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Visual Language in Digital Advertising: A Comparative Analysis of Luxury Automotive Brands on Social Media

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Abstract

Objectives: This study investigated the role of visual language strategies used in digital video advertisements and their influence on consumers of luxury automotive brands. It focused on the visual strategies employed in Facebook video advertisements by Mercedes-Benz Jordan and BMW Jordan.

Methods: The study analyzed 95 Facebook video advertisements posted between January 2022 and April 2023 using a content analysis approach. Units of analysis included advertisement duration, color schemes, typography, composition lines, and the use of rational versus emotional appeals.

Results: Both brands primarily used medium-length advertisements (15–30 seconds) with rational appeals emphasizing price, quality, and durability. Mercedes-Benz Jordan favored cool color palettes and straight composition lines to convey professionalism and elegance, while BMW Jordan used warm tones to evoke energy and enthusiasm. Both brands employed natural lighting, single-font typography, and visually striking logos to project authenticity and clarity.

Conclusions: The findings indicate that visual language is a critical element in shaping effective digital advertising that can enhance brand identity and audience engagement. The study recommends that luxury automotive brands further explore emerging technologies to refine their advertising strategies. Future research could examine the evolving role of such technologies in visual communication.

Keywords: visual language, digital advertising, brand identity, content analysis.

اللغة البصرية في الإعلانات الرقمية: دراسة مقارنة بين علامات السيارات الفاخرة على منصات التواصل الاجتماعي

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ملخّص

الأهداف: هدفت الدراسة الى الكشف عن استراتيجيات اللغة البصرية المستخدمة في اعلانات الفيديو الرقمية عبر منصات التواصل الاجتماعي لدى شركات السيارات الفاخرة، بالتطبيق على عينة من الفيديوهات لشركتي مرسيدس بنز الأردن وبي إم دبليو الأردن عبر منصة الفيسبوك.

المنهجية: قامت الدراسة باستخدام منهج تحليل المضمون على عينة قوامها 95 فيديو عبر صفحات شركتي مرسيدس بنز الأردن وبي إم دبليو الأردن عبر منصة الفيسبوك. وشملت وحدات التحليل في الدراسة مدة الإعلان، والألوان المستخدمة، وأنماط الطباعة، وخطوط التكوين، وأنواع الاستمالات الاعلانية المستخدمة.

النتائج: كشفت نتائج الدراسة أن كلتا العلامتين التجاريتين استخدمتا بشكل رئيس إعلانات متوسطة الطول (15-30 ثانية) ذات جاذبية منطقية تركز على السعر والجودة والمتانة وقد أظهر محتوى شركة مرسيدس- بنز الأردن ميلا نحو الألوان الهادئة والخطوط الانسيابية للتعبير عن الاحترافية والأناقة، وفي المقابل، استخدم محتوى سيارة بي إم دبليو الأردن ألوانا دافئة لإثارة الطاقة والحماس، وقد أولت العلامتان التجاريتان الأولوية للإضاءة الطبيعية، والطباعة أحادية الخط، والشعارات ذات التأثير البصري لضمان الأصالة والوضوح.

الاستنتاجات: تُشير نتائج الدراسة إلى أن اللغة البصرية يُمكن أن تلعب دورًا في صياغة إعلانات رقمية فعّالة، مما يُعزز بدوره هوية العلامة التجارية وتفاعل الجمهور مع الفيديوهات الاعلانية، وتُمثل نتائج الدراسة رؤى عملية للحملات الإعلانية وأقسام التسويق في قطاع السيارات الفاخرة، ويمكن للدراسات المستقبلية ان تدرس دور الوسائل التكنولوجية الحديثة في زيادة فاعلية محتوى الفيديوهات الرقمية عبر منصات التواصل الاجتماعي.

الكلمات المفتاحية: اللغة البصرية، الإعلان الرقمي، هوية العلامة التجارية، تحليل المضمون.

