit too much for me, but in general it didn't change my view of the brands.

Respondent 6: Yes and no. It is still an ad, the brands are genuinely well-known already, hence, you aren't really going to perceive them any differently. It is natural for corporate giants to try to appeal to as large of an audience as possible. From an individual standpoint, it was refreshing as it was different.

Respondent 7: I never looked at McDonald's as a chaotic ad-liking brand. But it could work for some demographics. The same goes for other ads. However, for Nescafe, it works perfectly, because it is about speed, efficiency, and lifestyle.

Respondent 8: It is definitely more interesting especially when anime is booming nowadays, it is another approach for big companies because anime is gaining popularity true to the world so it is unavoidable to see some companies making their ads with a different approach than usual, I think is also that they are analyzing their target audience and their trends and maybe in one of the analyses anime style usage was the approach to test and use, that can some times show the uniqueness and what is unusual in that why attracting people, but it is just my guess.

Continuation of Annex 4

5. Does the anime style make these ads more engaging to you? Why or why not?

Respondent 1: Yes, as I said you can see more background visuals, but the Gucci commercial makes me want to tell people not to buy Gucci products because it is bad advertising.

Respondent 2: Yes, because it looks more appealing, funny, and interesting.

Respondent 3: No because I'm not that big a fan of anime, but it is a different approach.

Respondent 4: Does not engage, but causes a temporary feeling of interest that I can say.

Respondent 5: No, because with the first one okay they show the perfume but they were showing a lot of things that were confusing, second okay McDonald's but I didn't get are they promoting the workplace or the food or showing the work environment, and the third one okay I get it but it looks like a movie, not an ad to good for an ad. So they should do analyses of how to use anime style to engage people effectively because in this case, every ad had some confusion or too much. Make it shorter and clearer, that is it. The animation itself is okay, but I guess the plot is not for me.

Respondent 6: Yes, as I like anime. If I was not a fan, I doubt they would make any difference if not decrease my engagement.

Respondent 7: McDonalds not really. As I mentioned before, it was too fast to understand even if it was longer ad everything was going so fast. However, Gucci was interesting and engaging. With Nescafe, it was the average out of all.

Respondent 8: I think I have seen better anime style ads, but they were promoting video games or Japanese foods, but their approach was using famous anime characters that you can recognize and then buy because of the anime that promoted the brand like collaborations between some anime series, that could be more engaging. In general, I think it is interesting to see such ads, but it seems they really lacking knowledge of how to use anime style potential in the ads.

6. Among the ads presented, which anime style commercial caught your attention the most, and why?

Respondent 1: As I said it was the Nescafe. It was short, pleasing to the eye, matched my energy, and gave me the idea to start drinking coffee again.

Continuation of Annex 4

Respondent 2: The Nescafe ad looks super cute and wholesome, so it caught my eye. It feels like watching a short movie, so I'm interested in what will happen next. The drawing is more realistic so it's calming to watch.

Respondent 3: Third one, because it was a quick ad, high quality, colorful and it was fun to watch.

Respondent 4: Maybe the Gucci brand advertisement attracted me the most, I like the transition from the real world to the anime style world.

Respondent 5: Gucci, it is a mix of both worlds it was nostalgic and reminded me of Hanna Montana's TV show and it is both worlds, and it was the most unique for me.

Respondent 6: The McDonald's one, as it was clear and communicated the message more quickly.

Respondent 7: Gucci, because of the colors and video editing, I wasn't suspecting to see anime style in such a brand.

Respondent 8: I would say Nescafe, it was a really wholesome video, I don't particularly love coffee, but it presented the product not forcibly, more showed the story and I liked that the product was presented like a side character, that connected everyone at the end to having a better morning with a coffee, that different approach caught my eye. It didn't feel like I was forced to watch or buy the product but now thinking on this maybe I should buy it and try it.

7. What elements of the advertisements grabbed your attention? Why? (for each Ad)

Respondent 1: Bright warm colors caught my eye on the Nescafe and McDonald's. Really loved the food demonstration, and drink it felt like I could smell it and feel the taste. Gucci had the idea to go from the real world to anime, but they failed the transition, and anime part looked more like an American cartoon wanting to be anime, that caught my eye in a negative way.

Respondent 2: Ad 1: obviously the celebrity Miley Cyrus, vintage colors, cool song, video mixed with anime, anime makes it look more cool for sure. Ad 2: The food looks very appealing and tasty, and happy vibes, also anime looks very nice to the eye, funny video. Ad 4: Calming music and anime style looks very nice, cute, and realistic, it's interesting what will happen next in the short story.

Continuation of Annex 4

Respondent 3: First one, Miley Cyrus transforming into an anime girl because I didn't expect that it was surprising and different. The second one – Story, because everything was perfectly displayed for me. Fourth one – Action of the day, you never know what is going to happen, so I wanted to see the end result what will happen, and what will be the moral of the story.

Respondent 4: Animated elements, flowers, people, buildings.

Respondent 5: Gucci, the part where it was animated, McDonald's probably the food, Nescafe the pastel colors and small details was like watching an animated movie.

Respondent 6: Honestly speaking, I don't remember much of these ads already - I would have to go revisit them if I wanted to answer truthfully. The first ad, containing Miley Cyrus, was extremely annoying from the beginning, the style and the graphics were rather not appealing - the most notable detail was Miley herself. The Nescafe ad was too long of a format hence I didn't really focus that much, but maybe the colors and the style it was drawn. The long-format McDonald's ad had a story around McDonald's itself, hence, would not pick out a specific detail.

Respondent 7: I liked the contrast between the reality and animation in the Gucci ad as well as the song. For McDonald's, it was more of the storytelling that might grabbed the attention out of most elements. On Nescafe, it was the storytelling as well and colors it made the visuals look really good.

Respondent 8: In the first one the colors and the weird quality of the animation, I'm not fond of it. Then the second one is probably the food and the story. And the last one would be the colors, the detailed animation looking like a movie, and how the product was used in the ad, then it would be the brand's approach I liked.

8. How do these ads influence your attitude towards the brand and your interest in the advertisements? (for each Ad)

Respondent 1: I'm on a diet so the new McDonald's sauce really got into my head, it does look perfect in anime style with some fries. The Nescafe showed how one coffee can change my whole day. And again, the Gucci commercial (would call it a cheap ad), made me want to look away from Gucci products.

Continuation of Annex 4

Respondent 2: For the first, I want to try the perfume. Second, I want to go to buy McDonald's. And the third, it makes me want to drink Nescafe.

Respondent 3: First one – buy new perfumes, Second and third one – buy a burger, Fourth one – drink coffee.

Respondent 4: Causes interest, and makes me pay attention to details now I want a Cheeseburger and Nescafe coffee that is a weird combination.

Respondent 5: Negative, just keep it simple. The first one was a bit confusing as well as second one had a lot of stuff going on, and the last one was okay but more like I said like a movie, I think the ad should focus more on the presentation of the product, then it can be different interest in the ad.

Respondent 6: First, negatively, would likely stray away from the brand that does ads in this style and not good quality. The second one was neutral but more to positive. Fourth one was neutral.

Respondent 7: Gucci is a more luxury brand, that's why it was surprising that the ad portrays the easier lifestyle, laid back style. McDonald's surprised me too. Usually, you see real people in their ads. However, this time it was anime. For the Nescafe, I was most surprised about the product - coffee in a can.

Respondent 8: First one, not gonna lie the first time when I saw it I really want to smell that scent. As I said I saw this ad, so after some time I went to the cosmetics perfume shop “Douglas” for another reason not perfume, but I saw this perfume it caught my and reminded me of the ad, then I tried it and it kind smells like presented in the video fresh and summer flowers, I didn't buy it because I came for another thing and I have perfume but in future, I may consider. So I guess it was an effect of the ad. For other, I think it will be a typical answer that I am going after this interview to get McDonald's for sure, and as I said not a fan of coffee, but the ad made me feel like I should give it a try maybe I will like it.

9. Do you think this style of advertisement is effective in engaging a youth audience?

Respondent 1: Yes, very much so. Some older generation who grew up and heard or even watched anime, but at the same time I think it gives a big, big negative effect on the oldest generation. When they see this ad, they might think it's for children or even say some old people sayings like to stop watching it, and when someone asks, they would spread the negativity.

Continuation of Annex 4

Respondent 2: Yes, because it's interesting, funny, and appealing.

Respondent 3: Yes, because I think the youth are more into anime.

Respondent 4: I don't think so, because people have a hard time accepting new styles, but it again depends on what type of youth, what they like.

Respondent 5: No, most of them watch YouTube and gaming, anime is more for adults now, but I think it depends on the product or service you are promoting.

Respondent 6: I would think so, however, it depends on their interests. The longer format anime ads would not be appealing to people that do not have an interest in it disregarding what age they are.

Respondent 7: I think yes. Especially for anime fans that I think would make them so happy, but thinking more it is kind of interesting to see unusual style of ad.

