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The contribution of teaser advertising to providing a positive perception of the Algérie Télécom Brand

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Abstract :

This research investigates the impact of teaser advertising for new products on brand image construction via four dimensions: ambiguity, gradual disclosure, emotional arousal, and social engagement. A descriptive analytical approach was used, targeting service customers exposed to Algérie Télécom teaser ads. A stratified random sample of 468 participants yielded 454 valid questionnaire responses (97% response rate). Data analysis employed structural equation modeling with partial least squares (SEM-PLS) via Smart PLS 4.0.1, including stability, validity tests, and hypotheses testing. Results showed significant positive effects of all dimensions on mental imagery ($R^2 = 0.578$). Gradual disclosure had the strongest impact (0.252), followed by emotional arousal (0.225), ambiguity (0.184), and social engagement (0.149). Recommendations include integrating gradual disclosure and emotional elements in teaser campaigns, fostering social involvement, and training marketing teams to boost new product marketing effectiveness.

Keywords :teaser advertising - positive brand perception - brand mental image - Progressive Detection - Emotional arousal.

JEL Classification Codes: M0 , M1, M3

Introduction:

Teaser advertising is considered one of most prominent modern strategies in field of marketing, as it relies on piquing the audience's curiosity and creating a sense of anticipation by presenting partial or ambiguous messages about a new product or an upcoming campaign. This kind of advertisement not only gets people's attention, but it also directly encourages interaction and engagement, especially in digital media and social networks. This makes the advertising message spread naturally and increases the chances that people will interact with it (Hassan,H .M, Al djaberi ,maya, M ,Attayat, A ,Denya, & Samir, 2021, p. 238 239). Teaser advertising is especially important when a new product is being introduced in a competitive market because it helps businesses overcome saturation and gives them a competitive edge by piqueing consumer interest and getting them to learn more about the new product. (djaloule, 2013, p. 45 50) According to (Sultan & Ghanem, 2017, pp. 127-164), a fundamental

pillar for the sustainability and growth of institutions in the contemporary business environment is the development and marketing of new products, as product innovation and the adoption of effective marketing strategies both contribute to meeting the changing needs of customers and improving the organization's ability to compete. However, the success of any new product is not only dependent on its novelty or quality; it also requires instilling in the target audience a strong and positive mental image of the brand. The mental image is the result of consumers' impressions and experiences with the brand, and it plays a crucial role in product preference and purchasing decisions. Since teaser advertising, when employed intelligently within the strategies for developing and marketing new products, contributes to building a distinctive and strong mental image for the brand. The more innovative and aligned the teaser advertisement is with the brand's values and identity, the greater the chances of the new product's success in the market, and the higher the ability to establish the brand in the minds of the target audience (Al-Tarawneh, 2023, p. 35 45). As a result, the teaser advertisement becomes a useful tool not only for promotion but also for bolstering the brand's long-term position and supporting the innovation strategy. (Mdjahdi, Naas, & Kawthar, 2018, pp. 231-246)

1.Main question: How much of an effect does teaser advertising for new products have on the mental image of the Algeria Telecom brand?

2.The significance of research: The importance of this study lies in identifying teaser-advertising campaigns when launching new products, by analyzing each dimension of teaser advertising (ambiguity, gradual revelation, emotional arousal, and social engagement) and measuring their impact on building brand image. When developing a brand's mental image, the systematic analysis of these dimensions was carried out separately, measuring their impact on forming impressions of the brand's cognitive, emotional, and behavioral characteristics. This helps brands improve the efficiency and effectiveness of their marketing efforts when introducing new products to the market. The importance of the study also lies in its provision of a practical framework for marketers to understand which elements of teaser advertising are more capable of influencing the minds of the target audience. This, in turn, helps in developing creative strategies to build a strong and positive brand image. In addition, these outcomes make it possible for businesses to allocate marketing resources in the most effective manner and direct campaigns toward the elements that have the greatest impact on the recipient. In addition, the study provides a scientific basis upon which future marketing decisions can be based, filling a research void regarding the connection between teaser advertising and brand image in the context of new products.