Introduction

Technological advancements have changed many industries, and the advertising industry is one that evolving digital technologies have massively impacted (Skare & Soriano, 2021). Many new advertising formats and methods have emerged over the past decade. A new wave of digital advertisements has become more used, including digital videos over social media networks (Garganas, 2024). Facebook, which is most popular in Jordan, is flooded with digital advertisements today (Liberali et al., 2016; Liang et al., 2023). Globally, automotive companies are utilizing social media platforms to engage with consumers through visually eye-catching content, and Jordan is no exception (Zhong et al., 2024). The utilization of visual elements and image aesthetics became vital in crafting advertisements that resonate with the target demographics. Automotive brands now need to tailor their messages and optimize their campaigns for maximum impact using the best visual elements (Xiao & Xie, 2024; Li & Che Mat, 2023). Visual elements, i.e., color schemes, compositional lines, lighting, and motion cues can play a role in conveying brand values and eliciting desired emotional responses that the company aims to achieve (Attar, 2015; Ye et al., 2021). These components facilitate the creation of engaging narratives and enable complex messages to be communicated more effectively and swiftly to the target audiences more than ever before (Ye et al., 2021). With the highly competitive automotive sector today. Advertising exceeds promotion to evolve as an artistic representation of quality and innovation in presenting vehicles to consumers in a different style and fashion than before (Shagyrov & Shamoi, 2024).

Regarding the automotive industry, companies are racing against time to take advantage of digital advertisements to assert their positions in the market (Mosca & Chiaudano, 2020). The use of vehicle companies to cool color palettes in the design of their advertisements alongside natural lighting, and balanced compositions reflect a commitment to customer engagement (Kato, 2023). Advertisements emphasizing rational appeals such as price, quality, and durability demonstrate the effectiveness of integrating practical information with visual creativity (Cardaş-Răduţa, 2024). As the landscape of digital advertising continues to evolve, vehicle companies are continuously exploring new ways to enhance authenticity and foster community engagement via social media (Asakdiyah & Oskar, 2024). This approach amplifies the brand visibility and cultivates an effort of always being informative to consumers who often seek for new information. Social media is also now used for engagement with marketers and many consumers share their experiences with vehicles on social media. This sort of engagement through social media creates a sense of shared ownership and loyalty within the companies' consumer base (Yousry & Fahmy, 2024). Furthermore, this kind of approach resides well with the findings that effective video content is impactful in driving engagement and satisfaction with consumers (Sutrisno et al., 2024). Thus, this approach fosters a community around the vehicle brand and would make consumers feel more connected and valued when their comments, feedback, and contributions are recognized and observed. This approach in dealing with consumers resides better with buyers and could turn one-time buyers into loyal fans of the brand itself (Zhang et al., 2024).

This new interaction that happens over social media could not have happened three decades ago when interaction was linear between traditional media and audiences. This new style of living and interaction between customers and buyers that is facilitated by social media i.e., Facebook, Instagram, and Snapchat can now create immersive narratives that could evoke deeper connections with targeted customers (Jing, 2024). A study showed that Tesla's use of live-streaming events allowed consumers to engage with their vehicle launches in real time at their comfort zones (Fu, 2024). This live connection and interaction with Tesla followers on social media fostered a sense of exclusivity and community among consumers and their relationship with Tesla (Fu, 2024). Today, this represents a shift towards constant demand for social media visual advertisements which align with contemporary consumer preferences for authenticity and interactivity via social media. Visual advertisements that are appealing can now influence consumer perceptions and lead to purchasing decisions (Yahya et al., 2024; Sankhla et al., 2024). Automotive companies are in doubt in need to continuously adapt their approaches to remain competitive in the ever-evolving digital marketplace we are witnessing today.

This study examines the types of visual elements and image aesthetics that are used in digital advertisements over the Facebook pages of the two companies, Mercedes-Benz Jordan and BMW Jordan. It highlights the role of visual language elements in shaping audience perception and engagement with digital advertisements. The visual elements that are being

studied are colors, composition, typography, lighting and shadows. In addition to that the study explores the rational and emotional appeals that are used in combination with visual elements to persuade customers to buy within the luxury automotive sector.

Research Questions

This study aims to address the following research questions:

Q1: What visual language elements such as composition and typography are used in advertisements to influence audience perception and engagement in digital advertisements for luxury automotive brands?

Q2: What are the strategic differences in visual design and messaging between Mercedes-Benz Jordan and BMW Jordan in their Facebook advertisements, and how do these align with their brand identities?

