

## 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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### Introduction

The disruptions caused by the COVID-19 pandemic started in Egypt in March 2020, and has since Economic activity slowed with social distancing measures and the temporary suspension of air traffic. The number of employed individuals declined by 2.7 million during the period April to June 2020, pushing unemployment to 9.6% from 7.7% the previous quarter, with job losses, especially among informal workers, reported mainly in retail and

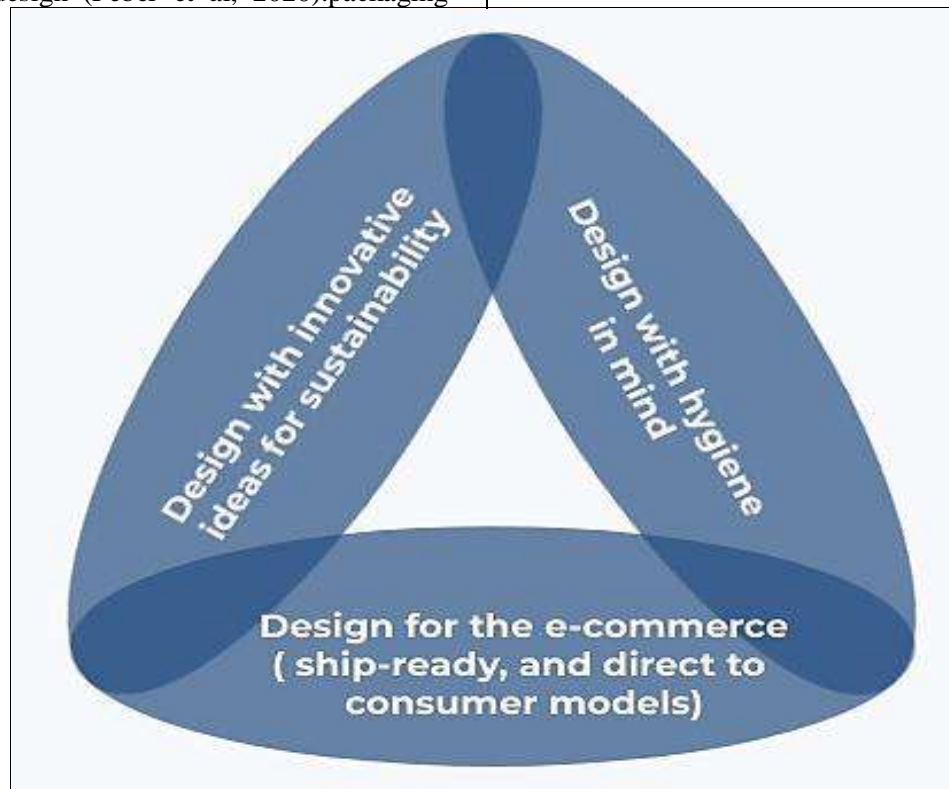
wholesale trade, manufacturing, tourism, transport and construction (The World Bank, 2020). In addition to that, there are wider risks related to the accountability of governments and private companies. In normal times, CSOs would be well placed to monitor and report on governments and private companies, as well as hold them accountable for their actions. The current crisis poses several challenges to the roles of civil society, as shown in figure 1.



Figure 1: the roles of civil society

As a result of the stay-at-home orders in many countries, consumers have dramatically increased their digital engagement. Some industry forecasts predict that penetration will reach 10 percent in 2020, compared with 2 to 3 percent before the crisis. This will have significant implications for packaging design (Feber et al, 2020).packaging

companies should further rethink packaging design, beyond these existing must-have factors. Any packaging launched during the pandemic or in the near future should take into account three other important requirements, as shown in figure 2.



**Figure 2: important requirements for packaging design during covid-19 pandemic**

Current COVID-19 pandemic affecting the world of brand marketing and communications, thus many private-sector brands have reacted immediately by responding to the needs of a society that is facing a new way of life with remote working, no freedom of movement and spreading of this pandemic (Vicedo, 2020). These brands have demonstrated they know how to respond and continue offering what they always offer: Telephonic, IKEA, McDonald's, and many others.

