

# **Good shock or bad shock: what impact shock advertisements are creating on the mind of viewers.**

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## **Abstract:**

In our daily life we come across many advertisements that suddenly grab our attention due to the presence of an unexpected factor (Williams 2009). This unexpected factor is the main ingredient that turns a normal advertisement into shock advertisement. According to Gustafson & Yssel (1994) and Venkat & Abi-Hanna (1995), Shock advertisement is something that intentionally startles and offends its audience. The primary objective of an advertisement is to gain attention of its viewer (White 2007) and shock advertisements are fulfilling this objective by surprising the viewers. It is easier to reach the customer effectively who is surrounded by data clutter now a days. On the other hand for some they create fear, they are disturbing and below the belt. People ignore scary and shocking advertisements, they assume that it is not for them as they are not that bad (Williams 2009), so they did not take any notice. Shock tactics in advertising are being used around the world. So far they have played their role in making people aware, round the globe about things like social illnesses, harmful practices and life taking diseases, in addition to that shock advertisement is also promoting deeds like donating to charity and helping the needy. Different people have different views about Shock advertisements. For some it is a savior and for some it is trouble initiator. It depends on the way how advertisers are using shock tactics. But, they are effective they produce results besides being a bit offensive for some. They can be used around the globe to aware people and to cure many societal infirmities.

**Key Words:** Shock Advertisements, Shock, Fear, Ads, Marketing, Media.