

The Element of Surprise as a Key Tactic in Installation Advertising Creativity

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Abstract:

In our modern world where there is an unbelievable amount of advertising, it is really hard to stand out to attract customers. The Advertising industry is going through enormous changes with the escalating use of digital and social media. Traditional advertising is no longer striking, and persuading to customers. In an era of visual overload, communicating visual messages through advertising must to be highly engaging, striking the attention and involving the public emotionally more than ever. Inspiration from art, combined with advertising creative tactics is becoming the base to implement innovative advertising formats that succeed to gain the precious attention of modern customers progressively engaged in dynamic, unique and interactive contexts. Art installations are one of the most powerful and immersive of all art forms. Accordingly, art installations could be one of the most inspirational tools to provoke customers' curiosity through what is known as Installation Advertising; which is a popular type of Ambient Advertising; when a brand disrupts the consumer's natural environment by introducing a foreign object that looks out of place. Installation Advertising is all about surprise; its main goal is to surprise the audience in a positive manner. Surprise is great creative tactic to make an advert stand out, grab the consumers attention, engages them and most importantly gets them talk especially in a context where people are used to repetition and may not be expecting any changes. Probabilities are they'll snap a picture, take a selfie or pose with a friend; following thing the installation advert isn't just on the street or in the mall, it's on social media, maybe going viral, maybe one day ending up on a blog article inspiring the next wave of Installation advertising innovations. This paper aims to study The Element of Surprise as a crucial tactic in Installation Advertising design creativity, it investigates the concept of Installation advertising and highlights its characteristics. It also explores how The Element of Surprise creative formats and tactics are employed in Installation Advertising to achieve the strongest visual impact possible. Then it looks closely through selected international Installation Advertising examples that achieved success through using the element of surprise in creating its advertising message. Finding that the key to a successful Installation advertising is a clever created surprise, Surprise engages the viewers in a way no other media can because the viewer does not expect to experience it. Surprise in Installation advertising has a lasting impact on the minds of viewers. Surprise in Installation advertising can be created via humor, illogicality, or even a shocking visual. Exaggeration, personification, analogy, adaptation, connection are the most used surprise tactics in Installation advertising, intrusion, transformation and illusion are the most often used formats in Installation advertising.

Keywords:

Installation advertising, Brand installations, Surprise tactics.

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Introduction:

The Advertising Industry has changed significantly in the last decade, driven by technology and traditional advertising dry up, designers all over the world are striving to find creative ways to attract customers. The most influential gift a designer can give a product is the gift of someone else's time. Being able to stop someone in their tracks with a powerful message is the ultimate goal that many struggle for. Studies suggest that incorporating an Element of surprise or the unexpected into advertising ideas helps make them stick in the viewer's memories. Currently Installation Advertising is a path that vast brands are moving towards more and more. Installation advertising is all about making your brand or product a part of people's everyday experience in creative unexpected ways. It should be designed to amaze, to draw the attention and show the viewer a new twist on something familiar. Installation advertising

takes specific settings and utilizes clever surprise tactics in its messages to overthrow the expectations of the viewers in that setting and create an unforgettable communication with the advertised brand. (Marsa, 2001) Installation advertising may combine large sculptures or 3D objects that shape the physical space or direct the viewer's path. It may also incorporate technically complex digital displays, lighting and sound systems that entirely transform a space or make minimal changes, focusing the viewer's attention on the space itself. Installation advertising attempts to get viewer's attention to make an "Instagram moment," or something that can be shared on social media. This is because it keeps viewers interested while they are in the street, the store and also reaches a much larger audience by going viral. This kind of advertising is also called brand installation advertising or experiential marketing installations, and can be used both inside and outside in public

places. Creative Installation advertising's goal is more than drive its viewers to the sales floor, it engages them, makes them laugh and triggers their nostalgia. Most importantly, it gets them talking. The element of surprise not only grabs people's attention, but it also creates a positive emotional feeling by creating interesting objects, unusual items, and placing them in unexpected locations.