### **1.1 Branding and Crisis marketing**

Many brands are no strangers to crisis management, but the global scale and continued uncertainty around COVID-19 is a first for us all. many have responded with meaningful approaches to give audiences a reason to believe that we'll get through this crisis and move forward together. Care, creative thinking, and new tools can address customers' acute needs today and forge stronger ties in the post-COVID-19 era, Particularly in times of crisis, a customer's interaction with a company can trigger an

immediate and lingering effect on his or her sense of trust and loyalty (Diebner et al, 2020).Here are three impactful ways during the coronavirus pandemic(Shipley & Loar, 2020).

#### **1.1.1 addressing customer concerns**

To directly address consumers' heightened concerns around protecting their health, McDonald's outlined new precautions they're taking, like required temperature checks for employees before and after shifts, as shown in figure 3.

#### **1.1.2 pivoting toward a solution**

Walgreens One of the largest U.S. pharmacies and a trusted leader in health care, Walgreens adapted their Ask a Pharmacist series into short, informative videos that answer customers' common questions related to COVID-19. The brand also made a video ad to explain how people can safely take advantage of online care services and free prescription delivery, as shown in figure 4.

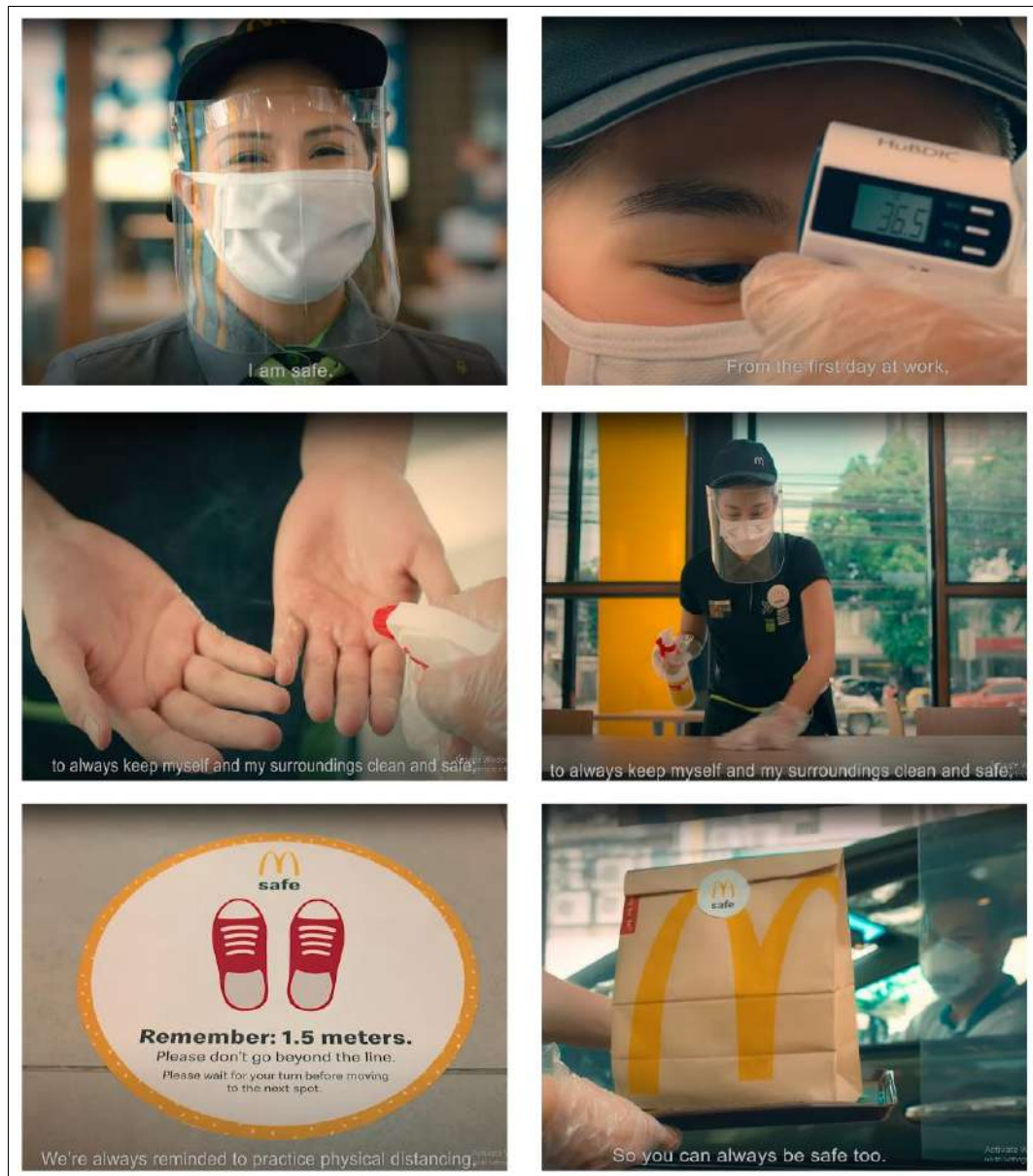


Figure 3: McDonald's outlined new precautions to ensure safety