Q3: What visual appeals are used in advertisements to shape consumer behavior and reinforce brand loyalty in luxury automotive digital marketing?

Visual Rhetoric Theory

The study employed Visual Rhetoric Theory, which focuses on analyzing visual symbols within rhetorical contexts. This theory expands traditional rhetorical analysis by incorporating visual elements, emphasizing how images and design components serve as communicative symbols. These symbols influence perception, convey meaning, and persuade audiences in ways that verbal language alone may not achieve, ultimately shaping the audience's understanding and emotional response to the message being presented (Hill & Helmers, 2004). Early researchers in the field of visual rhetoric and communication such as Douglas Ehninger explored the various ways in which human behaviour can be affected through the art of communication. After that researchers started to explore visual communication as part of communication to help in interpreting the things humans see and make sense of to increase the effectiveness of the process of exchanging meanings and enhance communication.

Communication is a multifaceted process; thus, researchers can uncover deeper insights into how visual strategies enhance or alter the intended message to audiences by examining the interplay between visuals and text (Oltra et al., 2025). Visual design rhetoric encompasses the study of images meaning, various elements in the design, the implementation methods, and image and visual cues analysis in design. Advertisers understand this language much better that anybody else as they employ visual rhetoric in certain ways for their benefit to enhance engagement and retention with their products. Furthermore, the integration of visual elements like infographics or dynamic imagery aids in delivering ideas in a much simpler ways and shorter time frames than in the past were creating a design or a video was more complex (Wang, 2024). Technology today works for the benefit of advertisers as they can mix visual elements with emotional appeals in a much smoother, easier, less costly that ever before. Thus, audiences are more easily persuaded by the targeted narratives designed by sellers (Ahmed, 2020).

As the process of image communication continues to evolve the power of visuals in shaping discourse continues to be a subject of interest for many researchers who study the power of image design upon people (Hayes & O'Neill, 2024). Digital media is developing and so is the convincing narratives made by visual designs. Therefore, the study of of visual rhetoric in digital advertisements becomes more relevant as technology continues to evolve. Moreover, the evolution from traditional print to dynamic online platforms necessitates an awareness of how visuals can manipulate viewers' perceptions and emotions (Foss, 2004). Affective media campaigns rely on striking imagery that evokes strong emotional reactions in order to achieve the targeted goals needed behind the campaign. Such campaigns prompt immediate engagement and sharing among users. This the use of striking images exemplifies how visual rhetoric is not only shaping individual responses but also influencing collective cultural narratives which will in turn reinforce ideologies through repeated exposure to specific images or themes (Welch et al., 2010).

Advertising companies utilize visual elements for their advantage to deliver substantial information to their audiences. Images can communicate extensive information rapidly and more effectively than verbal forms. Visual elements in images

can be processed instantaneously (Eldesouky, 2017; Albakry & Daimin, 2015). Consequently, advertisers widely adopt visual rhetoric in marketing because of its persuasive power (Nilsson, 2015). The strategic use of visual elements, i.e., rhetoric facilitates the simultaneous communication of various image elements such as color, lighting, composition, expressions, and gestures. The integration of these components demands less cognitive effort compared to verbal messages (Foss, 2005). Advertisements emphasizing visual metaphors instead of explicit verbal explanations stimulate higher cognitive engagement which leads to more profound and lasting impressions on consumers (Scott, 2014).

Rise of Digital Advertisements

Digital media encompasses a wide range of technologies and platforms which in many ways have transformed various sectors including digital advertising on social media (Sharadga et al., 2023; Safori et al., 2024; Aljalabneh et al., 2023). Images and videos serve as primary sources of information and they leverage evolutionary and psychological mechanisms that enable efficient processing of visual stimuli and trigger emotions (Aljalabneh, 2024). Therefore, digital advertising has evolved and made use of new technologies and platforms to enhance engagement and brand awareness. Social media has opened new avenues of communication between advertisers and customers. Technology evolution around editing and video making can now transform complex societal issues into convincing narratives within these videos in short periods of time. In the past images were presented and studies as more effective tool of communication than plan written text. Today's videos merge countless effective still images into one format to persuade customers and social media platforms facilitate the interaction that companies seek behind advertising videos (Al-Jalabneh, 2020).