Research Problem:

The research problem could be formulated in the following questions:

- 1- What is Installation Advertising?
- 2- What are the characteristics of Installation Advertising?
- 3- How is The Element of Surprise a vital factor in the design of Installation Advertising?
- 4- What are the visual surprise tactics and formats used to create a strong lasting Installation Advertisement visual impact?

Research objective:

The purpose of this paper is to study The Element of Surprise as a crucial tactic in Installation Advertising design creativity, it investigates the concept of Installation advertising and highlights its characteristics. It also explores how The Element of Surprise creative tactics and formats are employed in Installation Advertising to achieve the strongest visual impact possible

Research Hypothesis:

- 1- The Element of Surprise plays a key role in the success of Installation Advertising.
- 2- Incorporating The Element of Surprise in Installation advertising creates a brand-new fresh idea that may succeed in captivating the viewer.
- 3- Surprise may have a positive effect, that might be essential in drawing viewers' attention to the product or service that is being advertised.
- 4- The Element of Surprise tactics and visual tools enriches the innovative and creative characteristics of the installed advertisement and are more impactful & attention grabbing.
- 5- The more the viewers will get surprised, the more the positive reaction to the advertising message will be.
- 6- Surprise might raise curiosity and makes a potential customer come and take a closer look at the installed advertisement.
- 7- Installation Advertisements surprise techniques add a uniqueness to public spaces and indoor spaces as well.
- 8- Installation Advertising makes more of an impact compared to traditional advertising methods, as the purpose of the ads is to be evocative and memorable.

Research Methodology:

The study is based on the previous literature, where

it follows the descriptive method to explore how The Element of Surprise is a vital tactic in Installation Advertising design to achieve the strongest visual impact. Followed by an Analytical study on chosen international Installation Advertising samples in which surprise was the main key in its creative design.

Theoretical Framework:

Installation Art Overview:

Installation art is one of the most powerful and immersive of all art forms. In contrast with old-style mediums such as painting and sculpture, installation art is designed to fill whole rooms or even entire gallery spaces. The term "Installation," first emerged in the 1960s, to describe artworks made for interior spaces such as galleries and museums. Installation art has since become one of the most popular and widespread strands of contemporary art practice, with artists embracing ever more adventurous and playful ways of transforming the gallery experience. Where artwork made for the outdoors is referred to as "public art" or "land art. However, Installation art is frequently found indoors since some artists want to limit their artistic statement to the environment of a room, which is easy for a viewer to understand. Audience interaction is a vital aspect of installation art; visitors have been encouraged to crawl under huge towers, squeeze past giant mushrooms, or trigger sensors with the movement of their body. The rise of digital technology has undoubtedly impacted this interactive strand of installation art, offering artists a vast wealth of new possibilities like never before. (Bishop, 2008)

Installation Art Defined:

- It is a type of art that uses three-dimensional large-scale pieces, mixed-media constructions, often designed for a specific place or for a temporary period of time. (Christine Vial Kayser, 2021)
- It is an artistic genre of three-dimensional works that are often site-specific and designed to transform the perception of a space. (Ran, A history of installation art and the development of new art forms, 2009)
- A work of art that usually consists of multiple components often in mixed media and that is exhibited in a usually large space in an arrangement specified by the artist.
- It is a type of art that occupies a three-dimensional space and incorporates the characteristics of that space into its design. (Braman, 2009)
- It is a type of art made just for one place and are meant to change the way a space is seen. (Dickerson, 2013)

Installation Art characteristics:

- Large-scale designs, which may be placed

indoors or outdoors.