<p><b>We're in this together.</b></p> <p>See how we're making life easier.</p> <p><b>Walgreens</b></p> <p>Trusted since 1901</p>	<p><b>Find care online</b></p> <p>Feeling Sick? Stay home and consult with a healthcare provider online.</p>	<p><b>Pharmacy Chat</b></p> <p>Expert advice on medications for symptoms and more.</p>
<p><b>Free Rx Delivery</b></p> <p>Use Walgreens Express &amp; get eligible Rx delivered right to your door!</p>	<p><b>Free Shipping</b></p> <p>Shop online at home &amp; get essentials shipped to you for free, no minimum.</p>	<p><b>Drive-thru Shopping</b></p> <p>Pull up &amp; shop select health, cleaning &amp; grocery items at drive-thrus.</p>

Figure 3: Walgreens helping customers to stay safe



### 1.1.3 bringing people together as they stay safely apart

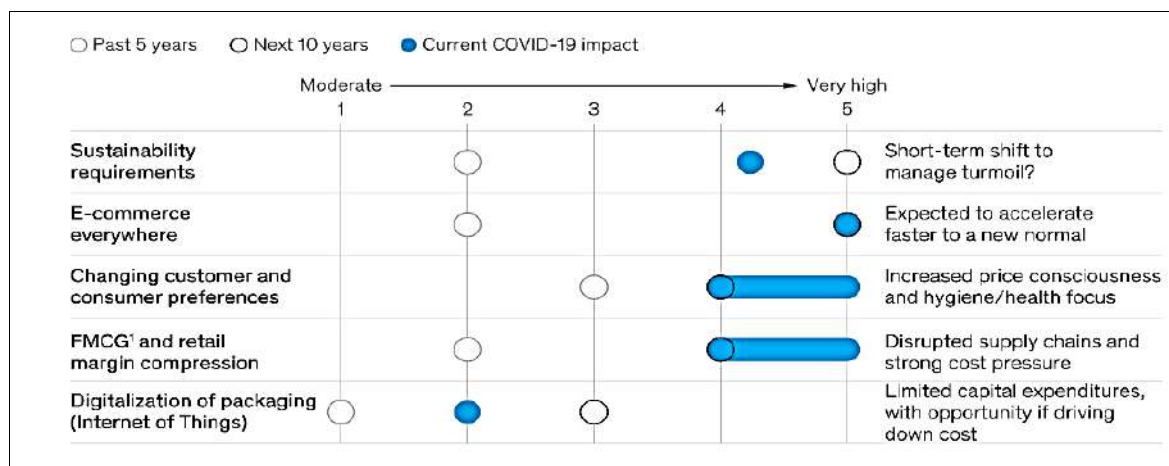
While being homebound causes stress and isolation for so many, Ikea sought to remind people of the stable worlds they had already created playing with kids, dancing, making music, or simply relaxing with loved ones (#I'mStayingHome) is a movement that was born in people's homes, and, during this time, we can all live new experiences together."

### 1.2 Packaging role during covid-19

Packaging has served three roles: protecting, promoting, and performing. With protection,

needs have evolved as the channels for getting products to customers have

Changed, and we'll continue to see new developments. Packaging's role in promotion is growing in importance and helping our customers increase their sales (McKinsey, 2019). Innovative packaging designs will play an important enabling role. Packaging companies will need to reassess their strategies in light of these evolving megatrends, packaging are changing with the covid-19 crisis (Feber, Lingqvist and Nordigården, 2020), as shown in figure 5.



