

# **War & peace: a comparative study of TV commercials' effectiveness**

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## **Abstract**

This paper investigates the impact of advertising strategies on consumer attitudes toward ads and brands during periods of crisis. It focuses on comparative analyses of routine and wartime contexts. By analyzing TV commercials and conducting surveys across two distinct periods, the study reveals significant shifts in advertising content and consumer responses. Results indicate that during wartime, ads adopted altruistic and informational appeals, emphasizing empathy and brand contribution to consumer well-being. This leads to perceived excitement and credibility with increased brand recognition and brand trust. In contrast, routine time ads prioritize individualistic and transformational appeals, focusing on enjoyment and future aspirations. The findings align with the Response Advertising to National Crises approach, highlighting the importance of sincere messaging in reducing consumer uncertainty and perceived risk during crises. The study underscores the significance of brands demonstrating crisis awareness and commitment to consumer welfare. It offers valuable insights for advertisers navigating turbulent times.

**Keywords:** Response advertising to national crises; War; TV commercials; Effectiveness; Attitude toward the ad; Attitude toward the brand.