Respondent 8: Yes, especially with our generation that grow up watching anime and I can say in Lithuania the mainstream in our childhood was to go home and watch Dragon Ball, Sailor Moon, Yu-Gi-Oh!, Pokémon and others, we used to collect cards and other items so that would really be nostalgic and now those nostalgic feeling and going back in the early 2000s are trending. So if they want to engage the youth generation they should go with a nostalgic appeal or create a memorable feeling that I think would even catch people's attention who don't even like anime, but it needs to be a good message and good visuals and emotional storytelling.

10. Has viewing these anime style advertisements changed your approach to the brand? (for each Ad)

Respondent 1: Nescafe and McDonald no, but Gucci yes, won't be buying those pants anymore.

Respondent 2: It made me want to buy these things, especially food because it looks appealing, and these ads made me feel relaxed.

Respondent 3: No It did not, because I'm not a huge fan of anime, so it did not change anything for me.

Respondent 4: No really, these are big brands, but it is nice to see them using different approaches, at least trying.

Continuation of Annex 4

Respondent 5: No I would still eat at McDonald's and I would still buy Gucci because of the brand is classy and I like it, but now I would consider buying this as a present to my girlfriend, mom, or sister. And for Nescafe is the same.

Respondent 6: For all of them it's a no, it would be difficult to change view of the brand just with one ad that just uses the style it is not like they are doing something ethically or culturally wrong.

Respondent 7: I don't think it did necessarily, but one thing that was different to see was the McDonald's work conditions and not concentration on just the food.

Respondent 8: Well not really, I guess if I have to make an answer that would be for Gucci, I hoped more like better animation and better quality of the ad so a bit disappointed here. For Nescafe, the brand showed me that they don't need to forcefully promote the product. It is also about the shared message and humanity in people, it made me look different to the brand, in a better way. Finally, for McDonald's, I feel like it was not a typical ad of theirs, so either something happened to their social corporate responsibility, or something with working conditions because it's not typical for them to make ads showing perfect working conditions or maybe I missed something, but I haven't seen it, but in general, it's McDonald's I will still eat it let's be real here.

11. How has your intention to purchase a product or use the service changed after viewing these ads? (for each Ad)

Respondent 1: When I will want coffee now, I will go to the store and grab and try Nescafe instant coffee. When I get to a point when I can start eating cheat food. And I will not look at Gucci the same way.

Respondent 2: 1: It made me want to smell the perfume, to try how it smells. 2. It made me want to eat. 3. It made me want to drink Nescafe and chill.

Respondent 3: Now I want McDonald's others not really.

Respondent 4: Did not change, because it does not cause a foaming effect.

Respondent 5: It has not changed. But I definitely now want McDonald's and for Nescafe sorry I don't like instant-made coffee, and Gucci as I said I like the brand so I will still buy there, but not because of this ad, for this ad as I said like a gift, should smell good.

Continuation of Annex 4

Respondent 6: The Gucci one negatively, would not buy - the whole ad was annoying. McDonald's was neutral and did not change, but in a more positive way, I guess. As I am in no need of Nescafe products it is neutral.

Respondent 7: I'm intrigued to try the Gucci perfume, and maybe the canned coffee from Nescafe. McDonald's was not that impressive.

Respondent 8: So the Gucci one as I said made me want to try the perfume and I recognize the perfume because of the ad while being in the shop. Then McDonald's well as I understand the approach was to recruit new workers or show how good of working conditions are in McDonald's, so I guess that didn't catch my eye to work there as well as it didn't change my view on the working conditions because this ad focuses on the young people in Asia more likely Japan as I understand, that is known for having not normal working conditions in the whole country, so it makes sense, but not in Europe and not in Lithuania because there would be a huge scandal for sure. And if thinking about the food, yes, I want that. Nescafe ad as I maybe mentioned I would like to try it looked good, maybe I will start liking coffee after.

12. Evaluation and Feedback On a scale from 1 (strongly disagree) to 5 (strongly agree), how would you rate your likelihood of purchasing a product after seeing these ads? (for each Ad)

Respondent 1: Nescafe 6 which is a strongly agree +, then McDonald's is 4, and Gucci is 0.

Respondent 2: Gucci - 3, McDonald's - 5, Nescafe - 5

Respondent 3: first one - 3, second - 5, Third one - 2.

Respondent 4: First would be - four, second would be - three, third would be - three.

Respondent 5: First - 4, second - 3, third - 1.

Respondent 6: First 1, if there was a 0 I would rate it 0, didn't like it. Second - 2. Third - 3

Respondent 7: Gucci - 6 that I liked or okay we can say 5 with a plus, McDonalds - 2, and Nescafe - 8, okay, okay 5 with a plus as well.

Respondent 8: Gucci would be 4, McDonald's maybe then in this case we are talking about the food or applying for a job? Either way 3 for the job if in the specific field that I want and 5 for the food we people always want McDonald's is not even a question. And for Nescafe like I said I want to try it so probably 4 but not eager to do that.

13. What are your key factors when deciding to buy a product?

Respondent 1: How much it costs, for items – how it looks and how it functions, for food – visual, smell, and the taste. Forgot the packaging on the food, cute packaging would bring me back to some places.

Respondent 2: price, package, quality

Respondent 3: Quality, sense of importance, people's feedback

Respondent 4: Elements of style, popularity, otherness.

Respondent 5: I like it, do I need it, can I afford it.

Respondent 6: The need for the product - if I don't need it I will not buy it. Ads do not generally influence my purchasing options. I tend to trust reviews more and try to make educated decisions about more serious purchases.

Respondent 7: Affordability, quality, sustainability.

Respondent 8: Probably sustainability, do I really need it, and why do I need it, what would it change, solve, or do well for me, can I afford it.

14. What aspects of the advertisements did you like or dislike? (for each Ad)

Respondent 1: I like it when they use the product in the advertisements in a positive way. Use one type of style, short and easy to understand. I really don't like it when there is Miley Cyrus in ads.

Respondent 2: First one I like everything about this ad, from celebrity, music, video and a bit of anime. 2. Maybe the drawing is too old, apart from that I liked everything, mostly how food looks. 3. Calming music, anime style looks very nice, cute and realistic, it's interesting what will happen next in the short story.

Respondent 3: First one – I disliked that the product was fully introduced and the end of the ad. At first, I thought it was about cats, for real. Second one – I liked the story but disliked how long that was but was fun to watch. Third one – I like the ad's idea, was a lot of action, kept me interested.

Respondent 4: In every ad, I like: stylishness, otherness, and colors. Dislikes: extravagance, simplicity and some were too long.

Respondent 5: All of them were a bit too much, they should meet in the middle.

Continuation of Annex 4

Respondent 6: First one disliked everything about it second one was too long, however, it was a nice style. I would generally like the message to get to me faster. And the Third one as well too long, however, it had a refreshing style.

Respondent 7: Gucci: I liked the transitions, and disliked too much of uncertainty. McDonald's: liked the story, but disliked the speed of the video. Nescafe: liked storytelling and direct approach to key ideas of the product, disliked the intensity.

Respondent 8: Gucci didn't like how they did the transition to the anime style, the music was a bit annoying for me, a bit too extra and confusing. I like the flowers and the sea it reminded me again of the scent. McDonald's I liked the storyline but it is maybe a bit too long you can quickly lose interest, can be at first also confusing but then I got the aim of it. And for Nescafe well I really liked the message and the storytelling and the anime style given that was good quality maybe even to good that can miss lead to anime it self not to the product.

15. Please rank these aspects: anime style, storytelling, message, use of language, emotional engagement, recognition, and visuals. (for each Ad)

Respondent 1: Oh, can you tell them again, anime style - for the first one bad, horrible, for the second one fine it is good, third one amazing, perfect. Storytelling – first one there was no, second I got it but can be better, third- was clear. Message – first one didn't get at all, second and third clear. The use of language- first one annoying music, second and third good, maybe second a bit too much. Emotional engagement – first non, second kind of did have something there, third had and a strong one. Recognition, Gucci I recognize the Mylie but not the brand, second and third clear. Visuals – first horrible, second and third good I like it. But if rating in general Anime style has to be good it is first thing, then storytelling has to be important, the message is not always needed, then I don't like it when the language is too much. Emotional engagement - not needed, recognition not needed, and visuals has to be pleasing to the eye.

Continuation of Annex 4

Respondent 2: Can I rate it on a scale of 1-10? Okay, so for the first ad Gucci: anime style 10/10, storytelling 8/10, message 8/10, use of language 10/10, emotional engagement 9/10, recognition 10/10, visuals 10/10. Second McDonald's: anime style 7/10, storytelling 8/10, message 8/10, use of language 9/10, emotional engagement 9/10, recognition 9/10, visuals 7/10. Third Nescafe: anime style 9/10, storytelling 10/10, message 10/10, use of language 10/10, emotional engagement 10/10, recognition 10/10, visuals 10/10.