- A built environment that is site-specific and site-transformative.
- Installation art must be experienced in person to fully understand and appreciate.
- It may be temporary or permanently placed at a site.
- It usually employs mixed media and multi-sensory elements like sound and light to smooth viewers' immersion.
- It is not intended for passive consumption but aims to activate viewers and provoke strong responses. (Fabianski, 2022)

Types of Installation Advertising:

- **Dynamic:** The Installation object moves or is changeable by viewers.
- **Static:** The Installation object doesn't move and is unchangeable by viewers. (Hackley, Advertising and Promotion: Communicating Brands, 2005)

Installation Art, where installation Advertising was inspired by has many impressive art works among them is "The Mushroom Room" by the Belgian artist Carsten Holler. Like a magical childhood fairy-tale Holler deliberately picked the red-and-white agaric fungus because of its psychotropic qualities, exceptionally exaggerating their size, colors, and textures to magnify their dramatic impact. Hanging them from the ceiling upside down forces visitors to squeeze and stoop their way through them, turning this installation art into an interactive experience that engages the entire body and mind. (Lesso, 2020)



Fig (1) Upside Down Mushroom Room, 2000

In an era of visual messages overload, the advertising industry had to find an unexpected yet a creative way to captivate the viewers' attention in public spaces. This was achieved through a creative merge between Art and Advertising design where Installation Advertising was this creative solution. Since its beginning, installation art has remained one of the most dominating mediums of contemporary art. With advancing technologies, more artists are now converging on interactive

digital installations, and this advancement has opened doors to entirely new possibilities for installation art and its relevance in today's society. Its merging power and immersive connection with the viewer makes installation art a revelation that continues to constantly reinvent itself and inspires the Advertising Design worlds.

Installation Advertising Defined:

- It is the art of using creative installations to promote a message or product, or to raise awareness of a brand. Also known as experiential marketing installations or ambient outdoor advertising, this form of advertising can be used both indoors and in outdoor public spaces.
- It is an advertising format aiming to advertise a product, blowout a message, or make more people aware of a brand by using art installations. (Tom Altstiel, 2015)
- It is the transformation of a public space with standalone, experience-based structures.
- It is when a brand presents a foreign object into the viewer's environment to seize their attention to the product in a new way. The object can be dynamic, meaning that the consumer can change or move it, or it may be static because it's a stable structure that doesn't change.
- It is a technique that uses creations of new items to serve as new mediums of marketing and advertising presentations. (Mahon, Basics Advertising 02: Art Direction, 2017)

Installation Advertising main goal is to create a noticeable presence that attracts, engages, and delivers a brand message or story; to seize the viewer's attention and get them involved in an actual and unique way, giving them a memorable experience that is linked to the brand being advertised targeting a shareable moment for social media and larger audience by going viral. Also known as brand installations, ambient advertising. Installations can be implemented for one day or up to four weeks depending upon the concept, locations, and other factors.

Installation Advertising Characteristics:

Installation adverts have a series of common characteristics. This is the same regardless of the type of product that the advert is promoting. The demonstration of these specific characteristics varies reliant on the product and the industry that the advertising company sits within. Here are the primary characteristics of Installation adverts.

1- Unusual Location:

The distinguishing and most important feature of Installation advertising is not only to surprise viewers by provoking them with a strange stimuli, but also with an unusual location. Being unusual is

the main core of Installation advertising, it challenges the emotional reactions of the inattentive viewers, creating a memorable experience. (Hackley, 2005, p. 111:112)

2- The Wow Factor:

This factor is created through the Element of Surprise. Installation advertising should be surprising; meaning it should not track the traditional advertising norms. Surprise is in how the message is formatted and where it is displayed. The advertising message should be so surprising and unexpected that the viewers exposed to it will spread the message further, using the concept of Word of mouth through social media. (Wanner, 2011, p. 103).

