

CREATIVE VIDEO ADS IN COVID ERA: A PATH TO SOCIAL MEDIA ENGAGEMENT

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Abstract

In the social sciences, particularly in marketing, professors are present with constant challenges, therefore, they have been looking for new methods to engage students through content in the classroom. However, a global pandemic COVID-19 that led to the confinement of millions of people worldwide and launched new challenges for education in social sciences. There was a greater digitization of educational contents.

Therefore, the main objective of this study was to analyse the effects of content creativity on student engagement through WOW effect mediation. Thus, we presented a video available on YouTube and through a survey we obtained 178 responses from students of marketing courses. The results were analysed using PLS-SEM and show that creativity influences the WOW effect and, consequently, students' engagement with the contents. In this context, this study presents important conclusions for education in social sciences, specifically in the area of marketing.

Keywords: Engagement, Creativity, WOW effect, Video ad

1 INTRODUCTION

Nowadays, brands interact with consumers even more through social media, building close and continuous relationships. Social media has changed the way of communicating with consumer and influence its behavior (Girona & Korgaonkar, 2014). Consumers spend more time online interacting with other people and brands, resulting in positive impacts on brand engagement (Morgan-Thomas & Veloutsou, 2013).

On social media platforms, advertising is one of the most popular content (Souiden, Chtourou, & Korai, 2017) and can be used to inform, increase brand awareness, improve brand image and profitability (Shimp, 2007). The evaluation of promotional activities on social media platforms also influences consumer's perceptions of brand authenticity. However, consumer brand engagement in social media has still been little studied and further investigation is needed (Wang et al., 2017; Algharabat et al., 2018; Shareef et al., 2018).

For Hollebeek et al. (2014) in the context of social media, the consumer brand engagement (CBE) is the capability to create psychological state in consumer's minds as consumers interact with brands. CBE is