Personalization algorithms have also enhanced the reach of digital advertising campaigns to targeted customers (Alipour et al., 2024). Personalization algorithms refer to the use of machine learning algorithms and data analytics to tailor advertisements based on user preferences, behaviors, demographics, and previous searches. Machines analyze vast amounts of consumer data to first predict purchasing patterns. Second, optimize advertisements placements. Third, deliver highly targeted content that resonates with individual users. This capability enabled advertisers to deliver their content to the right customers. Also, it allowed them to create more engaging and contextually relevant advertisements. This worked so positively in increasing financial gains for the side of the company and resulting in more customer satisfaction. These trends highlighted the relevance of integrating video and social media content in digital advertising strategies (Prihatiningsih et al., 2024).

Digital advertisements are ubiquitous and are transforming the marketing landscape. They altered how businesses reach and engage with their target audiences. Moreover, the widespread adoption of digital technologies and online social networks is revolutionizing the way marketers connect with consumers (Krishen et al., 2021; Simion & Popescu, 2023). And also, the they employ more objective, relational, and interactive marketing techniques (Krishen et al., 2021). In Jordan, digital advertisements via Facebook allowed companies to reach broader and more diverse audiences than printed methods. The advantages that social media offer over traditional media outlets are well documented in previous studies (Alekseeva et al., 2019; Krishen et al., 2021; Van Esch & Black, 2021). Many studies indicated that social media can work in conjunction with television, newspapers, and other traditional media outlets to generate a greater reach to audiences (Fuxman et al., 2014). The proliferation of high speed internet and advancements in mobile technology have enabled more consumers worldwide to access social media and explore a wide range of products and services (Remondes, 2021). This shift in consumer behavior has prompted brands to invest heavily in digital advertising to reach new audiences and enhance engagements with them.

Methodology

The study unlike many in the Arab region used a content analysis approach which is one of the most known methods in analysing media content in communication studies. It is widely utilised to gather data and information about the scientific phenomenon under investigation. This approach was deemed as the most suitable for achieving this study's objectives as well as addressing its questions and yielding its results. The study population consists exclusively of video advertisements

from the official Facebook pages of two companies namely Mercedes-Benz Jordan and BMW Jordan. These companies were selected due to their established reputation in the automotive industry and the intense competition between them in worldwide and in Jordan. Both companies strive to deliver advanced technology with high performance and innovative designs to attract customers.

The study population comprises a total of 95 advertisements as shown in Table 1 below. The advertisements were identified through a systematic and comprehensive enumeration process. This is to ensure that every relevant item was included in the analysis. The data collected were within the period which spans from 1 January 2022 to 1 April 2023. The chosen timeframe was selected due to the launch of remarkable electric vehicles by both companies in 2022. Examples of such models were the Mercedes EQS and the BMW i4. This fierce competition has driven the two companies to offer a wide range of features and advantages in their vehicles. As such, this resulted in noticeable improvements in both exterior and interior designs.

Table 1 Distribution of the Study Population

Company	Frequency	Percentage
Mercedes-Benz Jordan	68	71.58
BMW Jordan	27	28.42
Total	95	100.00

Operational Terms

Table 2 provides a detailed overview of the operational terms used in this study to analyze the visual language used in digital video advertisements. As the study defines these concepts, it ensures that all the terminologies around visual elements used in this study are defined properly.

Table 2 Operational Terms used in the Study

Operational Terms	Definition
Visual Language	The creative use of shapes, images, colors, designs, and text to convey information, ideas, and emotions effectively without verbal reliance.
Digital Advertising	The creation and dissemination of video advertisements on digital platforms, leveraging global reach, performance tracking, and data analysis.
Compositional Lines	Lines formed by connected points in specific directions, such as straight, curved, or jagged lines, which define structure and meaning.
Space	The area surrounding and within visual elements, categorized as positive (occupied) or negative (empty), to balance design and focus attention.
Composition	The arrangement of visual elements within the advertisement frame to create a harmonious and visually appealing layout.
Advertisement Duration	The time span of an advertisement presented on digital platforms, influencing audience engagement and retention.
Target Audience	The demographic or psychographic group addressed by the advertisement, including current and potential new users.
Logos	Visual or textual symbols representing the brand, used to enhance recognition and reinforce brand identity.
Types of Appeals	Logical and emotional strategies in advertisements to capture attention, emphasizing attributes like price or evoking feelings like security.