3- Unexpectedness:

The chosen location to place the advert needs to be totally unexpected, and has a unique surprise element in it. (Reema Keswani, 2010)

4- The “No repetition” factor

An unusual campaign in an unusual location along with an unusual message content would most likely lose its point of difference with repetition; it will lose its “Wow” factor as well. Accordingly, linked with the No repetition factor, being the first to place and execute in a certain way a particular ad is a must to fit in the Installation Advertising category. (Ken Burtenshaw, 2011, p. 43)

5- To Stand out:

Installation advertising should stand out from the mass of other adverts with extraordinary innovation & creativity; to create a big ‘buzz’ to initiate discussion and verbal advertising. Installation advertising is only successful when it is able to draw viewers’ attentions effectively and remain in viewers’ memory. (Mahon, 2010, p. 126:127)

6- Creativity:

Installation ads are extremely creative in successfully overthrowing the expectations of the viewers; as their purpose is to encourage viewing the advertised product differently than what the viewers typically expect from that type of product.

7- Subtleness

The gentle, smart way Installation ads utilize the viewers surrounding environment to encourage product engagement without forcing them to feel pressured into purchasing. (Team, 2022)

The Element of Surprise:

Surprise is one of the most powerful emotions you can impact with in advertising. Surprise seizes the viewers’ attention immediately and keeps them engaged. Studies showed that people don’t buy for logical reasons, they buy for emotional reasons; emotions play a significant role in effective advertising campaigns. Studies show that emotionally stimulating events create controlling memories in people’s minds. In turn, these

memories motivate people into taking action. Almost everyone like the unpredicted, those exits from the routine that give a little spice to our lives. It is very well known that people originate more pleasure from surprises than they do from other sensations. Psychology has shown us that when we see, hear or experience something surprising our brains react by suspending other activities and immediately directing our attention towards the unusual stimulus. (Leewen, 2013, p. 107)

Surprise Defined:

- In language Surprise is: to cause or to feel wonder, astonishment, or amazement at something unexpected or anticipated. (Farlex, 2018)
- In Psychology Surprise is: A short-lived emotional state that is the upshot of experiencing an unexpected event through the use of the deviation of perceptions and expectations. (Ewen, 2014).
- In Advertising Surprise is: An attention driven design technique that applies interruption and amazement to create joy and drive action using extraordinary design elements. (Berger, 2013, 188).

The Power of Surprise in Advertising:

Surprise is considered the most powerful innovative strategy in advertising for the following reasons:

- 1- The brain responds much more deeply to events that are unexpected. The unexpected scenes always evoke a more powerful emotional reaction, a more intense emotional response, consequently better grabbing a viewer’s attention.
- 2- Surprise changes behavior; surprise is addictive, inexpensive, fuels emotions, and even changes behavior; as surprise introduces the viewers to new stimuli, which they must then resolve with shifts in their beliefs and behavior. Unexpected events are powerful because they drive learning, and since advertisers should be thinking in terms of desired consumer behavior when creating a campaign, they should be too focused on the question of What expectations do their customers hold, and how can they turn those on their head? When it comes to surprise, thinking outside the box is the key.
- 3- Surprise keeps the viewers involved. Studies proved that the use of surprise in advertising is effective in seizing viewers’ attention, and researchers have found that when surprise is used in combination with other emotions like delight, humor, absurdity viewers are more likely to continue being engaged throughout the ad.
- 4- Consumer attention span is very short. Research shows that advertisers have 5 to 10

seconds to grab viewers' attention. How advertisers choose to use those 5–10 seconds is crucial to the success of the ad. Either to hook the viewer in quickly or you'll lose them. There is no better way to do this than by using surprise. (Yannotti, 2017)

The Element of Surprise in Installation Advertising:

Surprising your target audience is a great tactic to get them to pay attention, especially in a context where people are used to repetition and may not be expecting any changes. According to human psychology, the minute we see something related to surprise, it certainly stimulates our interest and forces us to dig in and check what it is about. There are many ways how to hook interest of people by surprise, it could be done by putting usual objects in unusual places or using usual objects in unusual time. When designing an Installation Advertising Campaign, the first thing a designer needs to is to have a clear and deep understanding of the target consumers. Who exactly are they? Where do they hang out? How old are they? What do they think about similar products? The designer should also have a clear goal of what action he wants people to take in order to be able to craft an appropriate surprise strategy around that final goal.