3.Study objectives: The study objectives were as follows:

- Analyze the impact of mystery in Algeria Telecom's teaser advertising on forming the cognitive brand mental image.
- Measure the role of gradual product revelation specific to Algeria Telecom in enhancing emotional attachment to the brand.
- Evaluate the extent to which emotional arousal generated by Algeria Telecom's teaser

advertising stimulates purchase behavior.

- Explore the effect of social engagement (such as sharing the advertisement via digital media) on disseminating a positive mental image.

II. Theoretical framework:

When introducing new products to the market, teaser advertising is considered one of the most effective advertising strategies that directly contributes to building the brand's mental image (Angela & Leonardi , 2024). This theoretical framework aims to analyze the relationship between teaser advertising and building the brand's mental image, and to review the theoretical foundations and rigorous academic studies that have addressed this topic from its various aspects. (Plassmann, O'doherty, J, Shiv, B, & Rangel, A, 2008, pp. 1050-1054.)

1. **The concept of teaser advertising and its mechanisms**:

Teaser advertising is a marketing strategy employed by advertisers to promote a forthcoming advertising campaign for an existing product or to introduce a new product. (Pieters & Wedel, M., 2004, pp. 36-50.)

The teaser advertising campaign operates on a simple premise: the need to attract attention before being able to tell the brand's story. These advertisements convince the audience to create and invest their curiosity in knowing the product without directly revealing the brand (Khan, Aslam, & Sami, 2023), prompting them to talk about the advertisement in an effort to satisfy this curiosity. (Hassan,H .M, Al djaberi ,maya, M ,Attayat, A ,Denya, & Samir, 2021, pp. 269-288).

1.1.Characteristics and Objectives of Teaser Advertising:

Teaser advertising is characterized by a set of essential features that make it effective in building the brand's mental image. Including:

1.1.1 The element of surprise and mystery: Teaser advertising relies on creating a state of carefully calculated ambiguity to pique the interest of the audience and keep them waiting . (Hassan,H .M, Al djaberi ,maya, M ,Attayat, A ,Denya, & Samir, 2021, pp. 269-288)

1.1.2 Staged (Daume J. &.-M., 2020, pp. 307-328.) progression is presenting the advertisement in successive stages that gradually reveal the product or brand and pique the recipient's interest.

1.1.3 Emotional arousal: These advertisements work to stimulate curiosity, appeal to the recipient's behavior, and shape their inclination towards making a purchase (Su, Wang, Y., & Li, Z, 2025, pp. 2920-2935.) . Brand loyalty is typically linked between the consumer and the brand through the formation of an emotional or psychological attachment. (Saous El Cheikh, 2017, p. 150)

1.2.The theory of curiosity gap (cognitive gap) in teaser advertising: One of the most recent theoretical approaches to curiosity, also known as the "information gap," is the cognitive gap theory. According to this theory, curiosity is triggered when a person discovers a knowledge gap in a particular area, encounters new or inconsistent stimuli, ambiguous or contradictory stimuli, or unexpected cues . (Hassan,H .M, Al djaberi ,maya, M ,Attayat, A ,Denya, & Samir, 2021, pp. 269-288)

1.2.1.Cognitive Gap Theory: According to this theory, people become curious when they

see a gap between what they know and what they want to know. Controlled ambiguity is used to fill this void in teaser advertising, encouraging the audience to interact with or continue the campaign to obtain complete information. Studies in neuro-marketing have shown that exposure to ambiguous stimuli (such as teaser ads) activates areas in the brain associated with reward and curiosity. Campaigns that rely on ambiguity achieve 34% higher engagement than direct advertisements, especially when combined with appealing visual elements, according to a bibliographic analysis of the scientific literature on social media advertising (Daume & Hüttl-Maack, V, 2020, pp. 307-328.).

1.2.2.Mechanisms of Knowledge Gap Theory in Teaser Advertising: These situations highlight the deficiencies in the recipient's knowledge، resulting in a feeling of discomfort that can only be alleviated by obtaining the necessary information to bridge the gap, prompting the recipient to seek more information about the product or brand .The teaser campaign advertisement, in which the mystery is revealed in a series of parts, moves forward in response to this trend of "curiosity for news" . The level of curiosity is stronger when the knowledge gap is moderate rather than when the knowledge gap is very low or very high. As a result, the teaser ad designer needs to think about how much ambiguity is needed to pique curiosity without making people angry or confused.