Respondent 3: You have to show me them again and I will try to rate them. Can I just say for every ad what there is from my perspective and rank? So, the first one - emotional engagement, recognition, and message. The second one – storytelling, recognition, anime style, emotional engagement, message, and visuals. The third one - is anime style, visuals, message, emotional engagement, recognition, and use of language. The fourth one – recognition, storytelling, anime style, message. These are according to the ad most important to me.

Respondent 4: Oh, can I according to ad just put the most important one? The first ad would be visuals, the second ad - emotional, and storytelling, and the third ad - emotional.

Respondent 5: I will put according to ads. So for the first was visuals and recognition; the second ad was emotional, and storytelling; the third one was visuals, emotional, storytelling, and anime style.

Respondent 6: I will apply 1-10 scale and I need you to show me again, thanks. So for the first one: Anime style 2, storytelling 1, message 1, use of language 1, emotional engagement 1, recognition 4, and visuals 3. The second ad: Anime style 7, storytelling 7, message 7, use of language 8, emotional engagement 8, recognition 6, and visuals 7. For the third ad: Anime style 7, storytelling 8, message 6, use of language 8, emotional engagement 7, recognition 8, and visuals 7.

Respondent 7: In scaling from 1-10. Gucci ad: Anime style 8, storytelling 4, message 6, use of language 6, emotional engagement 4, recognition 9, and visuals 10. McDonald's ad: Anime style 6, storytelling 6, message 5, use of language 4, emotional engagement 7, recognition 5, and visuals 7. Nescafe ad: Anime style 6, storytelling 7, message 6, use of language 8, emotional engagement 7, recognition 10, and visuals 7.

Continuation of Annex 4

Respondent 8: I will scale it from 1-10 but ask and I will rate. Gucci ad: Anime style 4, storytelling 2, message 2, use of language 5, emotional engagement 3, recognition 8, and visuals 7. McDonald's ad: Anime style 8, storytelling 8, message 7, use of language 5, emotional engagement 9, recognition 10, and visuals 8. Nescafe ad: Anime style 10, storytelling 9, message 8, use of language 7, emotional engagement 10, recognition 10, and visuals 9.

16. What changes would make these advertisements more appealing and engaging to you?

Respondent 1: Nescafe and McDonald's did a good job maybe more clear on McDonald's. Gucci, delete Miley Cyrus, keep one type of visual, or make better transitions. Use the Japanese usual type of visuals and just use the product that you want to sell.

Respondent 2: For me the more interesting the story the more I want to watch it. Also the more colorful and new the style is it is more than appealing to me.

Respondent 3: So that there is some information about the product at the end or clarity on what I should do or what they want me to do after watching this ad.

Respondent 4: Some are too long and not interesting, do not arouse interest, so make them shorter and clear.

Respondent 5: Keep it short and simple, not a movie quality like, not confusing viewers, and decide clearly what is the aim of the ad.

Respondent 6: I do not know, maybe less confusing, because the first ad was a really bad animation as a person familiar with anime style, that is really not good and poorly animated, should put more detail into it if using such style that other people are familiar about.

Respondent 7: Slow down on Nescafe and McDonalds. Use more emotional engagement in Gucci.

Respondent 8: For Gucci either learn how to use anime style or don't use it at all, because if poorly used it can get bad reviews from people. For McDonald's, just don't create such complicated ads, use the same plot that you use for filming in real life and make it animated so that will work for sure. Nescafe I liked what they did with that ad but I would make it less movie like we don't need to fall in love with characters we need to fall in love with the product or the brands message.

17. What is your age?

Respondent 1: 24.

Respondent 2: 23

Respondent3: 25

Respondent 4: 24

Respondent 5: 23

Respondent 6: 24

Respondent 7: 21

Respondent 8: 24

18. Do you believe the usage of anime style in advertising would be effective in the Lithuanian market?

Respondent 1: Highly yes with the younger generation and would have 0 impact on the elder ones.

Respondent 2: I think yes, a lot of people do watch anime, or watched it when they were kids, so it will bring nostalgia to them.

Respondent 3: I don't think so, because anime is not that popular in Lithuania I guess.

Respondent 4: No, because it is unusual for the Lithuanian market.

Respondent 5: Hard to say, I think some people like it but I don't think it is necessary to have an anime styled ad for that, but again it depends on the target group and the brand and how will they present it in the long run, because for some it could look childish, for others can be cool, and for third once can be weird.

Respondent 6: Not really, the demographic that is interested in anime is rather small - there are more appealing formats for a larger demographic.

Respondent 7: Maybe for the teenage audience or for those who watch anime.

Continuation of Annex 4

Respondent 8: For sure it is as I said a booming thing in Asia and America, can't say about Europe, but in every country, there are a lot of anime lovers that would want to support anime in every way they can and that can be well used by brands but, the message should be clear and there should be cultural aspects taken to the account. But I would like to see an anime styled ad in the Lithuanian language, I think people would be shocked and either they love it or they hate it but they will for sure talk about it because it is for sure not usual in the Lithuanian market. Maybe they should start like testing such types with campaigns using the gorilla marketing approach and check how it would work before putting like an ad to the market out of the blue.

19. Is there anything else you would like to add or discuss that was not covered in these questions?

Respondent 1: I think I've said enough, thank you.

Respondent 2: No, thank you for the interview.

Respondent 3: No, I think we touched everything.

Respondent 4: Why is there little advertising related to the anime style? I don't like anime particularly, but they look eye-catching and a bit nostalgic and different from other commercials.

Respondent 5: No, it was an interesting interview and ads, thank you for letting me share my opinion.

Respondent 6: No, Thank you.


Respondent 7: I think I don't have any at the moment.

Respondent 8: No, it is fine, thank you for asking.


Chat GPT prompts and answers

Figure 1

Chat GPT Conversation

 results.odt
File

Based on the results conducted in the case study and interview results, present to me your assumptions about effective anime-style usage in advertising. And why.

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Based on the results presented in the case study and interview findings, several assumptions about the effective use of anime-style advertising can be drawn:

1. **Emotional Branding:**
 - **Assumption:** Anime-style advertisements effectively use emotional branding strategies.
 - **Reason:** The "Miley Cyrus in Flora Fantasy" ad by Gucci leveraged the emotional appeal of anime, which resonated with audiences on a nostalgic and dreamy level. This emotional connection is crucial for brand engagement and positive consumer response.
2. **Aesthetic Appeal:**
 - **Assumption:** The kawaii (cute) aesthetic inherent in anime appeals to a broad audience, particularly young people.
 - **Reason:** The Gucci ad's success, marked by significant positive reactions and engagement, shows that the aesthetic of innocence and glamour in anime can captivate young audiences and enhance the brand's appeal.
3. **Global Reach:**
 - **Assumption:** Anime-style advertisements have a global appeal and are not limited to Japanese audiences.
 - **Reason:** The Gucci ad received widespread global exposure and praise, indicating that anime's visual style and storytelling can attract and engage customers worldwide, beyond cultural boundaries.
4. **Visual and Auditory Engagement:**
 - **Assumption:** The combination of vibrant visuals and rhythmic music in anime advertisements creates an immersive experience.
 - **Reason:** The Gucci ad combined floral visuals with a sweet soundtrack, creating a multisensory experience that captivated viewers and enhanced recall and recognition of the brand.

Figure 2*Chat GPT Conversation*

5. **Novelty and Freshness:**

- **Assumption:** Anime-style advertisements stand out due to their novelty and creativity.
- **Reason:** Consumers found the Gucci ad to be a breath of fresh air compared to traditional advertisements, suggesting that anime can provide a unique and memorable marketing approach.

6. **Color as a Key Component:**

- **Assumption:** Color plays a critical role in the effectiveness of anime-style advertisements.
- **Reason:** Interview respondents highlighted color as crucial in attracting attention and enhancing the advertisement's impact, confirming that vibrant and strategic use of color is vital in anime ads.

7. **Target Audience Engagement:**

- **Assumption:** Anime-style advertisements are particularly effective in engaging young audiences.
- **Reason:** The style was well-received by younger audiences, aligning with their expectations and preferences, making it a powerful tool for brands targeting this demographic.

