

## **Exploring multimodal metaphor and metonymy in advertising: Reflections on a collaboration between academics and creative practitioners**

*Metaphor, Advertising, Collaboration, Consumer Behaviour*

Despite interest in metaphor in advertising, there have been few studies that involve collaboration between academics and practitioners. Many studies in this area ask advertising professionals their opinions of the results post-hoc. The EMMA project explores Multimodal Metaphor [and Metonymy] in Advertising in collaboration with national and international advertising agencies to understand how metaphor is best used in advertising and to explore the impact of metaphor on consumer responses.

In this presentation, we discuss the benefits the partnership between academics and practitioners can have for impact studies in metaphor research, and report results of a study testing metaphor in a sexual health campaign co-created by Big Cat Agency and EMMA for Umbrella Health (an NHS trust). The study investigated the effectiveness (e.g. consumer understanding, appeal, and reported engagement) of the campaign when metaphor was used as an innuendo for places in Birmingham, UK (e.g. Popping in his Mailbox? Exploring their Botanical Gardens?). With a regional Qualtrics survey, we examined whether participant responses varied according to demographic information (e.g. age, gender, sexuality, and ethnicity), and the figurative nature of the campaign (e.g. conceptual effort, embodied metaphor, and creativity - conventional to novel). All of these factors were found to have an effect on consumer perceptions.

The EMMA project, its practices, and studies have implications for: (a) developing metaphor research in naturally-occurring creative contexts with empirical research; (b) developing working relationships with creative practitioners to test metaphor in various stages of the creative process – from conception to production to distribution; (c) benefitting the creative industry by reinforcing practitioner intuition and experience with research; and (d) supporting non-profit organisation to spread their message about important issues that benefit society.