3.Central vs. Peripheral Processing Model: The central route, which relies on logic and specific information, is the way this model explains how the audience processes advertising messages. In addition, the peripheral route, which relies on emotional or contextual cues (such as visual excitement or ambiguity). (Petty & Cacioppo, J. T., 1986, p. 7). In teaser advertising, the peripheral route is intensively used to create a quick emotional connection before presenting the full information. A systematic review of the digital advertising literature indicated that 68% of successful new product campaigns rely on teaser elements that enhance emotional recall. (Trehan & Maan, G., 2013, p. 25 30)

4.Managed Mystery Framework: This framework develops the idea that mystery in advertising should be limited and solvable to avoid frustrating the audience. This is measured by criteria such as timing, which is the period between the teaser campaign and the product reveal. The frequency that indicates the number of times the message is presented to the audience prior to an answer being provided. (Lohtia, Hershberger, & Donthu, N, 2003, pp. 410-418.) .A review of mobile advertising literature indicates that the ideal time period between the product reveal and the teaser campaign is three to seven days, with the message being repeated two to three times per day to strike a balance between curiosity and frustration (SamakaSamaka & Al Khafaji, H. H. A. , 2021, p. 15 20).

5. Theory of emotional arousal: It focuses on the role of emotions in decision-making. The teaser advertisement targets emotions such as curiosity and anticipation, which enhance attention and retention of the advertising message. Due to the activation of long-term memory areas in the brain, marketing psychology research has shown that viewers remember teaser ads 40% better than straightforward ads (Hassan,H .M, Al djaberi ,maya, M ,Attayat, A ,Denya, & Samir, 2021, pp. 269-288). Campaigns that use teaser sequences, such as gradual

product reveals, increase click-through rates (CTR) by 22% when compared to campaigns that use a single message, according to a study on the effectiveness of digital advertisements (Trehan & Maan, G., 2013, p. 18 22).

5.1 .Social Identity Theory: It explains how teaser advertising is used to make people feel more connected to a particular social group. For example, campaigns may be designed to target cultural identities or youth trends. According to a study on influencer marketing, teaser campaigns that use virtual characters or influencers increase emotional identification with the brand by 30 percent, particularly when they link mystery to societal values or symbols (Hassan,H .M, Al djaberi ,maya, M ,Attayat, A ,Denya, & Samir, 2021, pp. 269-288).

6.Social Learning Theory: This theory links individual behavior to their observation of others. In the teaser advertisement, customers are urged to help solve the "mystery" by sharing the campaign with their peers, which boosts organic spread. Teaser campaigns outperform traditional advertisements in terms of user engagement on social media platforms by up to 50%, according to an earned media study (Deniswara, Afifa, N. H, & Munawar, M. H, 2024, pp. 379-393.). due to a desire to "solve the puzzle" or demonstrate knowledge (Abdul Jabri, The Role of Advertising in Enhancing the Mental Image of Zain Telecom Company Among University of Anbar Students., 2022, pp. 12-15). According to (H., Al-Jabiri, & Abu Dunia, 2020, pp. 8-12), a study of the impact of advertisements on social networks found that interaction with teaser campaigns is directly linked to an increase in brand trust due to their perceived boldness and innovativeness. The teaser advertisement relies on a complex interaction between psychological factors (curiosity, emotional excitement) and social factors (social learning, identity). Recent research has shown that this tactic's efficacy is linked to its capacity to activate specific social and neural mechanisms, requiring a delicate balance between ambiguity and clarity. The aforementioned theoretical frameworks facilitate understanding how teaser advertising is used to build the brand's mental image, particularly in the context of new products (Barreda, Nusair, K., Wang, Y., Okumus, F., & Bilgihan, A, 2020, pp. 109-135.).

Table (01) : A table showing the stages of teaser and its impact on the mental image

Grade	Description	EXPECTED IMPACT
Mystery Phase	Provide limited product information	Spark curiosity and increase engagement with the brand
Progressive Detection Phase	Progressively provide additional information	Promote remembering and emotional attachment to the brand
Full Detection Phase	Presenting the product clearly and directly	Enhance public confidence and purchasing intent

Source: Prepared by researchers based on previous studies.

