

Employment of Emoji in social awareness advertising campaigns

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Abstract:

The emoticons “the emoji” are considered a form of visual, non-verbal communication that emerged recently with the development of online communications and social media apps. Emojis are small shapes and icons that express feelings that are transmitted and circulated faster than writing. They are the closest description of the person’s emotional state and mood, and they have also evolved to include animal shapes, tools, country flags, and others. Emojis have become of great communication importance, especially for the contemporary generation, which prompted advertising brands, interested in keeping pace with the modern age in communicating with the audiences, as an innovative method that includes fun, entertainment and persuasion in the context of the technological, communication and expressive changes of the era, especially since consumers are exposed to many advertisements every day, so it takes more effort to attract attention. This research discussing about these emojis, their definition, their history, how to employ them in the field of advertising for many brands, and the possibility of using them in community awareness campaigns, especially on social media. The methodology based on a theoretical study and then analysis of several models of Egyptian awareness campaigns, and conducting practical experience using the emoji as a new innovative idea for the same campaign and measures its effectiveness. The research found that emojis include a great deal of simple, innovative and modern, which contributes to its effectiveness and gives a modern impression about the advertiser or the brand. The use of emoji in societal issues also provides a lot of phrases, tips and instructions with familiar symbols that contribute to delivering the message in a modern, innovative and fast way.

Keywords:

Emoji, advertising campaigns, social awareness, social media

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