

IMPACT OF BILLBORD ADVERTISING APPEALS IN PEACE PROMOTION FOR SUSTAINABLE COMMUNITY DEVELOPMENT: A CASE OF BOKO HARAM

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Abstract

By relying on review of relevant literature which addresses the notion of sustainability and sustainable development, the paper explores the effectiveness of using billboard advertising campaigns to promote peace and sustainable community development initiatives. The article exposes the factors with significant influence, on the target audience while making concise decision due to advertising appeals. The paper used reliability, correlation and regression techniques with collated data presented in tables and percentages. The extraction of information from conducted interviews was used in data analysis alongside the AIDA model for effective advertising. It was found that billboards have a longer life span than other mass media; this situates it as an important tool for organizations and government institutions when targeting a larger audience.

Key Words: Peace, Promotion, Sustainable, Community, Development, Billboards, Advertising

Introduction

Conflicts are recurring issues in the society, with African and by extension Nigerian societies experiencing their fair share of such conflicts. Such conflicts arise either from ethno-religious bias and differences, political, geographical or are as a result of insurgencies or civil disturbances and unrest. Whatever the cause of an unrest, it is important that peace be restored by all available means and artists have variously responded through their art works to talk, make statement or condemn any such societal ills and raise issues for dialogue and mediation on the international scene. The efforts of Nigerian artists like David West's works, *No More Aggression* and *Unanimous Wish for Peace*, and Kolade Oshinowo's *Conflict Resolution*, are visual art exhibits noteworthy of mention in peace building and conflict resolution parlance in visual arts (Onoja, Duniya and Agada, 2017).

The aforementioned works have been exhibited at various times, and some are in the permanent collections of National art collections, and privately owned galleries, and institutions, as potent evidences of artists' efforts on peace and conflict resolution. Saliu (1994: 8) states that "an art work has little value if it is not relevant to the society in which it is produced". Art has to be relevant in the society, and so also, the artists who produced the works and exhibit same for the public to appreciate and interact with, either as an object of worship, as seen in some societies, or provoking emotional responses; the key is that art of any form must be useful to society. Art takes many shapes or forms which include but are not limited to paintings, sculpture, posters, graphics, installations, performance and many more.

This paper leans on the graphic art form of advertisement, its appeals with a specific focus on bill boards as suitable means for promoting peace and its accoutrements of sustainable community development. Consequently, this study is concerned with the impact and effectiveness of such bill boards in the propagation and promotion of peace using a contextual analysis of advertising appeals.

The salient impact of bill boards on the memory of the human mind is amazing and captivating; hence its suitability for this study. Various continents, including Africa, have had their fair share of conflicts, Nigeria is not exempted from said conflict situations. The need to delve into peace promotion is thus paramount. According to Osaretin & Akov (2013:349), "Nigeria has played host to different types of conflict, especially since the beginning of the Fourth Republic. Critical amongst these is ethno-religious conflict, compounded by insurgent activities, whose centrifugal tendencies portend dangerous vortex for the corporate existence of the country." In discussing the violent conflicts..., Best (2007:14) avers that, "the north eastern and southern zones have experienced extremely violent conflict situations, adding to tens of thousands of internally displaced persons, deaths, injuries and maiming, and the destruction of properties, etc." The hostilities and the attendant rippling effects of various conflicts, which have affected the peaceful nature of the nation have led various authors and artists to lend their voices and works to ways of creating a society where peace thrives and conflict is discouraged through various efforts. This retrospective discourse forms the hub for the paper, and gives a varied perspective to the peace promotion initiatives.

Advertising Appeals

The importance of globalization has created a wider scope for researchers to explore the influence of advertising in communities (Kanso & Nelson, 2007). Researchers have defined advertising differently, but for easier understanding Richards and Curran (2002) gathered experts to provide a single, uniform definition. Anusree & Lynch, 1995; Iqbal & Batool, (2015) said:

“Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future”. It is a strategy through which all information or a particular message is delivered to the target audience.