There are three main principles to create an Installation Advertising idea using surprise:

- Appear in a relevant place at a relevant time.
- Don't scare, upset or irritate people just Surprise.
- Stick to the advertised product main message.

Surprise Formats in Installation Advertising:

Surprise has various formats to be applied in the execution of Installation adverts

1- Intrusion:

Is a technique that uses places and items as mediums for the advertisements. Using the value of a medium, the role of the medium, things that are visible from the medium and ways of connecting the medium to the consumers, as well as using the medium's interesting aspects to create an advertising idea.

2- Transformation:

Is a technique that uses deviations and alterations to the physical states of materials to present advertising contents. These changes include changes in size, color, shapes, content and location, changes take place through additions and eliminations and through replacements. (Stoklossa, 2007, p. 127)

3- Illusion

Is a technique that focuses on distortions of the target audience' perceptions of reality and results in them being unable to distinguish fact from fiction. These can be done through the usage of 3D technology in mimicking of existing

items. (Eskilson, 2019 - 3rd Edition, p. 256)

4- Interaction

Is a technique that presents information and marketing materials by inviting interaction from target audiences and results in consumers becoming part of the creation of the advertisement itself. This Type is called Experiential Advertising.

At times, there might be a combination of more than one format to ensure the effectiveness of the surprise. (Gerard J Tellis, 2007, p. 250:255)

Surprise Tactics in Installation Advertising:

Exaggeration:

This type of surprise based on humor blows things way out of proportion, to a level that makes people appreciate just how unbelievably extra it is. It can be used to really hammer out a point, or to make fun of a common scenario or real-life issue which helps your message to be more unique and expressive. (Key Benefits of Ambient Advertising, 2017)

Association:

Some advertising techniques rely mostly on psychology. Such is the case with the association technique, which is all about that the visuals or the main object in the installation advert will create associations for the viewer. These associations can be feelings, ideas, places, or nostalgia. For association to be successful, a good bit of research must be done earlier so that there is a deep knowledge of who the consumer is before deciding on what the association will be. (Velarde, 2017, p. 105)

Personification:

Personification is used to relate objects, plants, and animals to people. Like featuring an animal dressed in a suit and tie, talking, driving a car, or reading a newspaper; these humorous surprise techniques help the advertising message to be more entertaining and memorable. People like things that are out of the ordinary, and Installation advertising along with surprise is a platform for making unrealistic possibilities come to life.

Surprise in Installation Advertising could also be created through many various tactics depending on the visual interpretation of the advertising creative idea among which : Visual Analogy, Putting object to another use ,Rearrangement, Visual Metaphors, Connection, Replacement, Combination, Adaptation. (Gerard J Tellis, 2007)

Analytical study:

Surprise in Installation advertising engages the viewer in a way no other media can; because the viewer does not expect to experience it at this exact spot. In this section the paper looks closely into chosen brilliant examples of the world's largest campaigns using Installation Advertising where The Element of Surprise was the key of conveying

their message to attract their targeted audience.

Louis Vuitton Store:

In celebration of the new collaboration between the luxury brand Louis Vuitton and the contemporary Japanese artist Yayoi Kusama; with a collection of more than 400 pieces including clothes, accessories, perfumes and trunks, entitled "Creating Infinity". Appears a giant massive balloon portrait of the artist peering over the Louis Vuitton's Champs Elysées Store; with one arm hanging over the windows as she appears to paint the dozens of rainbow dots covering the exterior of the building

with her red hair and instantly recognized polka dot clothes. while at ground level, floating metal balloons float over the entry hall and more colorful sphere details decorate the surrounding floor-to-ceiling display windows and spreading over the exterior of the iconic building. These special installations are timed with the release of Louis Vuitton's capsule collection inspired by Kusama's inspiring creative career.

Surprise here utilized the exaggeration of visual tactic.



