

# THE INFLUENCE OF THE HUMORISTIC TONE ON THE EFFECTIVENESS OF ENVIRONMENTAL NARRATIVES

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## Abstract

In parallel with the growing urgency of a society capable of behaving in a sustainable manner, the need for an investment in communication strategies that promote responsible consumption in defense of the environment, expands. Fear is one of the most evoked emotions in campaigns within the context of promoting causes and values of general interest to society – social advertising -, yet, the impact of other stimuli in this context must be analyzed. This dissertation focuses on the influence of the humorous tone on the effectiveness of advertising narratives of environmental nature. In order to fulfill this objective, two types of studies were conducted: a quantitative one, with the application of a questionnaire, and another qualitative, based on interviews to art directors. The quantitative analysis allowed us to study two ads of different emotional tones, one dramatic and another humorous, regarding Attitude towards the ad, General attention to the ad, Recall, Intention to forward, and Behavioral intention, and some predictive effects were tested. The results demonstrated the effectiveness of the humorous narrative, although the dramatic one had shown superiority in almost all dimensions under study. In the end, the results from the quantitative analysis are discussed, integrating them with the existing theory previously presented, as well as with the insights extracted from the interviews.

## Keywords

storytelling; humor; advertising; social marketing; environment; effectiveness

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