The main aim of an advertiser is to reach a wide range of the target audience at the same time and make information readily available. Advertisers strategically use advertising appeals containing emotions or informational contents in persuading consumers. To accomplish this aim, they need to study their audience and know which appeal is more effective to a particular situation on a certain group of individuals (Cutler, Thomas & Rao 2000; Zin & Manfredo 2000). Two distinct beliefs exist in understanding how consumers react to advertisement; these are, rational and emotional appeals. This forms the major background for this study. Before knowing when and how to use these appeals, one has to establish what they mean. Puto and Well (1984), first defined rational appeal (also known as informational appeal) as:

“one which provides consumers with factual and relevant brand data in a logical and very clear manner in such a way that consumers have great confidence in their ability to assess the merits of buying the brand after having seen the advertisement” (P. 638).

In rational appeals, the content is more about the product's features, what it can do for the consumer, rather than how it makes the consumer feel. While, emotional appeal performs the opposite, according to Puto and Wells (1984), an emotional appeal (also known as transformational):

“is one which associates the experience of using and consuming the advertised brand with rare and exceptional psychological characteristics which are not typically associated with the brand experience to the same level without exposure to the advertisement” (P. 634).

Through the use of these kinds of appeals, advertisers try to achieve their objectives by evoking strong feelings and emotions in their target audience instead of using rational reasons. Within each appeal one can identify constructs, rational appeals have in most cases these constructs; problem and solutions, demonstration of results during and after the use of the proffered product, celebrity endorsement or endorsements by an authority or combination of both rational and emotional. Comparably, emotional appeals have constructs that could be broken down into; humor/comedy, vanity, less than perfect/too fat/too thin, joy, happiness, fear, threat and general emotions (Baheti, Jain & Jani 2012). These appeals are all applicable to mass media but for the purpose of this research the researcher intends to study the effectiveness of using such appeals to provide a conducive environment through peace promotion for sustainable community development initiatives.

Billboard Advertising

In this rapidly changing world, companies and institutions want to communicate their message to people in a manner that can influence their behavior. They adopt different tools in delivering their ideas by advertising their products, services or messages to the target audience. Nowadays people are bombarded with lots of information through multiple media like magazines, newspapers, television, internet and billboards (Latif & Abideen, 2011). Seeing as people are engaged in many activities at a time, they do not necessarily have the time to update themselves. This is becoming difficult for advertisers handling communications for institutions and organization to trap them, so in these circumstances, advertisers opt for billboards as an advertisement tool to effectively convey the message to the target audience even when they are not there (Balkafi, Akbulut & Kartopu, 2005).

There are different factors which affect the effectiveness of billboard ads. Such adverts should be understandable, attention-grabbing and should be positioned so that the audience can access the message the advert is offering (Taylor & Franke 2003; Taylor, Franke & Bang, 2006). According to, “Bulletins (billboards) are amongst the largest, most impactful standard size advertisement media format” Over the course of time, billboards remain a top medium in the advertising world because of their power to reach a large group of people at a particular time (*Outdoor Advertising Association of America, Inc.*, 2015) and has good longevity compared to other popular advertising practices (Thomas, 2015).

Peace Promotion

According to Onoja, Duniya, and Agada (2017:3), peace promotion is a quest in the hearts of many people which has drawn out people of different fields but specifically artists, have created many works which have

served as statements on certain crisis situations, such as wars, ravaging famine due to political, ethnic and religious conflicts, and also as an outrage to certain social, economic or political manipulations in the society. This goes to state that, the functions of art forms/works, transcend the boundary of mere aesthetics, art for art's sake and lends its services to such areas as peace and conflict resolution. For such art works/visuals to be effective in the promotion of peace; they must first and foremost be exposed to an audience where peace is the crux of its existence.

This article concerns itself therefore, with the analysis of billboard ads/campaigns that aid and foster peaceful existence within the conflict ridden areas of Borno State-Nigeria. The research uses existing billboards ads on peace promotion from the immediate affected communities, by analyzing its effectiveness to communicate effectively the concept of a culture of peace and invariably enhance sustainable community development.

Statement of problem

Previous researches on using art forms as a means of peace building have focused solely on either the general visual arts such as painting and sculpture with a significant leaning towards the performative arts, hence the relegation of the bill board advertisement to the sidelines in the mediatory process of peace and conflict resolution as well as the attending issues of sustainable community development thus, is a gap, which constitutes the problem of this study.