Operational Terms	Definition
Shooting Location and Camera Movements	The physical setting and camera techniques (e.g., pans, tilts, slides) used to enhance the visual narrative.
Colors	The palette used to evoke psychological and emotional responses, such as warm colors for energy or cool colors for calmness.
Lighting and Shadows	The type of illumination and shadows used to highlight elements, create mood, and enhance visual clarity.
Font	The typeface or style of text used, contributing to readability, brand identity, and visual appeal.
Movement	The motion of elements or scenes within the advertisement to add dynamism and engage the audience.
Visual Elements	Colors and shadows analyzed for their artistic and emotional impact.
Technical Aspects	Execution details, such as lighting, shadows, and camera movements, influencing advertisement quality.
Design Elements	Fundamental components like lines and shapes that communicate the brand message and align with its identity.

Study Units of Analysis

Table 3 outlines the units of analysis employed in this research to evaluate the visual strategies used in online video advertisements over the social media platform Facebook by the two companies *Mercedes-Benz Jordan and BMW Jordan*. These units of analysis included in the study and mentioned in table 3 below are namely, advertisement duration, target audience, slogans used, types of appeals, filming location, camera movements, composition lines, color schemes, lighting, shadows, space, font, composition, motion, and highlighting elements.

Table 3 The Advertisements Units of Analysis

Units of Analysis	Description
Advertisement Duration	The time span of the advertisement as displayed on digital communication platforms.
Target Audience	The audience targeted by the advertisement, whether they are current users or potential new users.
Slogans Used	The slogans featured within the advertisement, whether visual or textual.
Types of Appeals	Logical and persuasive techniques employed to attract attention.
Filming Location and Camera Movement	The location where the advertisement is filmed and the methods used for camera movement within the advertisement.
Composition Lines	The shapes and forms of lines featured in the advertisement.
Colours	The types of colours used in the advertisement.
Lighting and Shadows	The type of lighting used in the advertisement and the shadows created by the lighting and its reflection.

Units of Analysis	Description
Space	The area utilised within the advertisement's imagery, whether positively or negatively.
Font	The style of text or lettering used to write words or phrases in the advertisement.
Composition	The arrangement and coordination of visual elements within the advertisement's visual frame.
Motion	The movement of elements or scenes within the advertisement.
Highlighting Elements - Visual Elements	Includes the connotations of colours and shadows, analysed to determine their artistic and psychological effects.
Highlighting Elements - Technical Aspects	Covers technical execution, including the use of lighting, shadows, and camera movements, to understand perceived quality and dynamism.
Highlighting Elements - Design Elements	Focuses on lines, which are essential for conveying the advertisement's message and aligning it with the brand's identity.

Results

This section displays the results of the content analysis employed in digital advertisements on the Facebook pages of the two brands Mercedes-Benz Jordan and BMW Jordan.

Table 4 Advertisements Duration

Mercedes Benz Jordan			BMW Jordan		
Advertisement Duration	**Frequency**	**Percentage**	**Advertisement Duration**	**Frequency**	**Percentage**
Less than 15 seconds	14	20.6	Less than 15 seconds	4	14.8
15 to 30 seconds	36	52.9	15 to 30 seconds	9	33.3
30 to 45 seconds	10	14.7	30 to 45 seconds	7	25.9
45 seconds or more	8	11.8	45 seconds or more	7	25.9
Total	68	100.0	**Total**	27	100.0

The analysis of advertisement durations, as presented in Table 4, demonstrates significant differences between the two companies. The most common duration for *Mercedes-Benz Jordan* advertisements was 15–30 seconds, comprising 52.9% of their total advertisements. In contrast, advertisements exceeding 45 seconds were the least frequent (11.8%). Similarly, for *BMW Jordan*, the majority of advertisements also ranged between 15–30 seconds (33.3%), with durations under 15 seconds being the least common (14.8%).