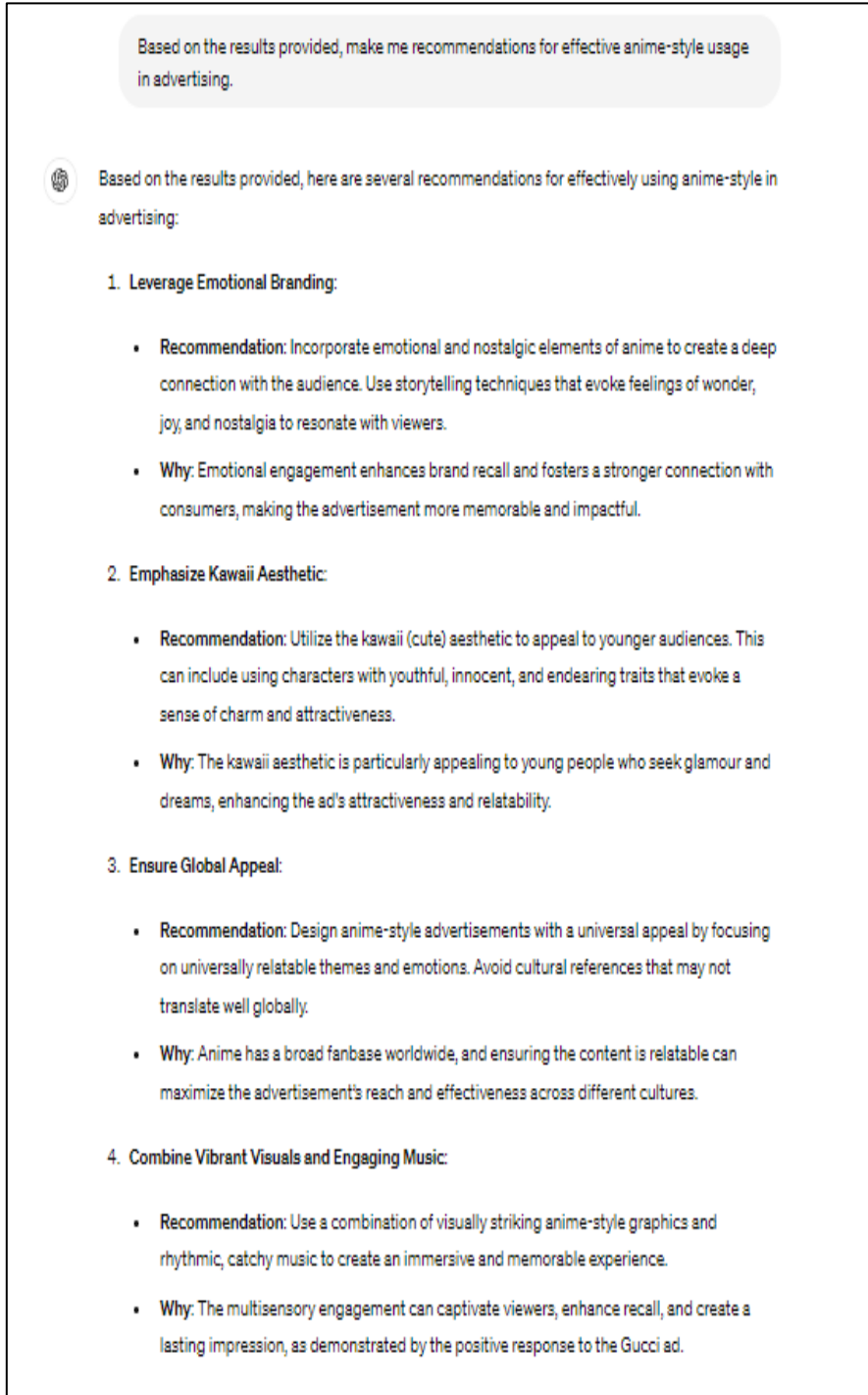
8. **Purchase Intention:**

- **Assumption:** Anime-style advertisements can positively influence purchase intentions, though the impact may vary.
- **Reason:** While some participants showed a higher intention to purchase due to anime ads, the overall effect was mixed and depended on the ad's focus and clarity of the message.

In summary, anime-style advertisements are effective in capturing attention, creating emotional connections, and standing out due to their unique aesthetic and immersive qualities. However, the impact on purchase intentions can be variable, suggesting the need for a balanced approach that combines creativity with clear and focused messaging. (-)

Based on the results provided, make me recommendations for effective anime-style usage in advertising.

Figure 3

Chat GPT Conversation

Based on the results provided, make me recommendations for effective anime-style usage in advertising.

Based on the results provided, here are several recommendations for effectively using anime-style in advertising:

- 1. Leverage Emotional Branding:**
 - **Recommendation:** Incorporate emotional and nostalgic elements of anime to create a deep connection with the audience. Use storytelling techniques that evoke feelings of wonder, joy, and nostalgia to resonate with viewers.
 - **Why:** Emotional engagement enhances brand recall and fosters a stronger connection with consumers, making the advertisement more memorable and impactful.
- 2. Emphasize Kawaii Aesthetic:**
 - **Recommendation:** Utilize the kawaii (cute) aesthetic to appeal to younger audiences. This can include using characters with youthful, innocent, and endearing traits that evoke a sense of charm and attractiveness.
 - **Why:** The kawaii aesthetic is particularly appealing to young people who seek glamour and dreams, enhancing the ad's attractiveness and relatability.
- 3. Ensure Global Appeal:**
 - **Recommendation:** Design anime-style advertisements with a universal appeal by focusing on universally relatable themes and emotions. Avoid cultural references that may not translate well globally.
 - **Why:** Anime has a broad fanbase worldwide, and ensuring the content is relatable can maximize the advertisement's reach and effectiveness across different cultures.
- 4. Combine Vibrant Visuals and Engaging Music:**
 - **Recommendation:** Use a combination of visually striking anime-style graphics and rhythmic, catchy music to create an immersive and memorable experience.
 - **Why:** The multisensory engagement can captivate viewers, enhance recall, and create a lasting impression, as demonstrated by the positive response to the Gucci ad.

Figure 4

Chat GPT Conversation

- 5. **Highlight Novelty and Creativity:**
 - **Recommendation:** Differentiate your advertisements by showcasing the unique and creative aspects of anime. This can include innovative animation techniques, unique character designs, and imaginative storylines.
 - **Why:** Novelty captures attention and sets the advertisement apart from traditional ads, making it more likely to be noticed and remembered by consumers.

- 6. **Use Color Strategically:**
 - **Recommendation:** Pay special attention to the use of color in the advertisement. Bright, vibrant colors that align with the brand's message and aesthetic can attract attention and enhance the visual appeal.
 - **Why:** Color is a crucial factor in drawing attention and creating a positive impression, as highlighted by the respondents' feedback on the importance of color in anime ads.

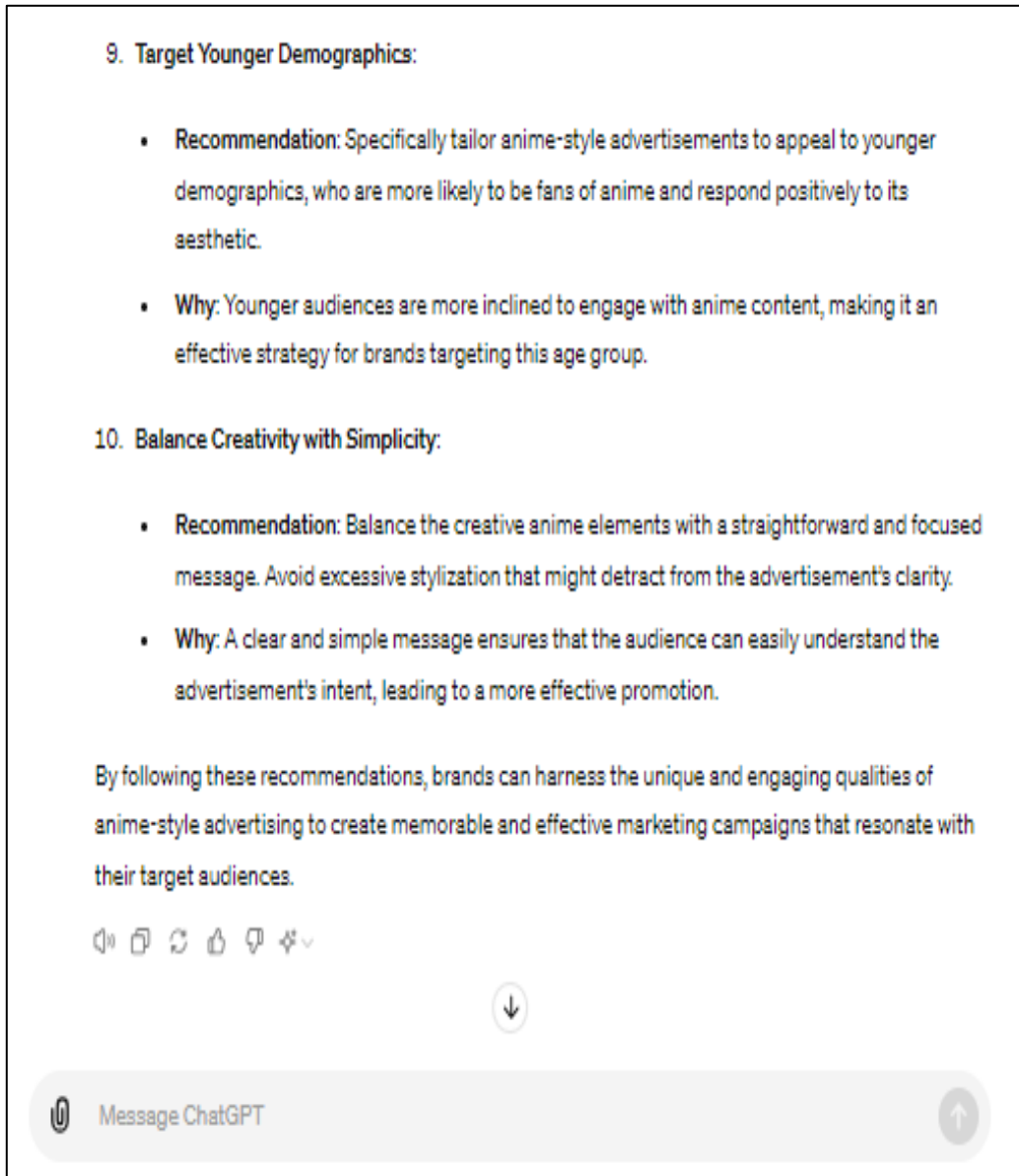
- 7. **Focus on Clear Messaging:**
 - **Recommendation:** Ensure that the core message of the advertisement is clear and not overshadowed by the anime elements. The product or brand should remain the focal point of the ad.
 - **Why:** While anime elements can enhance engagement, they should not distract from the main message or product, ensuring the advertisement effectively communicates its intended purpose.