Significance

This study lays in the suitability of advertising appeals in the effective communication of a culture of peace through the use of certain cultural and visual cues in transmitting messages that propagate peace to a target audience. Seeing that for every development initiative to be successful, peace has to be a thriving vehicle in the community. This study thus uses the suitability of bill boards and advertising appeals towards promoting peace for the purpose of effective sustainable community development.

Aim

The aim of this study is to analyze billboard advertisement as effective communication tool in insurgency ridden areas for the purpose of peace promotion leading to a conducive environment for sustainable community development initiatives.

Research Questions

The research questions of the study are to find out;

1. Which advertising appeal is effective in promoting peace in an insurgency ridden environment?
2. Can advertising appeals promote a conducive environment for sustainable community development?
3. Are billboards effective tools for promoting peace?

Scope

The study focused on Maiduguri metropolis with a specific interest to Gwange and New GRA areas within the metropolis. This is due to the availability of strategic areas for billboards positioning. It also affords the author the opportunity of accessing two different cultural demography, which is a determinant of strategic bill board message positioning.

Review of Related Literature

This review summarily discusses what a culture of peace in Africa means and stands for; as well as the concepts and general ideas behind sustainable community development.

Culture of Peace

The culture of peace concept in Africa was first defined by UNESCO on a global scale during the international Congress on *Peace in the Minds of Men* in 1989, held in Yamoussoukro, Cote d'Ivoire. Troggeler et al, (2015) define a culture of peace as:

“a culture of Peace, consists of values, attitudes and behaviors that reflect and inspire social interaction and sharing based on the principles of freedom, justice and democracy, all human right, tolerance and solidarity, that reject violence and endeavor to prevent conflicts by tackling their root causes to solve problems through dialogue and negotiation which guarantee the full exercise of all rights and the means to participate fully in the development process of their society”.

In Africa, the concept of a culture of peace delineates the integration of values, belief systems and forms of spirituality, local knowledge and technologies, traditions and forms of cultural and artistic expression that contribute to the respect of human rights, cultural diversity, solidarity and the rejection of violence to build democratic societies (Surrendra, 2014). For this to be achieved to its maximum, peace has to be a practicable concept within communities as they are the sum total of the populace making up societies. Peaceful societies are enabling platforms for sustainable development while violent conflict is one of the

greatest obstacles to the achieving of any sustainable development. Peace and sustainability are closely intertwined. The conditions that promote sustainability and equitable development also ensure the condition for peace and ensuring peace creates the conditions for sustainable development (Surrendra, 2014). This leads us to the importance of sustainability as a concept and its resultant effects or position in community development. Freedom from fear and violence is a fundamental human right and the essential foundation for building peaceful and prosperous societies (Surrendra, 2014).

Sustainable Community Development

Transforming society and the economy to a sustained basis presents the most significant challenge of the 21st century. This challenge is unprecedented in scope; with its context being the planet as a whole. It requires a fundamental shift in consciousness as well as in action and calls for a fresh vision, a new dream and new approaches for shaping an evolving new reality. The concept of sustainable development is not new in literary discourses, it has rather an elaborate history which has evolved over time. Although many definitions abound, the most often used definition of sustainable development is that proposed by the Brundtland Commission, which states it as the “development that can meet the needs of the present generation without compromising the ability of future generations to meet their own needs” (Cerin, 2006; Dernbach, 1998; Dernbach, 2003; Stoddart, 2011; Giovanni & Fabietti, 2014). From this definition it can be seen that the underlying factor which governs this principle is the immediate community of the people, as its the immediate provider of needs for the future generation (Otto, 2011).

It is also important to note, how this evolution has been affected by different political and intellectual streams of thoughts which have molded the concept of sustainability (Kidd, 1992). Discourse on sustainability have always been shaped by three main thoughts, environmental, social and business discourses. Recent research in international spaces has been focused towards a global phenomenon of integrating peace keeping, peace building and peace promotion as a methodology in conflict environments. There have been advocacies towards an inclusive and holistic approach in peace processes by incorporating the concept and the strength of languages, traditions, history, media and artistic activities. Seeing as culture is the sum total of the beliefs of a community, using it as a method to achieving community participation, communication and involvement in post-conflict settings are vital for building a culture of peace. For the purpose of this paper concentration will be given to the use of a certain media form, billboard, due to its importance on the culture of peace promotion for effective community development (Giovanni & Fabietti, 2014).