Table 5 Target Audience

Mercedes Benz Jordan			BMW Jordan		
Target Audience	**Frequency**	**Percentage**	**Target Audience**	**Frequency**	**Percentage**
Current User	67	98.5	Current User	27	100
Targeted User	35	51.5	Targeted User	18	66.67

Table 5 highlights the segmentation of target audiences for both Mercedes-Benz Jordan and BMW Jordan, illustrating distinct advertising strategies. Mercedes-Benz Jordan primarily focuses on reinforcing loyalty among its existing customer base, with 98.5% of its advertisements directed at current users. However, it also engages in outreach efforts to potential

customers, as evidenced by 51.5% of its advertisements targeting new buyers.

Conversely, BMW Jordan demonstrates a more pronounced emphasis on customer retention, with 100% of its advertisements engaging current users, indicating a strong commitment to brand loyalty. Despite this, BMW Jordan still targets potential customers in 66.67% of its advertisements, suggesting a relatively higher inclination toward expansion compared to Mercedes-Benz.

These findings suggest that both brands employ a dual marketing approach—maintaining engagement with loyal consumers while simultaneously seeking to expand their customer base. However, BMW Jordan places a slightly greater emphasis on acquiring new customers compared to Mercedes-Benz Jordan, as indicated by a higher proportion of targeted user-focused advertisements (66.67% vs. 51.5%). This variation may reflect differences in market positioning, competition levels, or brand perception strategies between the two companies.

Table 6 Logos used in the Advertisements

Mercedes Benz Jordan			**BMW Jordan**		
Slogans Used	**Frequency**	**Percentage**	**Slogans Used**	**Frequency**	**Percentage**
Drawn Logo (Logo)	68	100	Drawn Logo (Logo)	25	92.59
Written Slogan	3	4.41	Written Slogan	2	7.41
Written Tagline	5	7.35	Written Tagline	1	3.70

The utilization of visual logos and slogans reveals a clear preference for visual representation. As shown in Table 6, *Mercedes-Benz Jordan* relied exclusively on visual logos in their advertisements (100%), while slogans were minimally featured (7.35%). Similarly, *BMW Jordan* relied on logos (92.59%), with taglines accounting for only 3.7%. This highlights the importance of logos in maintaining brand identity and ensuring immediate recognition.

Table 7 Appeals used in the Advertisements

Mercedes Benz Jordan			**BMW Jordan**		
Type of Appeals Used	**Frequency**	**Percentage**	**Type of Appeals Used**	**Frequency**	**Percentage**
Rational Appeals (Price, Quality, Durability)	39	57.4	Rational Appeals (Price, Quality, Durability)	21	77.8
Emotional Appeals (Safety and Protection)	12	17.6	Emotional Appeals (Safety and Protection)	1	3.7
A Mix of Both	17	25.0	A Mix of Both	5	18.5
Total	68	100.0	**Total**	27	100.0

The analysis of logical versus emotional appeals, illustrated in Table 7, reveals that logical appeals, such as price, quality, and durability, dominated the advertisements of both brands. For *Mercedes-Benz Jordan*, logical appeals constituted 57.4%, while emotional appeals, such as security and safety, were less frequent (17.6%). *BMW Jordan* showed an even greater emphasis on logical appeals (77.8%), with emotional appeals accounting for only 3.7%. This indicates a strategic focus on rational elements to appeal to the audience's sense of value and quality. This also suggests a deliberate focus on communicating tangible product attributes over subjective emotional triggers, aligning with audience expectations for high-end automotive brands.

Table 8 Shooting Location used in the Advertisements

Mercedes Benz Jordan			**BMW Jordan**		
Filming	**Frequency**	**Percentage**	**Filming**	**Frequency**	**Percentage**

Location			**Location**		
Indoor Location	35	51.5	Indoor Location	9	33.3
Outdoor Location	12	17.6	Outdoor Location	8	29.6
Mix of Locations	21	30.9	Mix of Locations	10	37.0
Total	68	100.0	**Total**	27	100.0

The choice of filming locations and camera techniques varied between the two brands. As illustrated in Table 8, *Mercedes-Benz Jordan* predominantly used indoor locations (51.5%), allowing greater control over environmental variables and lighting conditions. Conversely, *BMW Jordan* favored a mix of locations (37%), leveraging the versatility of both indoor and outdoor settings.