- 8. **Test with Short Video Clips:**
 - **Recommendation:** Use short anime-style video clips to test the advertisement's effectiveness and gather immediate feedback from the target audience.
 - **Why:** Short video clips allow for quick iterations and adjustments based on audience reactions, helping to refine the advertisement for maximum impact.

- 9. **Target Younger Demographics:**
 - **Recommendation:** Specifically tailor anime-style advertisements to appeal to younger demographics, who are more likely to be fans of anime and respond positively to its aesthetic.
 - **Why:** Younger audiences are more inclined to engage with anime content, making it an effective strategy for brands targeting this age group.

Figure 5

Chat GPT Conversation



Questioner results with the expert's interviews.

Figure 1

Identifying experts Q:1

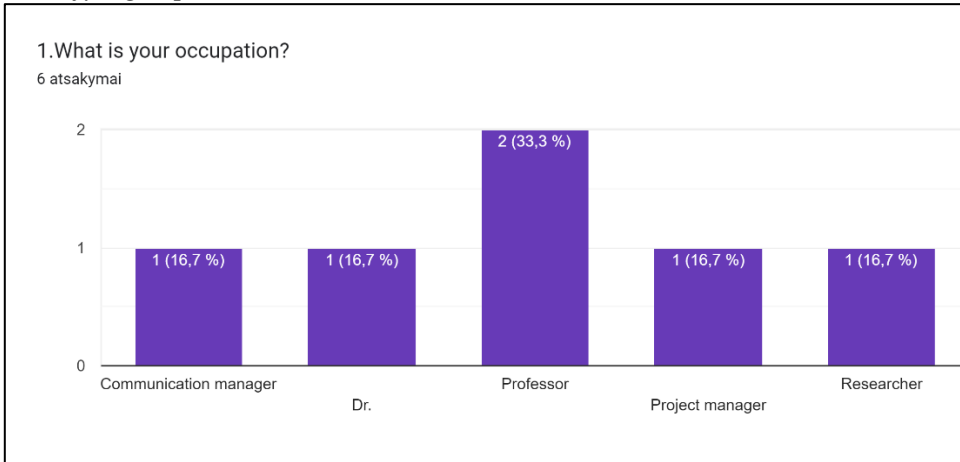
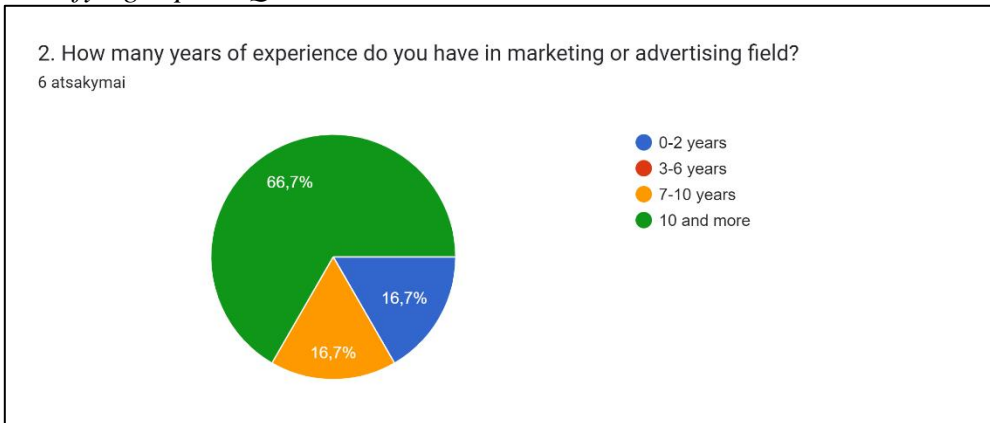


Figure 2

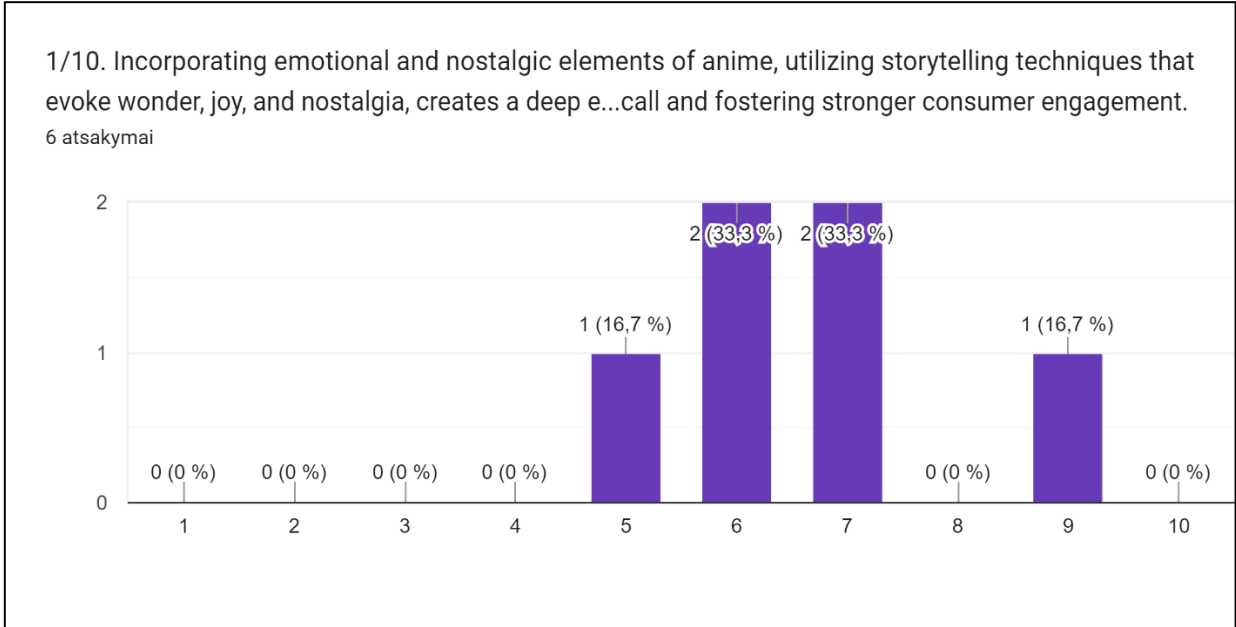
Identifying experts Q:2



3. Please rate the effectiveness of all 10 proposals made by Chat GPT on a scale of 1-10. (1- completely ineffective, 10- highly effective)