Source: McKinsey & company

**Figure 5: observed and expected impact of trends on packaging industry, scale 1-5**

During coronavirus Packaging between disposable and sustainable, before the start of the coronavirus outbreak, cities and states were making some progress on banning plastic bags, shifting from single-use plastic to paper products and encouraging shoppers to bring reusable bags (Newburger and Lucas, 2020).

But now health concerns over Covid-19 have reversed that progress. Some cities have rolled back the bans on plastic bags and retailers are stopping customers from using reusable bags.

The direct health implications of the COVID-19 pandemic are clear it has caused a million deaths and over 34 million infections worldwide. However, above and beyond these immediate threats to health, EUROPOL and EUIPO are reporting a troubling uptick in cases of pharmaceutical counterfeiting, particularly regarding the international trade in fake pharmaceuticals, which is estimated to be worth in excess of \$4bn (Packaging Europe, 2020).

## 2. METHODS

A questionnaire was prepared and circulated online using Google Forms to obtain feedback,

regarding their knowledge and perception on effectiveness of Branding and Packaging Design For supporting civil society During the covid-19 pandemic. It consisted of 11 questions, five of this questions on a five-point Likert scale ranging from strongly disagree, disagree, neutral, agree, and strongly agree. Study was conducted on targeted group of 113 person.

Of the participants, 11.2% strongly agreed and 36% agreed that observed the role of civil society organizations during the Covid-19 pandemic; 24.7% strongly agreed and 46.1% agreed The branding has a positive role during the Covid-19 pandemic.; 56.2% strongly agreed and 33.7% agreed that the growth of online shopping during coronavirus.; 14.6% strongly agreed and 44.9% agreed that observed changes in the packaging substrate during the coronavirus pandemic and 18% strongly agreed and 49.4% agreed that The packaging has a positive role during the coronavirus pandemic, as shown in Table 1.

The responses for the questionnaire thus received from the participants were compiled and analyzed using Google Forms software.

Table 1: Distribution of the results of the questionnaire

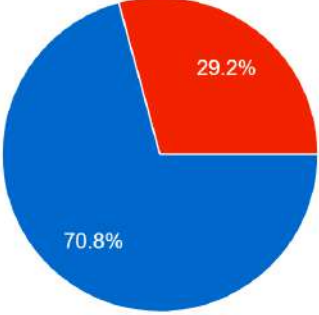
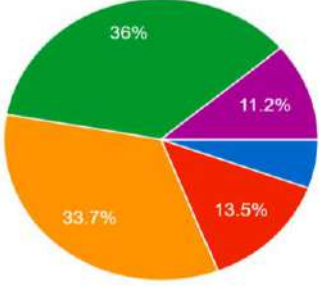
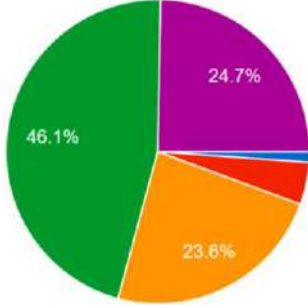
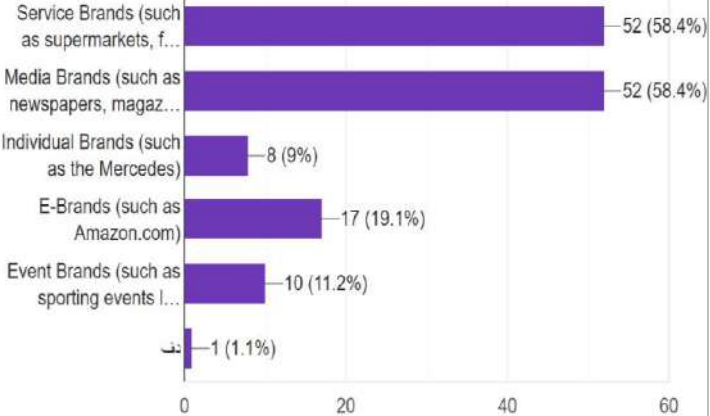
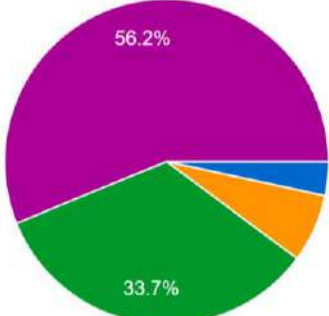
Questions	Responses
<b>Questions on civil society organizations</b>	
I Know the role of civil society organizations	 <p>70.8% 29.2%</p> <p>● Yes ● No</p>
I observed the role of civil society organizations during the Covid-19 pandemic.	 <p>36% 11.2% 13.5% 33.7%</p> <p>● Strongly disagree ● Disagree ● Neutral ● Agree ● Strongly agree</p>
<b>Questions on branding role And online shopping</b>	
The branding has a positive role during the Covid-19 pandemic.	 <p>46.1% 24.7% 23.6%</p> <p>● Strongly disagree ● Disagree ● Neutral ● Agree ● Strongly agree</p>
Type of Brands that emphasize an awareness message during the Covid-19 pandemic	 <p>Service Brands (such as supermarkets, f... 52 (58.4%)</p> <p>Media Brands (such as newspapers, magaz... 52 (58.4%)</p> <p>Individual Brands (such as the Mercedes) 8 (9%)</p> <p>E-Brands (such as Amazon.com) 17 (19.1%)</p> <p>Event Brands (such as sporting events l... 10 (11.2%)</p> <p>١ 1 (1.1%)</p> <p>0 20 40 60</p>
The growth of online shopping during coronavirus.	 <p>56.2% 33.7%</p> <p>● Strongly disagree ● Disagree ● Neutral ● Agree ● Strongly Agree</p>