The paper focuses on an area which involves the use of artistic visuals through the use of rational or emotional appeal for promoting a peaceful environment so sustainable community development can thrive. The importance of visuals cannot be over emphasized as it has been used in different contexts to show realities of behaviors and actions. It also plays an important role in societal transformation activities which have been successful in countries such as Angola, Zambia, Japan, China, New Zealand and Germany. This ultimately advocates social inclusion, social cohesion and harmonious coexistence. As peace is an enabling condition for sustainable development it is paramount to stress the importance of peace promotion among communities for a strong and resilient society. The paper further highlights how media communication, especially billboards are proving the critical link in understanding the connections between sustainability, peace and how it perfects and builds people's skills in taking action that will improve the quality of life now and for future generations. The research further tries to establish the importance on conditions for peace and ensuring peace creates the conditions for sustainable community development. Sustainability is not an end state but a process, with an ultimate goal of having an equitable society that acts in ways that do not exceed the earth's capacity to support non-human and human life. Working towards this is a working multi stakeholder process that involves players at various disciplines and levels of government.

Theoretical Framework

AIDA Model

Strong (1925), opines that, the AIDA Model of advertising is an acronym for attention, interest, desire and action, which alludes to the cognitive journey of a target audience as it travels in four different stages. The model can be approached as a tool to encourage behavior change as an effective end result of a transmitted message. It's inclusively, a good way for advertisers and publicity officers to create promotional campaigns by leading target audience through the four stages, which form an awareness that leads to action. The stages are:

1. **Attract Attention:** Here the advertiser has to promote the message/product/service in such a way that the target audience becomes aware of the existence of that certain message. This first stage stresses the importance and relevance of the cognitive, which focuses on ways of catching and retaining the target audience's attention. The use of strong imagery to make information/product has always been a powerful way of getting attention. Another way of grabbing attention is the use

of large headings, utilizing whitespace and colour to maximizing their effects (Iqbal & Bahool, 2015).

2. Raise **Interest**: Interest appears when the target audience actively expresses willingness to search for more information on the product/message/idea. Further attributes that create interest in an audience are, textual elements, isolated images or models used for the advert.
3. Create **Desire**: Desire is considered the actual aspiration to a service, message or product. Elements such as symbolic characters, design, colours, and other suitable imageries come to play here.
4. Leads to **Action**: Action here represents the final stage in the AIDA process. Taking action is where a conscious effort is made towards decision making on either to act positively or negatively towards the message, product or service. In this stage advertisers focus on determining that the consumer finalizes the entire cognitive process with an actual acquisition, purchase or behavioural change (Iqbal & Bahool, 2015).

O'Guinn, Allen, and Semenik, (1998) opine that, cultures have always surrounded creation, transmission, reception and interpretation of advertisements in targeted communities/audiences. Cultural conventions and values (norms) tend to influence every aspect of human behaviour, including consumer behaviour and response to advertising. Therefore, an advertiser who incorporates these values into the advertisement of its products or services is likely to succeed in connecting with said target audience. Askegaard (1991) illuminates the importance of culture as a more recognized factor within the field of advertising; this implies that, advertising as a marketing tool should and must pay decisive and special attention to the cultures of consumers in conjunction with product image to secure attention of intended audience and also to convey adequately messages, concepts and ideas easily, so that the messages are grasped with ease based on the theorem that, all things being equal, the degree of attraction of a design has to be associated with its understanding.

Just as culture and cultural values provide people with ways of thinking, ways of seeing and hearing and interpreting the word, so does an image, it makes interpretation easier, simplified and comprehensible and understandable. Any experience or interpretation is preceded by meaning already given within a culturally relative tradition or practices. Obisesan's (2008) revealed that, cultural convention married with symbolic product is communication synthesis that creates lasting impression in the minds of people. It also creates a platform for effective understanding of the advertisement. With this in mind, the creation of visual bill boards for the promotion of peace and sustainable development will dependent on cultural cues and symbols that the target audience in the area of study will easily grasp, understand and relate with. This is expected to enhance greatly the rate of interaction between the created bill boards, messages within and the target audience and subsequently lead to positive change in terms of peace building.