Figure 3

Expert evaluations on proposal 1



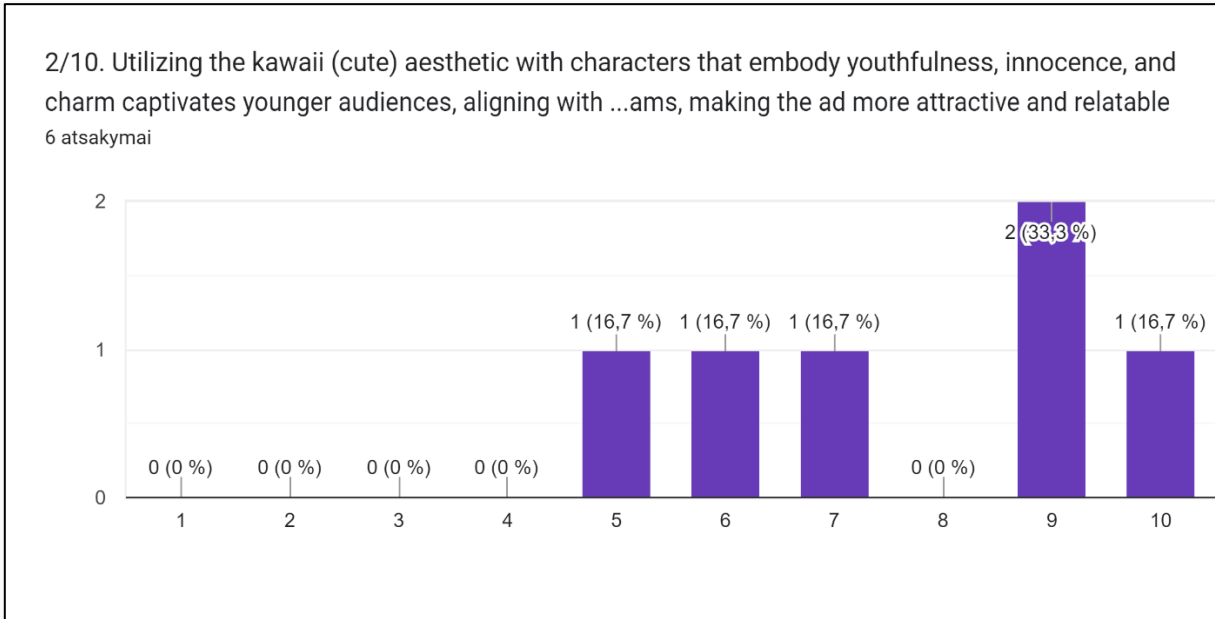
Here you can express your opinion to the above presented proposal.

I1: A very general proposal. + anime or non-anime the same proposal can be made. Of course, elements of nostalgia can trigger an emotional response. That is their essence. It would be more appropriate to determine which elements of anime nostalgia cause which emotional reaction and which strength.

I2: Nostalgia-based attachment is one of the common strategies of relationship creation. What does this have to do with anime? Moreover, it depends on the audience. If the audience does not like or is familiar with anime, what would be the sense of using anime?

Figure 4

Expert evaluations on proposal 2



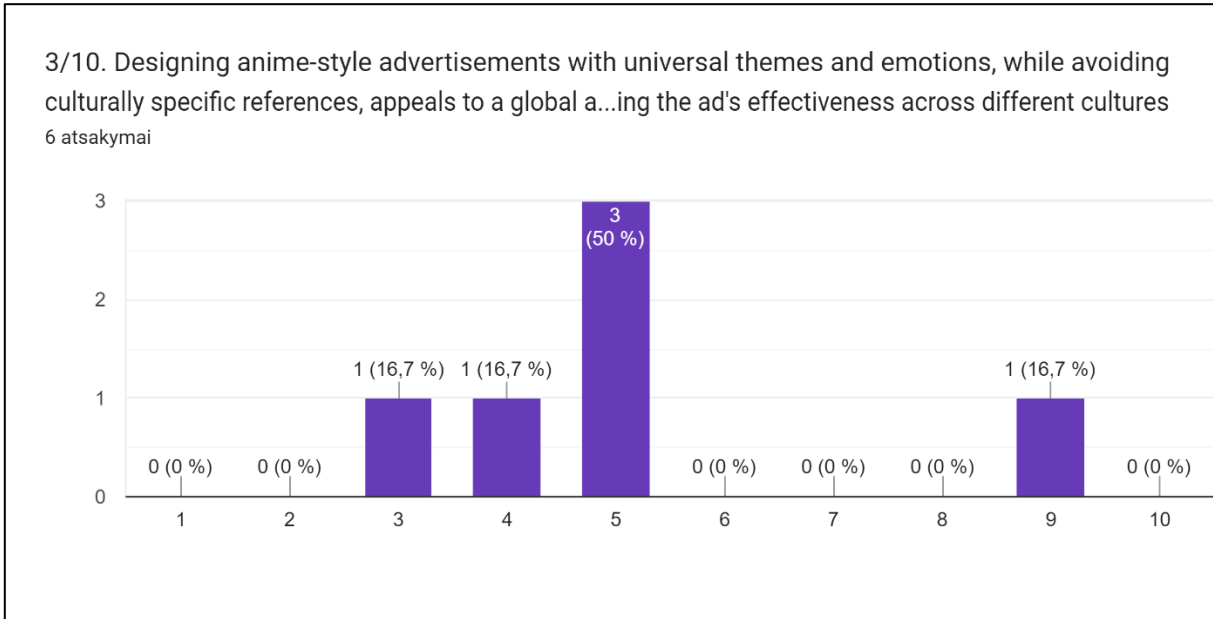
Here you can express your opinion to the above presented proposal.

I1: The same comment applies again. A very general proposal. It has long been theorized that we are more relatable to people similar to ourselves. Therefore, ads targeting seniors feature seniors, while ads targeting youth feature youth. Unless specific goals are set (you want to show what you will be like in the future, etc.). It is impossible to agree or disagree with the proposal because it has no context of the situation, it is common knowledge.

I2: First of all, not all the youth seek for innocence, and charm. Not all of us want to be "the good one's". Therefore, audience's psycho-demographic characteristics should be analysed to support this.

Figure 5

Expert evaluations on proposal 3



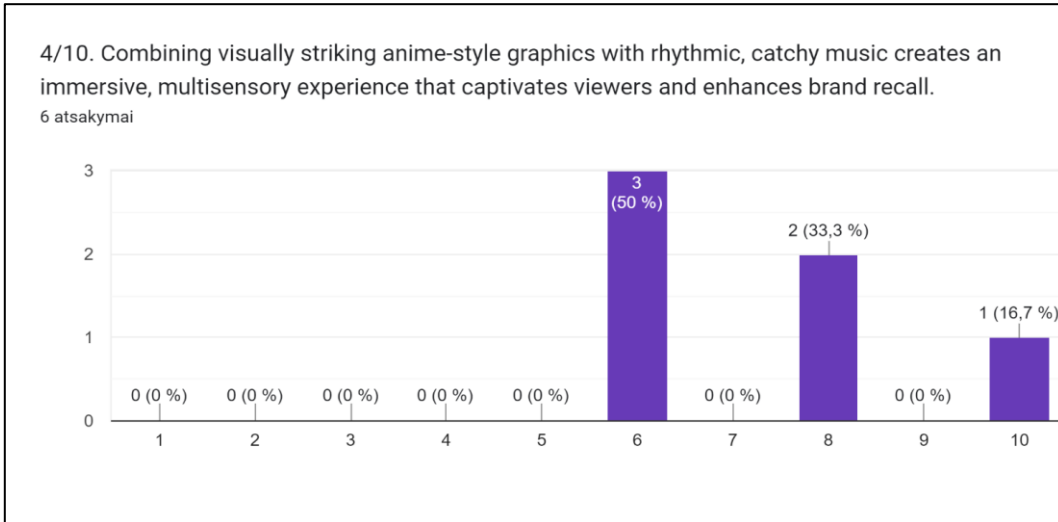
Here you can express your opinion to the above presented proposal.

I1: Exactly the same comment. It goes without saying that if an advertisement emphasizes a specific cultural context, then it is only suitable for that culture. And if it's a universal advertisement that doesn't emphasize any cultural specifics, it's universally applicable. I neither agree nor disagree with the statement because it is too general, it has been established for a long time, there is no specific context for your research. Anime here becomes only an element that does not change the long-established theories in any way.

I2: So, why should anybody use anime and avoid "culturally specific references"?

Figure 6

Expert evaluations on proposal 4



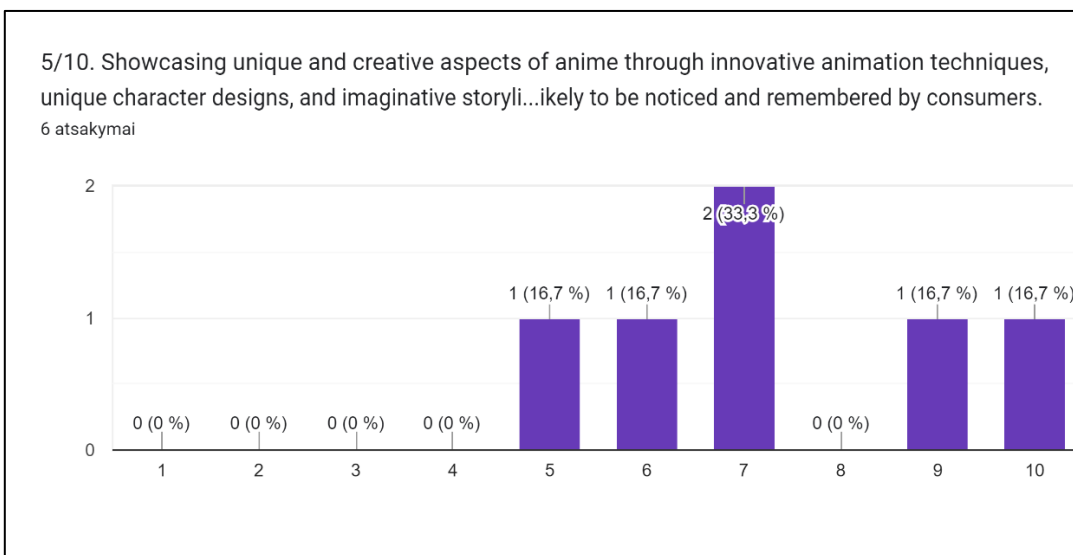
Here you can express your opinion to the above presented proposal.

