

Enhancing the effectiveness of Branding and Packaging Design For supporting civil society during the covid-19 pandemic

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Abstract:

Civil Society Organizations (CSOs) include community-based organizations as well as non-governmental organizations (NGOs), do not include business or for-profit associations. As the COVID-19 pandemic swept the globe, CSOs have a significant role for providing frontline help and defending the rights of people across the world. There are significant corruption risks during times of crisis. Civil society has an important role to play in ensuring funds to tackle the Covid-19 pandemic reach their destination. It has reshaped the megatrends buffeting the \$900 billion-a-year packaging industry. Therefore, this paper aimed to increase awareness to support civil society by applying innovative marketing methods such as changing the visual identity of the institution in order to support the principle of social distancing. In addition to, Providing treatment to Corona patients by sending packaging that also supports the principle of social distancing through the innovative packaging to help the state's efforts in facing the Corona crisis.. The level of consumers' knowledge of the concept and role of civil society organizations During the covid-19 pandemic was evaluated by using a questionnaire was prepared in Google Forms, comprising 11 questions five of this questions on a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). Finally, this study shows the responses of target group on aspects of role of civil society organizations, the branding and packaging role during the Covid-19 pandemic, growth of online shopping, and the most important initiatives by civil society organizations during the corona virus pandemic. From this point, we start with the practical study by presenting proposals for different marketing tools to support the role of civil society organizations during crises

Keywords:

Civil Society Organizations CSOs, COVID-19 , social accountability, Packaging, Branding.

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