Methodology

The study is a qualitative research. Analytical method was used. Data collected through this method allowed the researcher to understand the issue under investigation subjectively. Information collected through the method was used to diagnose behavioral attitudes such as those proposed by the AIDA model enumerated above. It explored the responses of subjects via one on one interviews and the administration of semi structured interview guide. This was inclusively employed as it gave the researcher additional advantage to encourage the interviewee to speak freely about feelings, events, behaviour and beliefs.

The researcher used the Quota sampling technique to obtain the sample size needed for the research. This was considered suitable due to its capability in producing a sample reflecting the proportion of the population based on ethnicity, age group, gender or socio-economic demographic (Bryman & Bell, 2011). A total of 23 individuals were interviewed using the AIDA model as a guide in writing the questionnaire. The main focus of the data gathering exercise was to gain and provide understanding rather than to qualify the responses gathered.

Stimuli Material

This article made use of the concept of rational and emotional advertising appeals in an attempt to understand the impact and effectiveness of advertising (bill boards) when using these appeals in insurgent ridden environments. The research chose four different stimuli materials in form of print adverts which were shown to the target audience or which they have been previously exposed to. The rationale behind choosing the print advert was because it contained the two appeals which the study focused on in the course of the research.

Data Analysis

This section presents the results of the primary research conducted, using the AIDA model. The research questions proffered, were analyzed in an interpretive format using direct quotation from the interviews

conducted. The analysis is conducted using the four stages of the AIDA model: action, interest, desire and action. Results, are presented using tables for clear understanding.

Characteristics of Respondents

The respondents of the in-depth interview consisted of 10 males and 13 females ranging from the ages of 22-36 years. These respondents are literate with 9 of them holding University degrees while 8 are still pending receiving the degree certificates. Six (6) out of the 23 respondents were holders of primary level education.

Interviews were conducted amidst formal introductions and explanation of how the process will proceed, after which the demography of each candidate was obtained. Several adverts containing the two different appeals (emotional and rational) were shown to the interviewee, who was then given time to study the adverts. Majority (13 out of 23) of the respondents are aware that peace is something that is needed for sustainable development to thrive.

Subsequently, the respondents were asked about their initial feelings on all adverts shown to them. Some responded with:

“the adverts are quiet captivating, really interesting”

“I understood the information that was being passed across immediately”

“they (adverts) got to me immediately”

Attention

Attention in an advert aims to attract capture the gaze and mind of the target audience. The objective of this is to get the target audience to actually take notice of the message (Wiyaya, 2012). After going through the adverts 14 out of the 23 respondents making a total of 60.8%, informed the interviewer that the first advert (rational appeal) captured their attention the most. Even though there was a general preference to the first advert the responses where really varied in nature. Some of the responses were: “For the promotion of peace, the second advert really portrayed it and shows the importance of unity and peaceful co-existence, possibly indicating that Nigeria is one”

While another respondent thought: “the first advert, really got my attention. It brought me back to reality of what living in an insurgent society can do to us. And in its way really stressed the importance of promoting peace and oneness in our community and amongst ourselves”

These statements support Albers-Miller and Straffort's (1999), opinion that, rational adverts are designed to fully rely on the power of arguments and reason on the attributes of the message to convince a consumer on the appropriate action to take. 66.7% of those interviewed preferred the second advert (emotional appeal) by stating that it evoked a feeling of “remorse”, “wanting of things reverting to the way it used to be”, “unifying our community as it were, living peacefully”. They wanted the situation to get better, as the insurgency had affected the little developments that they had in the community, and there can't be any meaningful development if they don't work together in peace and unity. This behavior is supported by Kotler and Armstrong (1994) who state that, emotional appeal has the potential to stir up positive feeling of liking, pride, love, or remorse. Furthermore, Flora and Maibach, (1990) state that, an ad message laden with emotion is more readily remembered than one with little or no emotion.

Another respondent states thus, “the second advert spoke to me instantly and didn't even want to proceed to check the others, as I could see the promotion of unity there, which is all we need to bring back our community to its former glory.”

A different interviewer stated “advert three just went straight to the point and said ‘stop boko haram’ and that was all I needed and it was less filled with many images, it was simple. The above statement indicates the different opinions that exist amongst individuals, thus generalization information could be disastrous to an advertiser when assumption is made.

