

## Metaphors in Marketing: the Benefits of Using Metaphors in Advertising

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**Annotation:** Today artistic language tools and figurative expressions are effectively used in linguistics. For the sake of the use them increases, their learning layers and fields are also expanding. Metaphors have an incomparable place among artistic visual expressions of each language. Today we can witness that metaphors are widely used in every layer of the language, even in business and marketing. This article is devoted to the comparative analysis of metaphors used in marketing.

**Keywords:** marketing, pure metaphor, fused metaphor, advertisement, business, brand.

Before talking about metaphors, we need to know exactly what it is and what function it performs in language.

Metaphors one of the figurative speech, that can be accurate words or expressions that mean something different from their literal meaning. We can use metaphors to improve speech and express our ideas more influential.

Metaphors shape and structure our thoughts and thus govern our accepted view of the world. They are one of a number of tropes (figurative uses of a word) which allow us to view a problem in a new way through the juxtaposition of ideas, a process which can be enabling and generate creativity in conceptualizing and theorizing.<sup>1</sup>

As we know, metaphors are widely used not only in everyday communication, but also in literature. By using metaphors, the writer presents his work in a more interesting way to the writer and attracts the attention of the readers.

In our modern life, we encounter metaphors not only in our daily life or in various books, but also in business and marketing.

In current advertising literature, metaphors are widely used by marketers to deliver marketing communication messages in a creative way and to prompt new ways of thinking. Clearly, advertisers have come to believe that it is not sufficient just to state the product's attributes any longer and therefore have moved away from the more traditional way of advertising. By presenting the characteristics metaphorically, they attempt to capture the consumers' interest and attention and shift their response in the desired direction.<sup>2</sup>

The use of metaphors in marketing is helping new businesses, several local and international brands to increase their sales and attract more customers. The main problem for new brands and businesses these days is lack of customers and low sales. It is true that the product or service you

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<sup>1</sup>P. Kitchen. Marketing Metaphors and Metamorphosis (2008) 10pg

<sup>2</sup>How do metaphors in advertising influence consumer response?Dejla Hrnjadovic 1pg

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offer may be of high quality, but if you do not advertise it, you will not be successful. You need ads, and it's safe to say that simple ads are boring to customers. The use of metaphors in advertisements is useful, they have become a part of advertisements today and it is the main advertising tool of marketers.

There are several types of metaphors used in marketing, and advertisements are many times more effective if they are kept in mind.

In general, rhetorical figures are used to present a claim either visually in the form of a picture and/or verbally, for instance by mentioning it in a text (Chang et al. 2013, p. 80). They are used by contemporary marketers as a powerful strategy in order to develop brand personality (Rentschler et alii 2012, p. 1464).<sup>3</sup>

## Types of metaphors in advertising

Marketers can be use linguistic, visual or symbolic metaphors in advertising. The pure metaphor and the fused metaphor these are main two types of metaphors that can used in advertising.

Pure metaphor is the connection of two unrelated concepts. From the outside, we can see that such metaphors have nothing to do with your product. But the use of such metaphors in advertisements helps customers to feel the feelings when they get your product or service, and this arouses interest in the service or product in the consumer, motivates him to use or buy it. As an example, we can cite the fact that the leading postal service in Uzbekistan, "Emu", uses the ostrich bird (emu-australian ostrich) in its advertising banners and phrases such as "Emu delivers your mail". We know that the emu is a very fast animal that can move at a speed of 50 km per hour with the help of its long legs.<sup>4</sup> But as we can see, it has nothing to do with mail, and this is where we come across a pure metaphor, fast as an emu, explain fast delivery of your orders at the speed of an emu.

By using a fused metaphor as opposed to a pure metaphor, you can "fuse" the product with another image rather than a visual image. Through this, you can reveal the unique sides of your product and convey your idea to the buyer in an interesting way. For example, McDonald's ran a fused ad for its Filet-O-Fish sandwich that showed a fishbowl in the shape of a hamburger. It also showed a fish swimming right in the middle (as if between the bun). The fishbowl and the sandwich were combined to create a fused metaphor.<sup>5</sup> Through this advertisement, McDonald's showed that its new product fish sandwich is really new and unusual by using a fused metaphor rather than a direct picture of the fish sandwich and was able to attract many customers. Kasimov clarified that this method is much more interesting than direct advertising of the product and is an effective way for new business owners to gain loyal customers.

## Benefits of using virtual metaphors:

- Concise and clear presentation of the product or service: Providing complete information about the product or service requires you to write long texts, which will seem boring to the audience and will take some time to read. Usually, such advertisements are not read to the end by those interested and are ignored. But through visual metaphors, you can fully express your product through a picture.
- Increasing sales and having a large audience: using visual metaphor in ads can make your brand memorable and attract new consumers. Such advertisements draw not only their attention, but

<sup>3</sup>How do metaphors in advertising influence consumer response?Dejla Hrnjadovic 2pg

<sup>4</sup><https://nationalzoo.si.edu/animals/emu>

<sup>5</sup>The Advantages of Using Visual Metaphors In Advertising

<https://stevens-tate.com/articles/the-advantages-of-using-visual-metaphors-in-advertising/#:~:text=There%20are%20two%20types%20of,metaphor%20and%20the%20fused%20metaphor.>

also their interest to you and convince them that you are truly unique and that you offer such a product to your customers.

- To stand out from competitors and become a leader in sales. It is clear that in business there are many competitors with the same product as you, and ads that use visual metaphors will help you a lot to win the fight with them, to stay away from them and to increase sales several times.

As we mentioned above, metaphors have a great place not only in daily life or literature, but also in business. Abduolimova M said that this extensive use of metaphor extends to marketing when we 'launch' a new offering, describe a product as a 'cash cow', or watch the adoption of our innovative new service 'diffuse' across a market. We also use them as an aid to thinking, as a way of creatively visioning, to help us conceptualize a research problem in a new way.<sup>6</sup>

For any new business or brand that wants to increase its sales and target audience, advertising is very important, and it depends on how strong the marketing strategy is. It's no secret that the use of metaphors really helps to multiply sales and attract loyal customers. We can witness such situations very quickly and it shows how important metaphors are in our lives and by studying them we can achieve high results in many aspects.

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