Table 9 Camera movements used in the Advertisements

Mercedes Benz Jordan			**BMW Jordan**		
Camera Movement	**Frequency**	**Percentage**	**Camera Movement**	**Frequency**	**Percentage**
Pan	23	33.82	Pan	6	22.22
Tilt	10	14.71	Tilt	1	3.70
Slide	45	66.18	Slide	23	85.19
Dolly	50	73.53	Dolly	22	81.48
Crane	3	4.41	Crane	1	3.70
Static	39	57.35	Static	20	74.07

Regarding camera movements, Table 9 indicates a preference for dolly shots by *Mercedes-Benz Jordan* (73.53%), which effectively highlight vehicle details and create a sense of depth. *BMW Jordan*, on the other hand, utilized sliding movements (85.19%) to convey seamless motion and aesthetic appeal.

Table 10 Composition Lines Used in the Advertisements

Mercedes Benz Jordan			**BMW Jordan**		
(Composition Lines)	**Frequency**	**Percentage**	**(Composition Lines)**	**Frequency**	**Percentage**
Imaginary	28	41.18	Imaginary	11	40.74
Visible	38	55.88	Visible	17	62.96
Sharp	-	-	Sharp	-	-
Straight	39	57.35	Straight	19	70.37
Divergent	29	42.65	Divergent	14	51.85
Dashed	17	25.00	Dashed	8	29.63

Table 10 highlights the use of composition lines in the visual framing of advertisements. Both companies favored straight lines (Mercedes-Benz Jordan: 57.35%; BMW Jordan: 70.37%), reflecting a shared strategy to emphasize precision and orderliness in their visual presentations. Straight lines often guide viewer attention toward key design elements, reinforcing perceptions of sophistication and clarity.

Table 11 Color Temperature Used in the Advertisements

Mercedes Benz Jordan			BMW Jordan		
Color Temperature	**Frequency**	**Percentage**	**Color Temperature**	**Frequency**	**Percentage**
Cool	58	85.29	Cool	23	85.19
Warm	37	54.41	Warm	26	96.30
Neutral	11	16.18	Neutral	5	18.52

Table 11 indicates that colour schemes differed notably between the two brands. *Mercedes-Benz Jordan* predominantly used cool colours (85.29%). In contrast, *BMW Jordan* utilized warm colours (96.3%).

Table 12 Color Value Used in the Advertisements

Mercedes Benz Jordan			BMW Jordan		
Color Value	**Frequency**	**Percentage**	**Color Value**	**Frequency**	**Percentage**
Light	18	26.5	Light	10	37.0
Dark	50	73.5	Dark	17	63.0
Total	68	100.0	**Total**	27	100.0

Table 12 reveals that *Mercedes-Benz Jordan* (73.5%) used darker shades. While it displayed that *BMW Jordan* (63.0%) also used darker shades. These results show that the two brands work on enhancing their luxurious and premium brand images.

Discussion

The results clearly show that there is a tendency or prioritization by the two companies to visuals. The two companies relied on logo branding to enhance their image and create lasting impressions. Images have a persuasive power which makes advertising companies rely on in their campaigns. logos serve as powerful symbols of identity and quality in images. Automotive luxury cars align with a more minimalist advertising approach than complex manifestations (Armitage, 2019).

The findings of this study demonstrate that rational appeals regarding price, quality, and durability dominated the advertisements of both brands. This approach highlights the brands' focus on conveying tangible product benefits which algins with consumer expectations for luxury automotive advertisements. The limited use of emotional appeals suggests an area where brands might innovate to create a more balanced advertising approach. The two companies incorporated both logic and emotion strategies to broaden their audience appeal. This reflects broader industry practices as seen in studies of luxury fashion advertising where logic-based messaging aligns with consumer expectations of quality and sophistication (Kohrs, 2020).

The results further showed that the strategic selection of filming locations and camera movements illustrates the brands' focus on creating visually engaging content. The preference for indoor settings by *Mercedes-Benz Jordan* and the use of mixed locations by *BMW Jordan* reflected tailored approaches to enhance product visibility and environmental control. Similarly, the reliance on dolly shots and sliding movements emphasized the dynamic portrayal of vehicles. This showed their features in a manner that resonates with audiences. Research supports the idea that tailored visual aesthetics and lighting choices contribute to perceptions of luxury and reliability amongst the audience (Hussain & Panggabean, 2024).