Table 1 (part2): Distribution of the results of the questionnaire

Questions on packaging role																									
I observed changes in the packaging substrate during the coronavirus pandemic.	<table><tr><th>Response</th><th>Percentage</th></tr><tr><td>Strongly disagree</td><td>0.1%</td></tr><tr><td>Disagree</td><td>10.1%</td></tr><tr><td>Neutral</td><td>29.2%</td></tr><tr><td>Agree</td><td>44.9%</td></tr><tr><td>Strongly agree</td><td>14.6%</td></tr></table>	Response	Percentage	Strongly disagree	0.1%	Disagree	10.1%	Neutral	29.2%	Agree	44.9%	Strongly agree	14.6%												
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The packaging products that enhancing an awareness message during the Covid-19 pandemic?	<table><tr><th>Product Category</th><th>Count</th><th>Percentage</th></tr><tr><td>Food packaging</td><td>61</td><td>68.5%</td></tr><tr><td>Pharmaceutical packaging</td><td>54</td><td>60.7%</td></tr><tr><td>Skincare and makeup packaging</td><td>12</td><td>13.5%</td></tr><tr><td>Electronics packaging</td><td>12</td><td>13.5%</td></tr><tr><td>Apparel and footwear packaging</td><td>11</td><td>12.4%</td></tr><tr><td>لم يصادفني تغليف مؤلف للتوعية</td><td>1</td><td>1.1%</td></tr><tr><td>Fine company</td><td>1</td><td>1.1%</td></tr></table>	Product Category	Count	Percentage	Food packaging	61	68.5%	Pharmaceutical packaging	54	60.7%	Skincare and makeup packaging	12	13.5%	Electronics packaging	12	13.5%	Apparel and footwear packaging	11	12.4%	لم يصادفني تغليف مؤلف للتوعية	1	1.1%	Fine company	1	1.1%
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Open questions																									
The most important initiatives by civil society organizations during the corona virus pandemic.	<ul style="list-style-type: none"><li>- Providing assistance to the needy through charitable organizations and taking care of prevention and sterilization.</li><li>- Encouraging the community to social distancing and adhere to home quarantine.</li><li>- Spread awareness in ads.</li><li>- Spreading awareness through every way and media possible.</li><li>- Helping poor countries by giving them medicine, food, clothing and all the precautions.</li><li>- On how to deal with the virus first in terms of health and prevention measures.</li><li>- Commitment to wear a mask.</li><li>- Stay Home - social distance - sporting at home.</li></ul>																								

Table 1 (part3): Distribution of the results of the questionnaire

3.