Fig (2) View of the exterior of Louis Vuitton store in Paris, France.

FedEx Kinko office supplies store campaign:

Oversized sculptures of highlighters, White-Out bottles were installed in the pedestrian cross walk and around New York City metro locations. The Installations were smartly playing off the natural

environment and skillfully advertising the FedEx office supplies store campaign. Utilizing the transformation format by changing both the pavement border and the cross walk through the adaptation visual technique.



Fig (3) FedEx Kinko

IBM: Smart Ideas for Smarter Cities:

IBM computer company has been always dedicated to creating solutions that help cities all over the world get smarter, in order to make life in those cities better. To spread the word, IBM created a brilliant campaign using surprising Advertising Installations. A bench, a rain shelter and a ramp that are not only designed to be beautiful, but to be useful to city residents as well. People interact with

the advert in a brilliant way, if they are stuck in the rain, they'll read the advert several times, The element of surprise not only benefited the advertised IT company, but it also provided an immediate benefit to passersby. The Element of Surprise used both transformation and interaction formats while adaptation visual surprise tactic was successfully used.



Fig (4) IBM Smart Cities Rain shelter, Ramp, Seat

Rimmel Quick dry Nail polish:

A very clever campaign by Rimmel in London advertising their quick-dry nail polish by placing a spectacle of a large bottle of brightly colored nail polish that appeared to be flying in the air and pouring nail polish onto the ground. Its unexpected placement worked to draw attention to the product.

The image of the dried nail polish holding up the bottle in mid-air reinforced the idea that the nail polish was of strong quality and quick drying. It used the Installation Surprise tactic along with both exaggeration, visual analogy visual surprise techniques in a very interesting way.



Fig (5) Rimmel Nail polish

Kit-Kat:

Kit-Kat created a very innovative Installation Advertising campaign through a very smart use of both the Transformation & Interaction surprise formats. A strong connection with the brand was achieved through using the visual analogy surprise tactic, where this Installation advertisement

connected its customers with their famous tag line “Have a break, have a KitKat”, by placing it just at the place where people take a break by sitting on a park bench, while the bench bars look exactly as the chocolate bars does. KitKat also installed relaxing beach swings in other spots to reach as much targeted customers where ever they could be needing a break.



Fig (6) KIT KAT Park Bench and Beach Swing

Pantene Anti-Breakage Shampoo:

To promote Pantene Anti-Breakage Shampoo in Toronto, Canada. The campaign used a giant braid similar to the famous braid in the fairy tale “Rapunzel”. The braid dangles from a building along with a dummy of a man climbing them. The

brilliant installation advertising idea demonstrated the outstanding effect of the shampoo which promises hair so strong that a man can use it as a rope to climb. Surprise here used the visual analogy and connection surprise tactics.

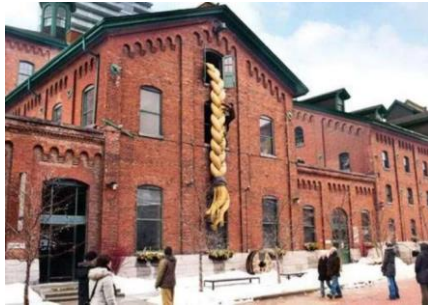


Fig (7) Pantene Anti-Breakage Shampoo

Lay's:

Lay's has launched a campaign to promote the locality of Lay's potato chips with a life-size installation of potatoes hanging from the ceiling of the Chicago Jackson Tunnel, the installation consists of enormous potatoes dangling from their roots and breaking out the tiles in the tunnel's ceiling, is accompanied by the message: Our potatoes are grown closer than you may think. The surprise utilized the intrusion technique along with the exaggeration visual tactic and of course the unexpected place, the underground walkway.



