The impact of mobile and static info-graphic advertising in addressing Covid-19 virus crisis in increasing awareness among different populations

Dr. Dena, M. Hanna
Faculty of Applied Arts, Advertising Department, Damietta University, Egypt, doodyamh@gmail.com

Abstract:
This paper aims to clarify the impact of mobile and static info-graphic advertisements in addressing global Covid-19 virus and its role in increasing awareness among citizens in all countries of the world, as info-graphic is a graphic visual representation of informations, data, or knowledge intended to present information quickly and clearly. Info-graphs can improve cognition by utilizing graphics to enhance the receiver visual system's ability to see patterns and trends. Social media networks have become the primary concern now, due to their importance in society with the means of attraction of varies and wide range of targeted audience. in addition to the possibility of using it at any time besides the ease of dealing. The daily exposure to advertisements on social media pages has become a daily habit, and for the ease of communication with the audience, the art of info-graphic has developed in recent years to become a means to reach a wider target audience by simplifying the complex topics and arranging them in the form of a simple popularity as shown in the last years. For information easily. The info-graphic designs helps attract more followers and participants to social media accounts and reach a wider audience base, as it is easy to be embedded on TVs, blogs, websites, and can be used in electronic brochures and printed materials. Consequently, info-graphic becomes an important role in spreading awareness among citizens all over the world, especially the moving info-graphic. With the emergence of the new Corona virus, which, according to what the United Nations has stated, is considered a global epidemic attacking citizens all over the world. It was imperative to make awareness-raising advertisements for citizens to confront this virus and limit its spread. Therefore, the best way to confront this virus was to introduce it using info-graphic ads, whether static or mobile, to address this global epidemic. This is due to its importance and ability to reach the largest possible number of citizens in various places, besides communicating information in a clear and simple manner, in addition to the speed of access and response. Some examples have been illustrated and discussed in this paper about using info-graphic covid-19 advertisements in increasing citizen awareness, besides the statistical method used in analyzing the questionnaire presented to a wide category of citizens.

Keywords:
Mobile info-graphic, covid-19 virus, info-graphic static ads, increasing awareness, visual representations

References:
1. Information and Decision Support Center in the Egyptian Cabinet 2020, retrieved from: https://www.care.gov.eg/EgyptCare/StaticContent/About.aspx , on: 5 Jan 2021
10. International Labour Organization, Covid-19 and the world of work, Sectorial impact, responses and

Paper History:
Paper received 9th February 2021, Accepted 29th March 2022, Published 1st of May 2022