	<p>- Some institutions have undertaken other measures to distribute foodstuffs to the needy, especially the poor and day-laborers, and to establish lines of psychological and social support to deal with many cases such as panic and social violence, which increased dramatically during this quarantine, and this greatly depended on the Nature and size of the resources available to these institutions in addition to Allow it to operate in the field.</p> <p>- إطلاق مؤسسة مصر الخير وماونتن فيو مبادرة سهم في دعم الفريق الطبي لمستشفيات العزل والحميات بهدف حث الأفراد على التباعد لصالح دعم الأطقم الطبية من خلال توفير المستلزمات الطبية والوقائية للفريق الطبي، وكانت تكلفة السهم 200 جنيه مصري. كما أطلق بنك الطعام المصري في مارس الماضي مبادرة دعم العمالة اليومية مسؤولية لتوزيع 500 ألف كرتونة طعام كدعم غذائي. ولحقت بتلك المبادرة الخاصة بمساندة دعم العمالة اليومية جمعية الأورمان أيضا التي اتبعت نفس النهج من خلال إعلانها عن مبادرة لدعم العمالة اليومية في 50 قرية مصرية.</p> <p>مبادرات الدعم الوقائي؛ من خلال توفير المستلزمات الطبية التي تحتاجها المستشفيات، من أدوات الوقاية الشخصية من العدوى بغض النظر عن الزاميه وجود جميع الآلات في جميع المستشفيات الحكومية.</p> <p>المبادرة المصرية لإنتاج ٥٠٠٠ جهاز تنفس صناعي.</p> <p>مبادرة العمل التطوعي و الدعم الطبي.</p> <p>الكفاله لبعض العمال اصحاب عماله اليوم الواحد كانت سندا للأسر الفقيرة.</p> <p>التحول الرقمي هو الذي حد من انتشار الوباء بشكل كبير.</p>																				
<p>The quality of the questionnaire a scale of 1 to 9 where 1 stands for "Poor" and 9 for "Excellent".</p>	<table border="1"> <thead> <tr> <th>Rating</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>0%</td> </tr> <tr> <td>2</td> <td>0%</td> </tr> <tr> <td>3</td> <td>2.4%</td> </tr> <tr> <td>4</td> <td>7.1%</td> </tr> <tr> <td>5</td> <td>11.9%</td> </tr> <tr> <td>6</td> <td>16.7%</td> </tr> <tr> <td>7</td> <td>23.8%</td> </tr> <tr> <td>8</td> <td>19%</td> </tr> <tr> <td>9</td> <td>19%</td> </tr> </tbody> </table>	Rating	Percentage	1	0%	2	0%	3	2.4%	4	7.1%	5	11.9%	6	16.7%	7	23.8%	8	19%	9	19%
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8	19%																				
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<p>Comments on experience of taking this survey.</p>	<p>- No it's very useful.</p> <p>- Putting more questions.</p> <p>- There is no problem with the questions but rather in reality But the outside world is living with global security and health precautions according to the regulations, In Egypt there is no system and there is no action to make us say that we do anything to combat Corona virus like other countries.</p>																				

## RESULTS

After reviewing the opinions of the participants in the questionnaire it was found that their belief in the role of civil society organizations especially in crises .Consequently, developed a marketing strategy to enhance the role of civil society in line with the digital society during coronavirus by Design visual identity and packaging, as shown in table 2 & table 3.

**Table 1: Description of first project**

<b>Name of organization</b>	شارك
<b>Organization Activity</b>	community service
<b>The goal of the campaign</b>	Confronting the Coronavirus crisis by deal with the virus first in terms of health and prevention measures, also how to psychologically deal with the quarantine period.
<b>Campaign slogan</b>	شاركنا من بيتك
<b>Proposal for a Marketing Strategy</b>	<p>In support of the state's efforts for facing the covid-19 pandemic, institution of "Sharek" used various marketing methods to Provide financial and moral support to coronavirus sufferers to overcome this pandemic, and the most effective of these means are the following:</p> <ul style="list-style-type: none"> <li>- Changing the visual identity of the institution. As shown in figure 6 &amp; figure 7, in order to support the principle of social distancing and Psychological convergence by modifying the organization's logo, which expresses the content of the spacing and its implementation in various advertising media and Various products, As shown in figure 8.</li> <li>- Providing treatment for Coronavirus patients by sending packages which have the identity of the institution and also supporting the principle of social distancing through an innovative packaging methods, As shown in figure 9 &amp; figure 10.</li> </ul>



**Figure 6: original institution logo for first project**



**Figure 7: first project institution logo to emphasis physical distancing during covid-19**



**Figure 8: samples of various products have identity of the institution during covid-19**





Figure 9: Sample of package that have the identity of the institution  
And also supports physical distancing