I1: Same comment. Anime or no anime, the inclusion of music stimulates more sensory sensations than not. It's just general logic, no specifics.

I2: So, what will be the multisensory difference if compared to ads not using anime?

Figure 7

Expert evaluations on proposal 5



Continuation of Annex 6

Here you can express your opinion to the above presented proposal.

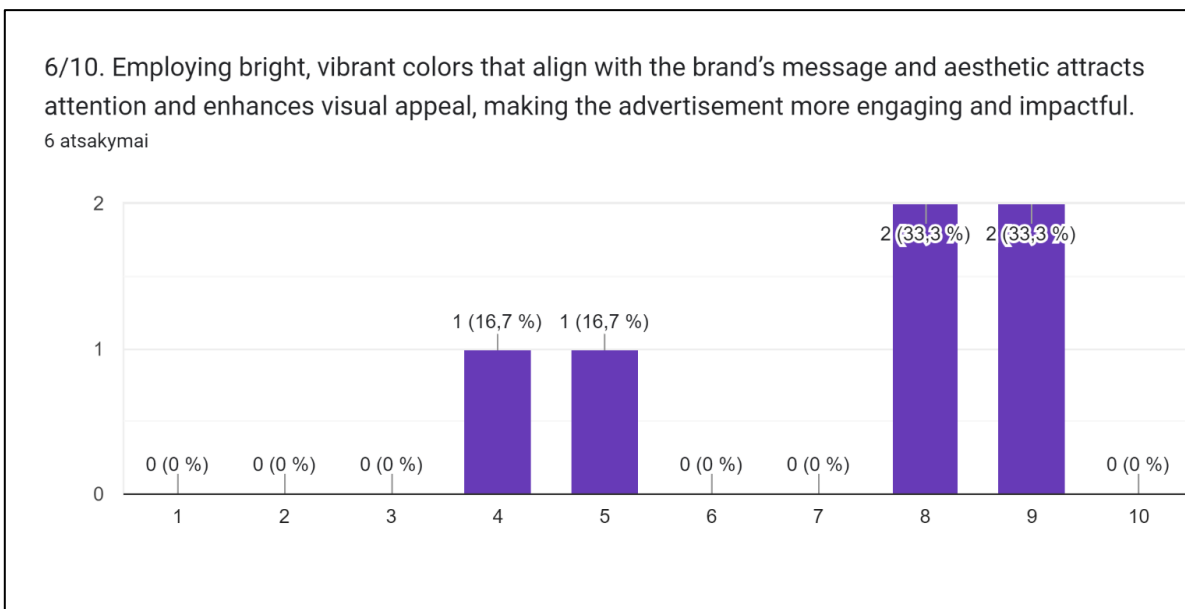
I1: I will not write to others, the same comment applies everywhere. ChatGPT has not created anything new and specific that is relevant to anime advertising. Provided general safe guidance on what is generally known about advertising. These are general proposals that apply to all advertisements in general. I mark neither agree nor disagree because everything should be investigated in a specific case.

I2: The innovative animation techniques, unique character designs, and imaginative storylines differentiates the advertisement, capturing attention and making it more likely to be noticed and remembered by consumers despite the usage of the anime.

I4: For younger audience maybe.

Figure 8

Expert evaluations on proposal 6



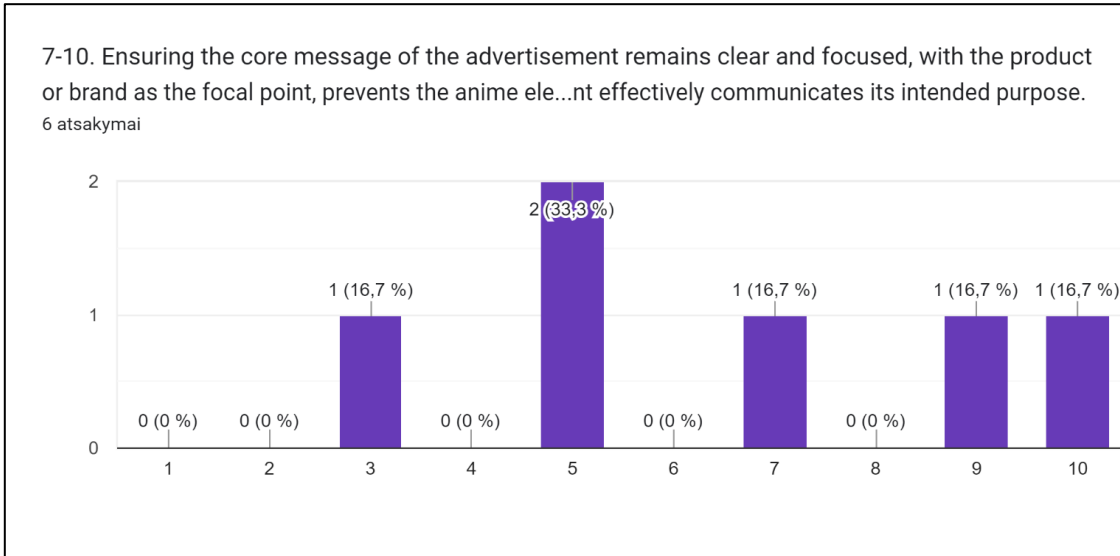
Here you can express your opinion to the above presented proposal.

I2: This is the common truth not related to anime in any way. However, not all the products are compatible with bright, vibrant colors; and not all the audiences can be attracted with this. Just imagine funeral services or elderly asylum.

I4: Agree, but The question is wheather it foster to by product?

Figure 9

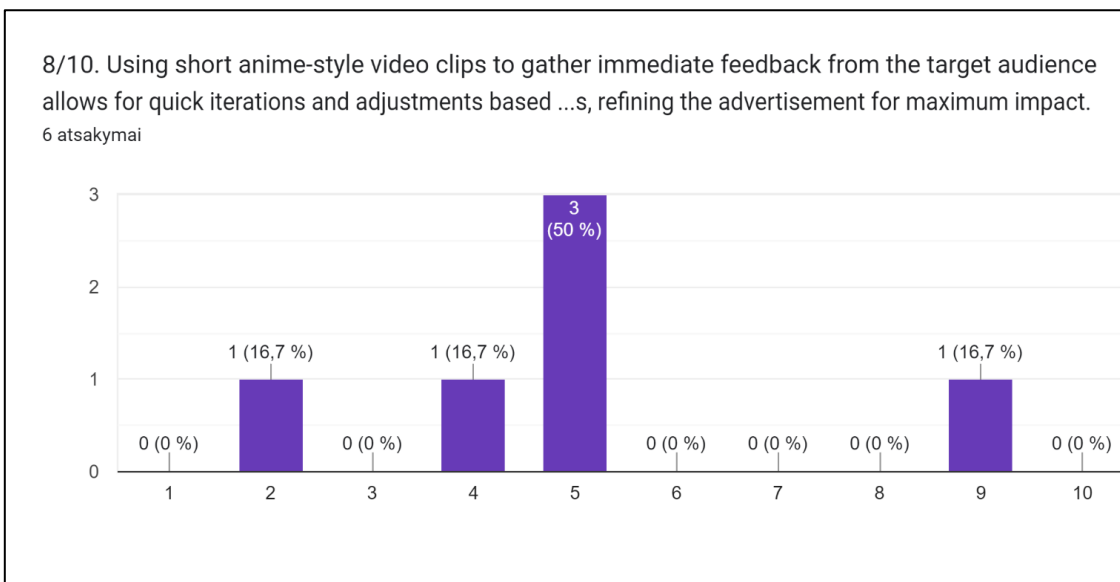
Expert evaluations on proposal 7



I1: So, why use that anime at all? I would suggest creating interaction among consumer, brand and anime elements. If there is no interaction, usage of anime loses its point. And this suggestion leaves anime out of the picture.