Interest

Interest is the aim to raise the customer's awareness by showing the features, benefits and advantages of a product. As soon as you capture the attention of your audience, you proceed to gain their interest on the product offering it in a way that it will lead to consequent purchase (Wiyaya, 2012). Questions were asked based on the particular feature in the advert that got the attention of the respondents, some of the responses were:

“the color was the first thing that attracted me on the third advert and how it was mixed, very powerful using red.” Another respondent agreed but in reference with advert one. This is also supported by Moriarty (1991) who posits that, “behind every successful advert is a creative concept with the aim of making an advert unforgettable and memorable through strategic placement of layout and elements”. The advert achieved this successfully as 70% of the respondents could relate to the characters, 40% to the background setting and 50% to the colors used.

Desire

Desire here is trying to convince the customer to want the product or service and the benefits that it will provide (Wiyaya, 2012). A Question was asked to determine why the interviewees preferred an advert and if it portrayed the peace concept in a positive light. Some responded by saying: "it did, I found it really gave me the desire of having an environment filled with peace that can be achieved in unity"

The above statement disagrees the statement made by Lavidge and Steiner (1962) which posits the notion that, emotion should be limited to "liking and preference". But from the response of the interviewee, it is obvious that the respondent felt it goes beyond just liking the advert. It invoked feelings of a more peaceful environment. Another respondent said: "I connected more with s second more because the more I kept looking at it, it really made the unfortunate situation that we find ourselves in more adverse in my mind"

This statement is supported by Zajonc (1980) and Heath (2007), who indicate that, emotions are difficult to put into words and do not depend on cognition alone, but also interaction. The more a consumer interacts with an advert the better the chances of recall and ultimately action. This shows that the respondents related with the adverts in their own ways, but ultimately its evident the desire stage has convinced the respondents that peace should be promoted for a beneficial environment. Comparing all the adverts on success of passing across its message, the first one was more successful at this stage.

Action

Action is the desire to act upon information received or taking appropriate steps towards message received (Wiyaya, 2012). Questions in this stage was geared towards gauging the willingness of respondents to act favorably towards the promotion of peace in their communities for development to have a chance. Dong-Jenn (2010) states that, effectiveness of an advert can be measured in two dimensions, sales effectiveness and communication effectiveness. From the response above, the willingness of the respondents to pursue positive action towards promoting peace for sustainable development using a certain appeal (emotional) has been achieved, as the adverts message had communicated effectively to its intended audience.

Results

Research Question One:

Which advertising appeal is effective in promoting peace in an insurgency ridden environment?

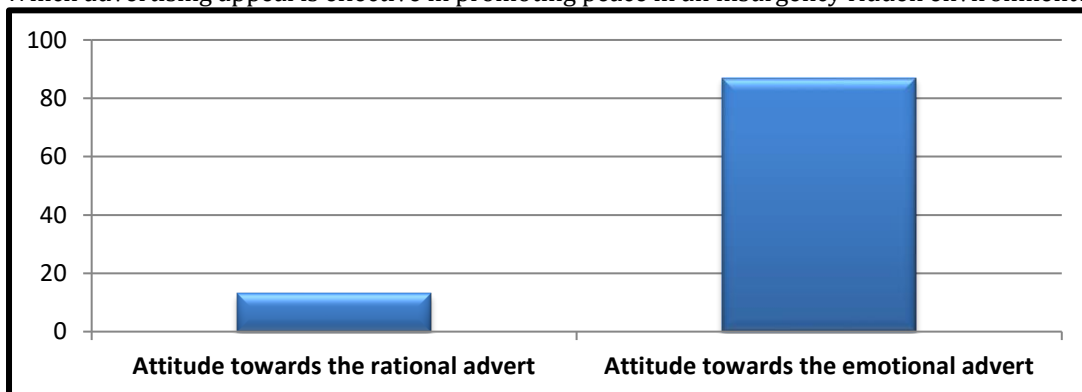


Figure 1. Comparison between attitude towards rational and emotional adverts

Research Question Two:

Are billboards effective tools for promoting peace?

