The Role of Advertising Campaigns in Preserving The Visual Identity for Egyptian Campaigns Products

Dr. Aliaa Abd El Salam Turafy
Assistant Professor of Advertising, College of Mass Communication, Misr International University.

Abstract:
Advertising campaigns are considered a means of attraction for recipients. However, some Egyptian products lack advertising campaigns that attract the present recipients whose mentalities, needs and services changed due to the change in their lifestyle. It is worth noting that the economic crisis in Egypt in the last years resulting either from the low productivity or the large number of imported products that are high in quality and available in the Egyptian market. Accordingly, the Egyptian market can no longer accommodate the Egyptian products, and, in turn, they are not requested as before. These situations required designing advertising campaigns that aims at attracting the recipient and preserve the visual identity to the Egyptian companies, and achieve their targets in turn. Here lies the importance of the study that aims at pointing out the role of the advertising designers in designing advertising campaigns whose concepts and techniques help uplifting Egyptian companies and preserve their visual identity and, in turn, become an attempt to enhance its competitive ability in the Egyptian market. The theoretical framework of this research aims at preserving the Egyptian corporate identity through the advertising campaigns for the Egyptian products. These campaigns distinguish similar as well as different concepts that are related to the companies and affect the success or failure of the advertising campaigns. The study also stressed the concept of corporate visual identity, its elements and conditions to make use of this in the applied study. In an attempt to preserve the Egyptian corporate visual identity, the study employed the technique of the focus group, which the researcher used while guiding a group of Mass Communication students at Misr International University in sessions to design advertising campaigns for the Egyptian products. The students were given the opportunity to choose Egyptian products, that they keep their logos. Students can also design a new logo for any Egyptian profession like the manufacture of clay, rugs, candles and others. Their target of keeping the elements of the visual identity and adhering to the specific hypothesized issues in the creative brief was very clear. This takes place after discussing all suggested ideas and concepts with the aim of preserving corporate visual identity and creating advertising messages that attract targeted recipients. Advertising design experts and university professors were given a questionnaire with the aim of evaluating these advertising campaigns and, in turn, reaching studies findings.

Keywords:
Visual Identity, Advertising Campaigns, Creative Brief, Focus Group.

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