

Decorative images are of great importance in commercial advertising, enhancing the visual appeal of the advertisement. These images may not be related to the service or product. To persuade their target audience to purchase their products, advertisers also use images of attractive and appealing people. They have been used in many industries, including fashion, automotive, and cosmetics. This type of promotion can be used to:

- Emotional bond:** To attract the target product—whether a service or product—and create a strong emotional connection between it and the market. This can lead to a strong attachment, meaning the target audience will purchase that product or service with an emotional attachment.
- Target consumer identity:** This helps build a sense of connection and identification with the product, increasing interest in it and influencing the target audience to purchase it.
- Brand differentiation:** To differentiate a brand from its competitors, its identity can be developed. Thanks to its ability to attract attention, its impact on social media, and its influence on people's purchasing choices, decorative images serve many functions, but not only that.