Figure 10: sample of package that having identity of institution and emphasis on the campaign slogan "Share us from your home"

Table 2: Description of second project

<b>Name of organization</b>	صفر على اليمين
<b>Organization Activity</b>	community service
<b>The goal of the campaign</b>	The Egyptian government has been implemented many policies to protect society from the effect of (Covid-19), encourage economy, support income, enhance digital society, and in support of the government's efforts, some community institutions have participated in some efforts such as providing job opportunities, supporting online courses for developing skills and help employees to Work from home.
<b>Campaign slogan</b>	اشتغل من البيت
<b>Proposal for a Marketing Strategy</b>	<p>In support of the state's efforts for facing the Covid-19 pandemic, institution of "Sifr Alaa Alyamin" used various supportive means to provide job opportunities, enhancing online courses to develop their skills and help them to work from home. In addition to, psychological support to overcome this pandemic.</p> <p>the most effective of these means are the following:</p> <ul style="list-style-type: none"> <li>- Changing the visual identity of the institution. As shown in figure 11 &amp; figure 12, in order to support the principle of social distancing and Psychological convergence by modifying the organization's logo, which expresses the content of the spacing and its implementation in various advertising media.</li> <li>- Using the social media (Facebook) for marketing of campaign to support work from home, As shown in figure 13 &amp; figure 14.</li> <li>- Using the Institution's website to provide online courses and job opportunities for those affected within this pandemic, As shown in figure 15.</li> <li>- Creating a mobile application that helps manage work time and allows communication with the work team, As shown in figure 16.</li> </ul>



Figure 11: original institution logo for second project



Figure 12: second project institution logo to emphasis physical distancing during covid19



Figure 13: Social media advertisement



Figure 14: using of advertising within social media of the institution



Figure 15: website of the institution

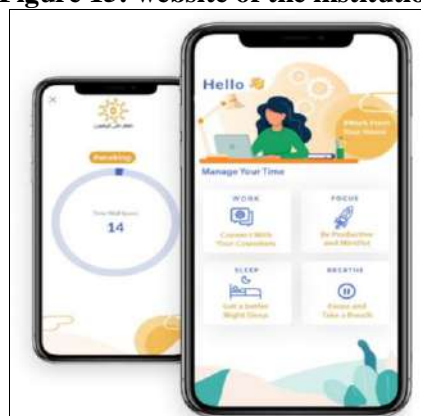


Figure 16: model of mobile application to help work at home

#### 4. DISCUSSION

Civil society organizations (CSOs) make a difference in international development. They provide development services and humanitarian relief, innovate in service delivery, build local capacity and advocate with and for the poor (Court et al, 2006). In addition to, it's important role to play in ensuring funds to tackle the Covid-19 pandemic reach their destination by drawing on several examples of online civic engagement (Mullard and Aarvik 2020). The coronavirus pandemic has reshaped industry megatrends in ways that will have major short- and long-term implications for packaging design, to prepare for these changes and the move to the next normal, packaging companies must rethink packaging design beyond "must-haves," such as reasonable costs, convenience, and performance (Feber et al, 2020). This crisis is going to irreversibly accelerate the digitalization of society. It has shown us that there is no such thing as an analogue and a digital life, but that they are the same thing. The world has changed already and it will not be the same again. the online grocery delivery service went from being a nice-to-have service to an essential service overnight. There are significant corruption risks during times of crisis. Donors and multilateral organizations should consider establishing digital accountability networks to support this effort. The current crisis presents challenges for civil society; however, there are also new opportunities for it to embrace digital civic engagement as an anti-corruption initiative (Mullard and Aarvik 2020).

#### 4. COCLUSIONS

Our study reported that majority of the participants in the local society observed changes in the packaging and branding role during the Covid-19 pandemic. When overall rating the role of civil society organizations during the Covid-19 pandemic, 47.2% of the participants were either satisfied or highly satisfied. Therefore, various marketing methods have been used to enhance the effectiveness of Branding and Packaging Design for supporting civil society during the covid-19 pandemic. This study provides a scientific basis about the necessity and feasibility of enhance the role of civil society organizations, especially in crises and supporting the digital community.

#### 5. ACKNOWLEDGMENTS

I would thank the participants who response of questionnaire for their precious help and their opinions.

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