7 .The brand image: concept and importance

The mental image represents the set of impressions and perceptions that the recipient forms towards the brand. It is of great importance as it directly affects consumer behavior, attitudes towards the brand, and purchasing decisions (H., Al-Jabiri, & Abu Dunia, 2020, p. 8 12).

7.1. Elements forming mental image: Cognitive elements include the information and

knowledge that the recipient possesses about the brand (Trehan & Maan, G., 2013, pp. 18-22). These elements play a role in the formation of the recipient's mental image of the brand. Emotional elements relate to the feelings and emotions that the brand evokes in the recipient. Behavioral elements are related to the potential actions and behaviors of the recipient towards the brand. The recipient looks for value, not the product, and the social meaning. Brands stand out from other brands and foster a positive mental image of the advertised product when they are linked to meaningful social significance (Trehan & Maan, G., 2013, pp. 18-22).

7.2 .The role of teaser advertising in building the brand's mental image: Teaser advertising effectively contributes to building the brand's mental image through multiple mechanisms: Creating expectations and generating interest: Teaser advertising creates a state of anticipation and expectation in the recipient، making them more ready to receive the brand's message positively (SamakaSamaka & Al Khafaji, H. H. A. , 2021, pp. 15-20). In addition, if a brand piques the recipient's interest, this increases their likelihood of interacting with it and developing favorable impressions of it. Teaser advertising helps the brand stand out from its rivals in a distinctive and unique way, contributing to the brand's identity and creating a distinct mental image in the audience's minds (Trehan & Maan, G., 2013, pp. 18-22). The recipient is looking for value rather than just the product, and brands stand out from the competition when they are connected to significant social significance. Enhancing engagement and interaction, the teaser advertisement drives the recipient to engage and interact with the advertising message, whether by discussing it with others or seeking more information about it, thereby increasing their emotional connection to the brand. (SamakaSamaka & Al Khafaji, H. H. A. , 2021, pp. 15-20)

Table (02) : The elements of teaser and their impact on the mental image of the brand

ITEM	Description	Influence on mental image
Box of Mystery	Provide incomplete information to arouse curiosity	Increases engagement with the brand
Emotional arousal	Stir up feelings of curiosity and anticipation	Promotes a positive brand impression
Stage Sequence	Gradual Product Detection	Promote remembering and emotional attachment to the brand
Social Engagement:	Encourage the public to share the advertisement	Increases the spread of the message and boosts brand trust

Source: Prepared by researchers based on previous studies.

8. Strategies for Utilizing Teaser Advertising in Building Brand Image: There are a number of tactics that may be used to successfully use teaser advertising to develop the brand image, such as:

8.1. Creating a comprehensive advertising series: Presenting a series of interconnected advertisements that gradually reveal different aspects of the brand or the new product,. creating a state of continuous anticipation and enhancing the connection with the brand. (Trehan & Maan, G., 2013, p. 18 22).

8.2.Utilizing the social and cultural context: Linking the teaser advertisement to the social and cultural context of the target audience, making it more relevant and impactful in

shaping the mental image. The advertising characters presented in the advertisement and the different social roles, which change from generation to generation, should be studied.

8.3. Using modern technology and social media: Employing social media and modern technology in spreading teaser advertisements contributes to increasing their reach and impact, and enhances engagement and interaction with the brand. (Alalwan, Rana, N. P., Dwivedi, Y. K, & Algharabat, R., 2017, pp. 1177-1190.)

9.The impact of teaser advertising on consumer behavior: Teaser advertising exerts a strong influence on consumer behavior by: stimulating curiosity and the desire for discovery. Teaser advertising piques the consumer's curiosity and drives them to seek more information about the product or brand, increasing the likelihood of interacting with and trying it (Hassan,H .M, Al djaberi ,maya, M ,Attayat, A ,Denya, & Samir, 2021, pp. 269-288). Enhancing memory and emotional connection: Teaser advertising contributes to the prolonged retention of the brand in the consumer's memory due to the emotional and cognitive impact it leaves, positively influencing future purchasing decisions (Abdel Latif & Nada, 2021, pp. 20-25). Building brand loyalty through the formation of a positive and strong mental image of the brand, the teaser advertisement contributes to building long-term loyalty to it, ensuring the continuity of the relationship between the consumer and the brand. (Abdul Jabri, The Role of Advertising in Enhancing the Mental Image of Zain Telecom Company Among University of Anbar Students., 2022, pp. 25-30).