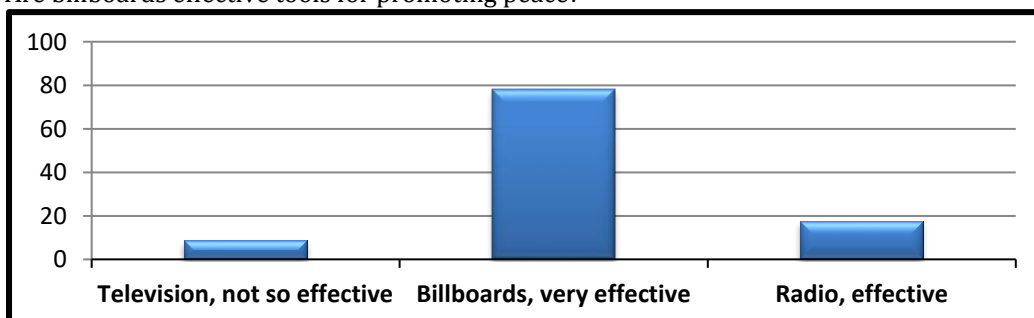


Figure 2: Comparison between three mass media mediums.

This shows that billboards are very effective as a medium compared to other mass media medium.

Research Question Three:

Can these advertising appeals promote a conducive environment for sustainable community development?

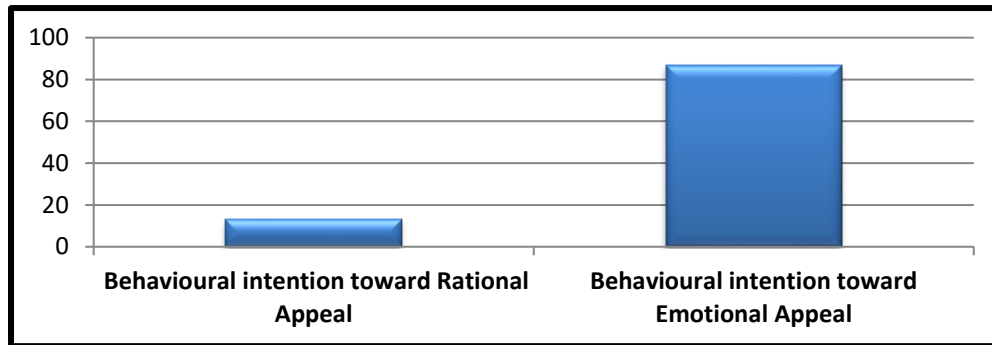


Figure 3: Comparison of behavioral attitude towards visual advertising appeals.

In summary, different advertising appeals affect audience's thoughts and action towards a message in different ways (Belch & Belch, 1998). In the review of literature, it is evident that, audiences have certain notions about advertising appeals. Some studies reveal that the rational advertising appeal has a greater effect on advertising attitudes of the target audience as posited in Tseng & Lin, (2008), while other studies have found that, the emotional advertising appeal has more significant effects on said advertising attitudes (Ting, 1999). However, this study has discovered that emotional appeal works better on audiences living in areas affected by insurgency for the promotion of peace for sustainable community development initiatives to be implemented. This was demonstrated in the second advert which advocated for one Nigeria, through peaceful co-existence and unity.

Limitations to the Study

The research was designed and neutrally made as careful as possible. Explicit conclusion was obtained. However, some limitations became evident to the researcher in the process of collecting data. These limitations include:

Limitations on respondents (responses to the adverts after studying the adverts): - This study focused on the immediate response of the respondents to the adverts used as stimulus material, their responses might have been different had they had a longer period to study the adverts.

Conclusion

The study has shown the importance of first creating a conducive environment by creating awareness and advocating for peace for the success of any sustainable community development initiative to take place. If communities have a sense of ownership right from the conceptualization stage of an initiative, chances of failure will be minimized. The use of visuals can't be overemphasized, as seen from the interviews conducted with audience which showed a high percentage favoring visuals that were emotionally inclined. The audiences that were targeted can be better communicated through the use of visual representations, illustrations or pictures to stress points of discussion and as a point of reference whenever the need arises.

Recommendations

Future research can use other advertising approaches such as TV advertisements instead of print adverts, and make related comparison, while working with a larger sample size, using questionnaires instead of in-depth interviews, as it allows flexibility reaching a wider target audience in a short period of time. More research could be conducted on each of the geo-political zones suffering from conflicts within the country and then comparing the effects using the two advertising appeals in each zones, to determine whether to standardize or adapt to the advertising appeals.

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APPENDIX



Advert One



Advert Two



Advert three



Advert Four