Figure 10

Expert evaluations on proposal 8



Continuation of Annex 6

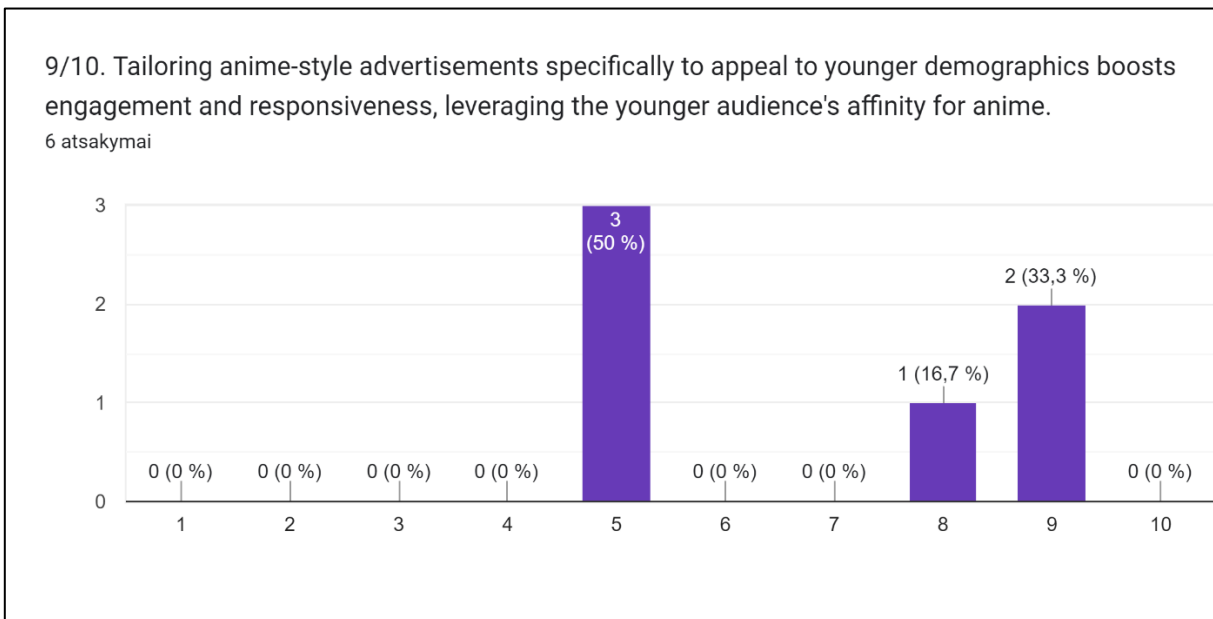
Here you can express your opinion to the above presented proposal.

I1: Using where? On TV? On TikTok? The same is possible with all kinds of advertising appeals. What if I changed anime with any other endorsement? Rabbit, let's say. Would using short video clips with the rabbit not gather immediate feedback from the target audience? Would it not allow for quick iterations and adjustments based on audience reactions, refining the advertisement for maximum impact?

I2: But it might be a challenge to collect the feedback.

Figure 11

Expert evaluations on proposal 9

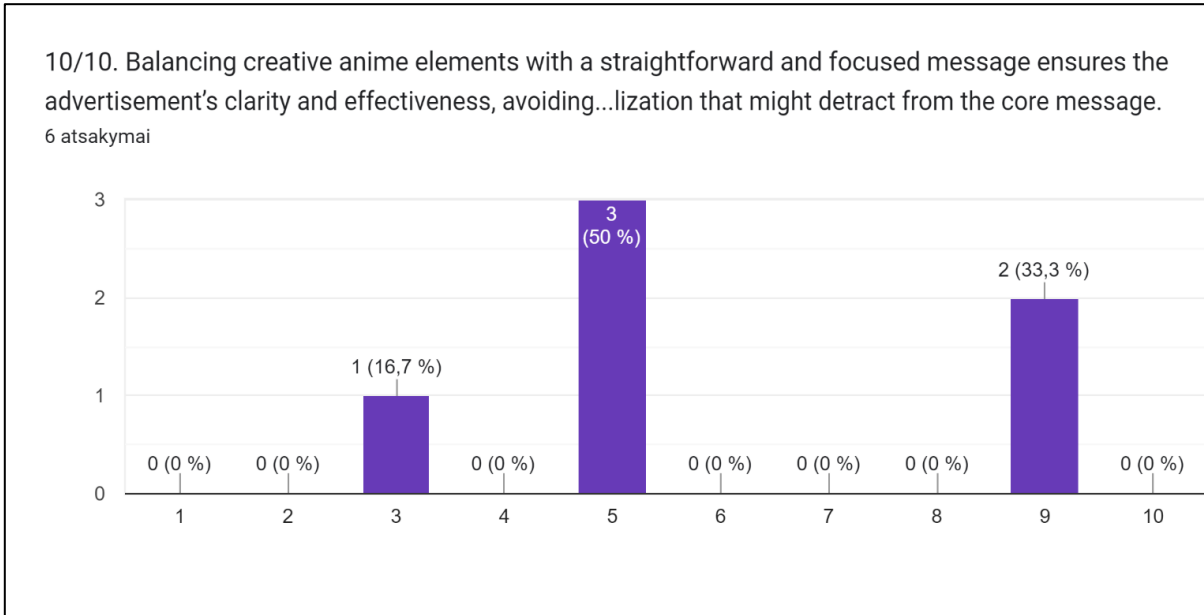


I1: It also depends on the country.

I2: Here I would say, that the aim of the advertiser is evoking interest of the target audience in a product or brand. If the target audience express its affinity to anime, so why not?

Figure 12

Expert evaluations on proposal 10



Here you can express your opinion to the above presented proposal.

This suggestion looks controversial. What would be the point of using anime avoiding excessive stylization that might detract from the core message? I would say that anime should be used in a way that its stylistics emphasized the message and relation to a brand.

4. Do you agree to be published in the work? if yes, please provide your name, surname, and a bit of your professional background.

I1: No.

I2: No.

I3: Yes (will not reveal identity).

I4: Yes (will not reveal identity).

I5: No, but my answers can be included in the general data.

I6: No.

Tables of results

Table 1

Research statement conclusions

Research Statements	Confirmed/ Partially confirmed/ Denied
Advertisements utilizing anime style have a positive impact on capturing consumer attention. (RS 1)	Confirmed
Advertisements using the anime style have a positive impact on consumers as a new advertising trend. (RS2)	Confirmed
Advertisements employing the anime style have a positive effect on attracting attention to the brand. (RS 3)	Partially confirmed
The use of emotional accents and anime style characters in advertisements increases product recognition among the target audience. (RS4)	Confirmed
Excessive anime stylization in advertisements can divert viewers' attention from the advertised product to the animation itself. (RS5)	Confirmed
Testing anime style advertisements using short video clips helps measure initial viewer reactions. (RS6)	Confirmed
The use of color in anime style advertisements is a crucial factor for effectively attracting the target audience. (RS7)	Confirmed
Advertisements using the anime style have a positive impact on the youth audience. (RS8)	Confirmed
Advertisements utilizing the anime style have a positive impact on the intention to purchase. (RS9)	Partially confirmed

Table 2*Results on ranking Chat GPT generated proposals*

Chat GPT generated proposals	Average score	Effectiveness level (ineffective/neutral/effective)
1. Incorporating emotional and nostalgic elements of anime, utilizing storytelling techniques that evoke wonder, joy, and nostalgia, creates a deep emotional connection with the audience, enhancing brand recall and fostering stronger consumer engagement.	6.67	Effective
2. Utilizing the kawaii (cute) aesthetic with characters that embody youthfulness, innocence, and charm captivates younger audiences, aligning with their aspirations for glamour and dreams, making the ad more attractive and relatable.	7.67	Effective
3. Designing anime style advertisements with universal themes and emotions, while avoiding culturally specific references, appeals to a global audience, making the content relatable and increasing the ad's effectiveness across different cultures.	5.17	Neutral
4. Combining visually striking anime style graphics with rhythmic, catchy music creates an immersive, multisensory experience that captivates viewers and enhances brand recall.	7.33	Effective
5. Showcasing unique and creative aspects of anime through innovative animation techniques, unique character designs, and imaginative storylines differentiates the advertisement, capturing attention and making it more likely to be noticed and remembered by consumers.	7.33	Effective
6. Employing bright, vibrant colors that align with the brand's message and aesthetic attracts attention and enhances visual appeal, making the advertisement more engaging and impactful.	7.17	Effective
7. Ensuring the core message of the advertisement remains clear and focused, with the product or brand as the focal point, prevents the anime elements from overshadowing the main message, ensuring the advertisement effectively communicates its intended purpose.	6.5	Effective

Continuation of Annex 7

Continuation of Table 2

Chat GPT generated proposals	Average score	Effectiveness level (ineffective/neutral/effective)
8. Using short anime style video clips to gather immediate feedback from the target audience allows for quick iterations and adjustments based on audience reactions, refining the advertisement for maximum impact.	5.0	Neutral
9. Tailoring anime style advertisements specifically to appeal to younger demographics boosts engagement and responsiveness, leveraging the younger audience's affinity for anime.	6.83	Effective
10. Balancing creative anime elements with a straightforward and focused message ensures the advertisement's clarity and effectiveness, avoiding excessive stylization that might detract from the core message.	6.0	Neutral
Total	6.57	Effective