III. Previous Studies :

Table (03): Previous Studies.

Study Title	Authors	Year	Your most important finding	The tools used in the study were	Scientific gap
The Influence of Advertising, Brand Image, and Product Quality on Purchase Decisions of Skincare Beauty Products in Medan	Angela Callista Leonardi, Alfonsius	2024	Advertising, mental image, and product quality directly influence purchasing decisions.	Questionnaire and statistical analysis using SPSS.	The study did not specifically address the effect of teaser advertising on mental image.
Impact OF comparative advertising ON QMOBILE 'S brand image IN Karachi HBS	Khan, T Aslam, A Sami	2023	Comparative advertising is effective in improving the mental image when combined with distinctive features and modern technologies.	Questionnaire and data analysis using statistical tools.	The study did not focus on teaser advertising as a separate strategy.
Effect of Service Quality, Online	R Rudianto, S Sutisna,	2021	Quality of service has a significant	Questionnaire and statistical	The study ignored the

Study Title	Authors	Year	Your most important finding	The tools used in the study were	Scientific gap
Advertising, and Learning Innovation on Customer Satisfaction Through Brand Image at Course Institutions in Tangerang City	UWNuryanto		impact on the mental image, while online advertising has a limited impact.	analysis using SEM (Structural Equation Modeling).	role of teaser advertising in building the mental image.

Source : Prepared by researchers based on previous studies.

The common scientific gap between these studies is the lack of direct focus on teaser advertising and its role in building the brand's mental image when introducing new products.

The current study can address this gap by focusing on Algeria Telecom's teaser advertising strategy as a core tool and its direct impact on the brand's mental image, with specific application to new products.

Applied Study Title: Impact of Teaser Advertising on Building the Mental Image of the Algeria Telecom Brand.

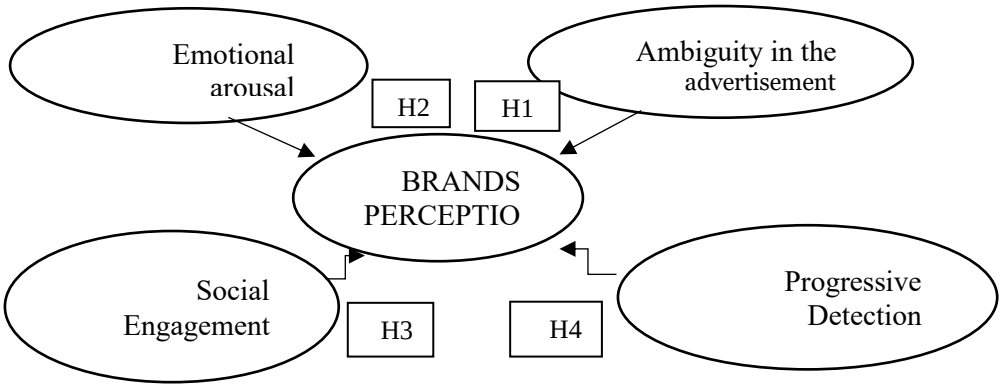
Overview of Algeria Telecom's Teaser Campaigns: Algeria Telecom (Algérie Télécom) launched a digital teaser advertising campaign in December 2025, serving as a classic example of teaser strategy in Algeria's telecommunications sector. The campaign unfolded gradually across Facebook, Instagram, and TikTok, relying on elements of mystery and suspense: A cryptic image was posted showing the word "ONE..." on a giant billboard in a football stadium stand, using the colors of the Algerian flag (green-white-red), with no additional details.

This sparked questions like "ONE what?", prompting followers to engage, comment, and share, achieving thousands of interactions within hours.