Fig (8) Lay's potatoes

The Banana Peel Awareness Campaign:

As a part of an Installation Advertising campaign to raise the awareness against injuries and preventable accidents. A massive banana peel sculpture was set up at Jack Poole Plaza in Canada, to help remind the viewers that most injuries that happen you can see coming before it really happens. Along with a caption that says: "90 % of accidents are 100 % preventable." The surprise was created through the exaggeration of the size of the banana peel, look like visual tactics to remind British Columbians that injuries could be preventable.

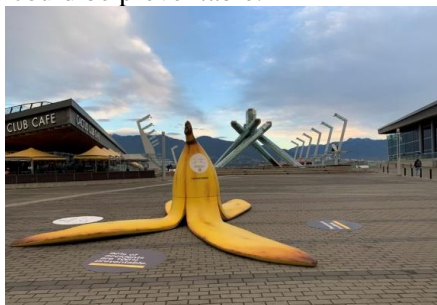


Fig (9) the Banana Peel Awareness Campaign

McDonalds coffee pole:

As part of a campaign endorsing McDonald's restaurants, a downtown Vancouver lamp post look as if it pours coffee into a giant cup on the sidewalk. The lamp post was covered in brown vinyl to look like poured coffee, while a huge jug was attached to the end. Surprise used the illusion format which made the lamppost seem to look real and dynamic along with the exaggeration technique.



Fig (10) McDonald's restaurants

BIC's Razor in the Middle of a Field:

A world leader in stationery, lighters, and razors, BIC uses Installation Advertising for its razor product. Surprise was crafted through an enormous razor setup in the middle of a field in Japan. The brand made a statement that their razors are sharp enough to mow a lawn. Surprise execution is done brilliantly through exaggeration and connection tactics.



Fig (11) BIC Razor

Lipton Green Tea:

That's what Lipton created in Cairo, Egypt. promoting its new product, the Green Tea sachets. The installation was adapted to a group of huge green bushes trimmed in the form of a cup of tea, and placing the famous sachet label out of the cup to imply that the tea is pure and natural Green Tea. The viewer probably won't just pass by as the surprise here succeeded to grab the attention through intrusion, connection and adaptation.



Fig (12) Lipton Green Tea

Results:

- 1- The key to a successful Installation advertising is a clever created surprise.
- 2- Surprise in Installation advertising engages the viewers in a way no other media can because the viewer does not expect to experience it.
- 3- Surprise in Installation advertising has a lasting impact on the minds of viewers which helps an advertisement idea stand out, makes it memorable, engages it with consumers and stimulates word of mouth.
- 4- Surprise in Installation advertising can be created via using humor, illogicality, or even a shocking visual.
- 5- Exaggeration, personification, analogy, adaptation, connection are the most used surprise tactics in Installation advertising.
- 6- Intrusion, transformation and illusion were observed being the most prominent and most often used formats in Installation advertising.
- 7- Surprise helps improve the Installation advert effectiveness and leads to more positive brand experiences and lead to positive purchase intentions as people take pictures, make videos of this unexpected surprise and share it on social media using the brand's hashtag, and thereby build brand awareness.

It should be concluded that:

With the increasing competition for captivating consumers' attention which is already overloaded by traditional advertising through many channels, it is noticeable that there is a mandate for more creativity and novelty in advertising methods. Art styles and schools are a very rich inspirational source for designers to come up with innovative advertising formats through integrating art and design to reach for their target customers. The of the element of surprise as well is a clever creative design tactic to be utilized. The element of surprise in Installation advertising is a crucial communication tool; as surprise gives Installation advertising an extraordinary capability to stand out, attract, appeal and seize the instant attention of the

viewers. It is vital for brands to stay up-to-date with current trends and explore the Art world new options and technologies to keep their customers interested and stand out from the competition. In the world of Instagram, where wonders and attractive elements hook the attention of targeted customers every minute. Accordingly, having a well-designed installation advert can give the brand a social media mileage by drawing conversations and engagement. Within the changes in the media and advertising worlds expected to accelerate installation advertising to continue to expand. With Installation advertising, The element of surprise and technology, the sky's the limit.

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