In addition, the consistent use of straight lines and darker shades underscores the brands' commitment to maintaining a polished and sophisticated visual aesthetic. These choices contribute to a perception of luxury and reliability, aligning with the core values of both brands. The contrasting preferences for cool colors by *Mercedes-Benz Jordan* and warm tones by *BMW Jordan* highlight distinct branding strategies that cater to varying emotional responses.

The findings also point to the predominance of natural lighting and evenly distributed shadows which reflects an emphasis on authenticity and clarity. These elements create a realistic and aesthetically pleasing visual experience, enhancing audience trust and engagement. Furthermore, the preference for single-font designs reinforces simplicity and coherence in brand messaging, ensuring that textual elements complement rather than detract from the overall visual presentation. These results contribute to the broader understanding of how visual language and design principles can be strategically employed to maximize the effectiveness of digital advertisements. For luxury automotive brands, the use of visual appeals and personalized custom objectives creates impactful campaigns.

Conclusion

Visuals can communicate concepts better than words alone. Individuals tend to remember information better when presented visually. Visual elements improve the quality of digital advertisement videos. This research went a step further to investigate the role of digital advertisements in making a more lasting impact on individuals than other forms of advertisement communication. The findings of the study revealed a clear preference for medium-length advertisements over other video durations. The study also showed that rational appeals and visually compelling elements, such as logos and straight composition lines, contribute to the reinforcement of brand identity and loyalty. The results further indicated the brands' strategic use of filming locations, lighting, and typography to create visually appealing content that resonates with their target audience. The contrasting approaches to color usage and cool tones by Mercedes-Benz Jordan and warm tones by BMW Jordan reflect distinct branding philosophies between the two companies, according to the study sample results. The findings also displayed that these strategies were aimed at evoking specific emotional responses amongst their audiences. These insights not only contribute to the theoretical understanding of visual language in digital advertising but also offer practical guidelines for crafting impactful campaigns for automotive companies.

Limitations

This study provides valuable insights into the role of visual language in digital advertising; however, it has several limitations that should be acknowledged.

1- The research relied solely on content analysis of Facebook video advertisements, which does not capture audience reactions, engagement metrics, or the effectiveness of these advertisements in influencing consumer behavior. Future studies could integrate audience reception analysis through surveys or eye-tracking experiments to measure the impact of visual elements on perception and decision-making.

2- The study focused exclusively on two luxury automotive brands operating within the Jordanian market. While this allows for a controlled comparative analysis, the findings may not be fully generalizable to other automotive brands, global markets, or different cultural contexts. Future research could expand the scope by incorporating advertisements from diverse regions and economic segments to offer a broader perspective.

3- The research analyzed advertisements from a specific period (January 2022 – April 2023), which means it does not account for evolving trends in digital advertising beyond this timeframe. With the rapid advancements in AI-driven personalization and interactive advertising, subsequent studies should examine how emerging technologies reshape the use of visual language in marketing.

Recommendations

1- Future research should combine content analysis with audience engagement data (e.g., likes, shares, comments, and click-through rates) to better assess the effectiveness of visual elements in influencing consumer behavior. Conducting survey-based or eye-tracking studies can provide deeper insights into how consumers perceive and interact with visual advertisements.

2- Since the study focused on Facebook video advertisements, brands should expand their advertising strategies across emerging digital platforms such as TikTok, Instagram Reels, and YouTube Shorts. These platforms are gaining popularity among younger demographics and offer opportunities for more immersive storytelling through short-form video content.

3- The findings suggest that luxury automotive brands primarily rely on rational appeals (e.g., price, quality, durability), with limited use of emotional storytelling. Future campaigns should incorporate emotion-driven narratives that create stronger psychological connections with consumers. This could include storytelling techniques that emphasize luxury, adventure, or customer experiences.
4- Since this study was conducted in the Jordanian market, future research should explore cross-cultural differences in visual language strategies. The effectiveness of colors, composition, and messaging may vary across cultures, requiring localized advertising strategies to resonate with diverse consumer groups.

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