1. Model and Hypothesis Development

Through what was discussed in previous studies, the model following the current study was adopted as follows:

Figure (01): Model and Hypothesis Development.



Source: Outputs research based on previous studies.

IV. METHODOLOGY

1. Study Population and Sample: The study population consists of consumers of services exposed to Algeria Telecom's teaser advertisements. A stratified random sample of 468 respondents from various age groups, educational levels, and social backgrounds was selected, with data collected via an electronic questionnaire distributed through social media applications. A total of 454 valid questionnaires were retrieved for analysis, yielding a 97% response rate.

2. Study Tool: To measure the study variables, a questionnaire was created. It has three main sections, the first of which is devoted to the respondents' demographic information. Statements measuring the four characteristics of the independent variable (teaser advertisement)—advertisement ambiguity, gradual revelation, emotional thrill, and social participation—are included in the second section. Statements measuring the dependent variable (brand image) in its three dimensions—cognitive, emotional, and behavioral—are included in the third part **.**The replies of the sample members were measured using a five-point Likert scale (1–5).

3. Statistical methods: It highlights the main methods used, which were the mixed methods approach(quantitative and descriptive). The study used Structural Equation Modeling with Partial Least Squares (SEM-PLS) using Smart PLS 3.2.9, and the following tests were conducted:

•Test of the validity and reliability of the measurement tool.
•Evaluation of the Measurement Model.
•Evaluation of the Structural Model.
• Hypothesis testing using the Bootstrapping technique.

4. Data Analysis

Table (04) : The attributes of the research sample

Variable	Category	Number	Percentage %
Gender	Male	246	54.2
	Female	208	45.8
Age	Under 20 years old	72	15.9
	20-30 yrs	219	48.2
	31-40 yrs	113	24.9
	40+ years	50	11.0
Academic Qualification	Secondary or below	78	17.2
	Higher education	292	64.3
	Postgraduate education	84	18.5
Monthly income	Less than $ 100	198	43.6
	$100-600	186	41.0
	More than $ 600	70	15.4

Source: Smart PLS Outputs.

Table 4: Demographic Characteristics Table 4 clearly and systematically presents the demographic characteristics of the research sample, reflecting a good representation of the

target population in the Algerian context. The results highlight the dominance of males (54.2%) and females (48.2% in the 20-30 age group), with a strong focus on higher education (64.3%) and relatively low incomes (84.6% less than $600), which aligns with consumers of teaser advertisements on social media in urban areas.

V. Results

1. The Measurement Model

Table (05) : Construct reliability and validity

Variable / Dimension	Number of Items:	Factor Loadings	Cronbach's Alpha (α)	Composite stability CR	Avg Contrast Extracted (Ave)
Ambiguity in advertising	3	0.784 - 0.853	.891	0.924	0.673
Progressive Detection	3	0.812 - 0.887	912	.935	0.717
Emotional arousal	3	0.765 - 0.842	0.874	903	637
Social Engagement:	3	0.793 - 0.865	0.882	0.913	0.684
Cognitive elements	3	0.826 - 0.892	903	0.932	0.732
Emotional elements	3	0.773 - 0.851	0.862	0.894	0.658
Behavioral elements	3	0.805 - 0.877	0.886	0.917	0.705

Source: Smart PLS Outputs.

It is clear from the table above that all Factor Loading values exceeded the minimum acceptable threshold of 0.7, and all Cronbach's alpha values exceeded 0.8, indicating high reliability of the used measures. The composite reliability (CR) values exceeded 0.9, which are excellent values, in addition to all the average variance extracted (AVE) values exceeding 0.5, which is the minimum required.

2. Discriminatory Validity

The Fornell-Larcker criterion was used to ensure the discriminatory validity of the metrics used, and the following table shows the results:

Table (06) : Discriminant validity- Fornell-Larcker Criterion

Variable	1	2	3	4	5	6	7
1. Ambiguity in advertising	**.820**						
2. Progressive Detection	.512	**0.847**					
3. Emotional arousal	0.487	0.539	**798.**				
Social Engagement:	0.408	0.426	0.521	**0.827**			
5. Cognitive elements	376	462	0.451	0.352	**0.856**		
6. Emotional Elements	419	0.473	0.517	0.387	588	**.811**	
7. Behavioral Elements	0.382	.445	.398	.329	0.615	0.547	**.840**

Source: Smart PLS Outputs.

It is clear from the table that the square root of Ave for each variable (the shaded values in

the diagonal) is greater than the correlation values with other variables, which indicates the achievement of discriminating validity.

The Heterotrait-Monotrait Ratio (HTMT) was also used to ascertain discriminatory validity and all values were below 0.85 confirming the discriminatory validity of the metrics used.

3. Structural Model Evaluation and Hypotheses Tests

Table (07) : Structural Model Results

.	Path Coef	T value	p Value	Decision
Ambiguity in Advertising Mental → Image	0.184	3.215	0.001	Supporting the Hypothesis
Gradual Detection Mental → Image	0.252	561	0.000	Supporting the Hypothesis
Emotional arousal Mental → image	0.225	896	0.000	Supporting the Hypothesis
Social Engagement Mental → Image	0.149	2.783	0.006	Supporting the Hypothesis

Source: Smart PLS Outputs.

The results indicate that all dimensions of Algeria Telecom's teaser advertising have a positive and significant impact on the brand's mental image, with all t-values exceeding 1.96 and p-values below 0.05.

Table (08) : R^2 and R-Adjusted :

Dependent variable	^{2}R value	Adjusted ^{2}R value	Interpretation
BRANDS PERCEPTIONS	0.578	574	Medium to strong

Source: Smart PLS Outputs.

The results indicate that the dimensions of Algeria Telecom's teaser advertising explain 57.8% of the variance in the brand's mental image, representing a medium to strong explanatory power according to Cohen's (1988) criteria.

Table (09) : Effect Size f^2

.	F value	Impact size
Ambiguity in Advertising Mental → Image	0.179	Intermediate
Gradual Detection Mental → Image	0.247	Intermediate
Emotional arousal Mental → image	0.218	Intermediate
Social Engagement Mental → Image	0.153	Poor to average

Source: Smart PLS Outputs.

The effect size (f^2) results indicate that gradual revelation in Algeria Telecom's teaser advertising has the strongest impact on the brand's mental image (0.247), followed by emotional arousal (0.218), mystery in the advertisement (0.179), and finally social engagement (0.153).

Table (10) :Predictive Relevance Q^2

Dependent variable	^{2}Q value	Interpretation
BRANDS PERCEPTIONS	0.452	Strong!
Cognitive elements	0.468	Strong!
Emotional elements	0.512	Strong!
Behavioral elements	0.425	Strong!

Source: Smart PLS Outputs.

The Blindfolding procedure was used to calculate the value of ^2Q to assess the predictive power of the model. All values of ^2Q are greater than zero and have exceeded 0.4 indicating a strong predictive ability of the model.

4. Goodness of Fit (GoF) Index:

The overall model match quality index was calculated using the following equation:

$GoF = \sqrt{(AVE \times R^2)}$

$GoF = \sqrt{(0.687 \text{ x } 0.578)} = 0.630$

Using the criteria proposed by (Wetzels, 2009, pp. 177-195.) , GoF value (0.630) indicates a strong overall matching quality for the model.

VI. Result and Discussion:

The results indicate acceptance of all sub-hypotheses, as all dimensions of the teaser showed a statistically significant positive impact on the brand's mental image.

The results show that all dimensions of teaser advertising (mystery, gradual revelation, emotional arousal, and social engagement) contribute positively and noticeably to enhancing the mental image of the Algeria Telecom brand, albeit to varying degrees. These findings are consistent with previous literature, as confirmed by studies of (Lohtia, Hershberger, & Donthu, N, 2003, pp. 410-418.) found that teaser advertising campaigns that rely on gradient disclosure and curiosity increase audience engagement and increase their emotional and cognitive attachment to the brand. The results of the current study also support what (Keller, 2009, pp. 38-45)pointed out about the importance of building a strong mental image of the brand through innovative marketing strategies, as the analyses showed that gradual disclosure and emotional arousal were the most influential on the mental image, followed by ambiguity and social participation. Thus, the results confirm the acceptance of the hypothesis of the contribution of teaser advertising in building the brand's mental image, and highlight the need to employ this strategy within the efforts of marketing new products to enhance the brand's presence in the minds of the target audience and build a long-term relationship with it. Gradual disclosure is the most influential dimension in building the brand's mental image, followed by emotional arousal, then ambiguity in advertising, and finally social engagement. Teaser advertisement efficacy hinges on a delicate balance between brand familiarity, spokesperson likeability, and consumer attitudes toward SMS. For consumers with positive SMS perceptions, high brand familiarity boosts curiosity and ad retention, while excessive familiarity can diminish it. A likable spokesperson can compensate for a lesser-known brand. Conversely, consumers with negative SMS attitudes engage with high-familiarity brands, but excessive spokesperson likeability can reduce curiosity. Low-familiarity brands fail to resonate with this segment. Therefore, strategic calibration of brand and spokesperson familiarity is crucial for optimizing mobile teaser ad effectiveness across diverse consumer groups.

Teaser advertising, with its various dimensions, explains 57.8% of the variance in the mental image of the Algeria Telecom brand, underscoring its importance in building a positive brand image. The proposed model demonstrates strong overall goodness of fit (GoF = 0.630),

confirming its validity in explaining the relationship between teaser advertising and the brand's mental image for Algeria Telecom.

Teaser advertising Beyond just pre-launch promotion, teaser storytelling provides creative flexibility that is ideal for integrated marketing and communications. It creates cognitive space and raises brand awareness by acting as a messenger, mediator, and multiplier. Entertainment, interaction, and engagement are becoming increasingly important, particularly in India's marketing landscape, despite the importance of curiosity and knowledge gaps. Teaser cues are used in modern campaigns to elicit persuasive dialogues and encourage active customer engagement rather than passive reception. Beyond entertainment and buzz, engagement emerges as a pivotal function. Advertising's success today is contingent on consumers' engagement throughout the communication stages. Consumers now demand participation in all aspects of the creative process, even passive communication. This is what teaser campaigns do by taking customers on a promotional journey and carefully letting them explore the product through strategically placed teaser messages. In the end, this helps people understand and be more engaged with product. (Trehan & Maan, G., 2013, pp. 18-22)

VII. Recommendations: Based on the results of the study, we make the following recommendations:

- Adopting a strategy of gradual detection in advertising campaigns for brands because of their strong impact on building the mental image.
- Interest in including emotional elements in teaser ads to enhance the emotional connection between the consumer and the brand.
- Using the element of ambiguity thoughtfully in advertising to arouse the curiosity of consumers without causing confusion or excessive ambiguity.
- Encourage social sharing of advertising content by designing interactive campaigns that motivate consumers to participate.

VIII. Conclusion:

In light of the statistical results from the structural model, this study addressed a significant research gap concerning the extent to which teaser advertising contributes to building the mental image of the Algeria Telecom brand when introducing new products—an issue that prior studies have not sufficiently analyzed. The findings revealed that the various dimensions of teaser advertising (mystery, gradual revelation, emotional arousal, and social engagement) contribute to varying degrees in shaping the brand's mental image.

Thus, the study clearly answered its primary question: Teaser advertising positively contributes to building a positive mental image for the Algeria Telecom brand, particularly when employing a gradual revelation strategy and effectively utilizing emotional elements.

These results guide marketing organizations toward designing more effective teaser campaigns and support the literature emphasizing the importance of psychological and social elements in constructing brand mental images, especially for new product launches in competitive markets.

Based on the structural model's findings, Algeria Telecom should adopt a strategic teaser framework that prioritizes the gradual revelation of information. Campaigns for new products must move away from immediate, full disclosure, utilizing phased storytelling to maintain market anticipation and systematically construct a robust brand image. Marketing teams must deeply integrate psychological and emotional arousal into these narratives, focusing on human connection and modern empowerment rather than just technical specifications to effectively differentiate the brand in a competitive market. Furthermore, incorporating elements of mystery and open-ended puzzles will spark social engagement, driving active consumer discussions across digital platforms. Ultimately, this balanced combination of mystery, emotional resonance, and gradual disclosure will optimize social media buzz and maximize long-term brand equity during new product launches.

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