

## **The added value in the advertisements of donations in the light of employing modern and multiple digital technological capabilities to develop creative and developmental thought**

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### **introduction**

Donation ads are one of the most important types of ads in society because they have an important role and impact as a development goal for various advertising organizations. This announcement aims to persuade intended beneficiaries to participate or donate to help develop the foundation's resources. Recently, there has been tremendous technological development in the advertising field, which requires professionals to get out of the iteration cycle and feeling of boredom while watching a donation, and arouse the passion of the recipient, therefore, bring out a positive impact, which is obtaining the largest amount of donations to develop the resources of the declared institutions and meet their needs as a main goal, therefore attention was drawn to the use of QR technology, various digital programs, as well as the implementation of interactive advertising data for this purpose. Ad quality .

### **Research problem**

-The great development that accompanied the digital technology contributed greatly in the field of advertisements, which indicates the benefit of the field and in a big positive way from this development in general and in advertisements for donations in particular. In addition, we ask two questions- :

How effective is modern and multi-digital technology on advertising donations?

-What has modern digital technology added to advertisements of donations as an alternative to traditional methods ?

### **The research importance**

Due to the different technological changes in the modern era, specialists have to keep abreast of technology to present creative ideas for new types of advertisements of donations, so attention has been drawn to the use of different technologies to implement this type of advertising, so the importance of research comes through- :

-To shed light on modern and multiple digital technology and make use of it in the field of advertisements of donations.

### **Research hypotheses:**

-Study the effectiveness of the various digital technologies that have been used to implement donations announcements to allow advertisers to exit the cycle of repetition and open creative horizons.

### **Methodology and tools:**

- The researcher follows the analytical descriptive method.
- Applied method.

## Key words

Advertising - Innovative Strategies - Multiple Digital Technology - Creative and developmental intellect.

The research explains how effective modern and multiple digital technology is in the area of the advertisements of donations and what it has added as an alternative method to traditional methods.

Therefore, some axes related to the research hypothesis were clarified.

## First: advertising

It is a specific message prepared for the media to persuade, promote, or motivate people in favor of a brand or group, and we note here in this regard that the word "group" describes both commercial entities, government agencies and non-profit organizations.

## Types of ads by goal

Educational declaration

Informative or informative advertisement

Competitive advertising

public service announcements

Advertisements of donations:

It aims to collect donations for non-profit organizations in addition to raising awareness of some social issues as a way to promote the public image of a company or institution, which is the opposite of public service ads that have no commercial clout. We are here in this research to talk about donation announcements or ads supporting social issues.

## The advertisements of donations

Donation ads are considered one of the most interested ones in advertising because they have a big role in the process of developing declared institutions, as development relies mainly on social change processes for all traditional situations. Create a new social form to derive new values from them, in order to meet the needs of these institutions. While the recipient is participating as a form of assistance to the side of the state, however, some are dissatisfied with the length of the advertisement and the tragic situations that are displayed during the advertisement because the advertiser believes that it is a type of attempt to persuade to arouse sympathy for these situations, but these invitations are weak. For a form that does not achieve the desired goal of the advertisement, the advertisement is generally a message and a language of communication between the advertiser and the recipient, the advertisement message contains many forms that can be verbal or non-verbal and Whatever the form of this message, it is necessary to consider the ease of assimilation and achieve the attraction to achieve persuasion, in addition to taking into account the characteristics of the advertising medium used to communicate the meaning to the target audience.

## The mental image in the advertisement of donations and its role in development

A mental image is the final product of subjective impressions, which are formed by individuals or groups vis-à-vis a specific person, system, local or international organization, institution, or organization, specific profession, or anything else that may have an impact on a person. These

experiences are related to the emotions and attitudes of individuals, regardless of the correctness of the information they contain, they represent their owners with an honest reality through which they look at what around them to understand or appreciate their basis, and during this period institutions compete in propaganda methods to win the sympathy of the largest number of audiences to donate for the benefit of the entity, in light of the increase in the numbers of charitable organizations on the other hand, the competition among them increased to attract donors, volunteers and beneficiaries, and thus increased capabilities and services, and charitable advertisements come as an inevitable marketing tool, and apart from that there are some urgent issues that may need community solidarity, and only the necessity of creating an effect that guarantees the making of opinion and to solve it.

### **The importance of advertising to the organization**

#### **The necessity of advertising for the organization is summarized in several points**

1 -Announcements help in drawing attention, and then directing public opinion, and marketing the humanitarian and social issues adopted by the organization.

2 -Advertising is considered one of the most important ways to form an appropriate awareness, spread the culture, values and principles of charitable work, and broadcast the necessary information that the interested public needs.

3 -The advertisements help the public in identifying some technical, financial, and administrative problems facing the organization, and other problems.

4 -The advertisements shall make a general impact on the recipient, especially if they are professionally and influentially made, and announce the achievements that were previously achieved as a result of their donations and what they need to complete the development process of the institution.

5 -The ads help to identify the set of solutions that they adopt to address the humanitarian and social issues and problems that they work on.

6 -Announcements help increase the organization's resources (increase the volume of donations - increase the number of donors), increase spending on beneficiaries, in addition to increasing their numbers, and reducing the number of general problems.

7 -Through advertising, it is possible to publish the addresses of the organization and its branches, account numbers and website, ways of communicating with its departments, and other necessary information.

8- Ads help increase the number of actual and potential donors in the future.

Successful advertisements achieved a comprehensive change in the public's perception of the role of organizations and their associations in general and often transformed them from a negative, ambivalent view, to a positive, active and supportive view and the success of the donation announcements actually helped achieve their goals, and it was a sign to encourage the other organizations to go through the experience of promoting themselves, which is one of the reasons that the intensity of competition between these organizations has increased, with positive effects on society and the numbers of beneficiaries, so there have been many studies and attempts in recent years by advertising professionals in general or in particular for advertising donations. Understanding the factors that lead to more effective communication in persuasion, and the main concern of these studies was the discovery of innovative strategies and methods that give a greater impact than other traditional methods to achieve the main goal

of advertising, and these strategies are either a kind of development of the way advertisements are displayed in the same template, or the use of modern technologies as a means of attraction while retaining the goal.

### **Second: The Innovative strategies**

The strategy is the visual basis for any communication, as it is based on examination, evaluation, discovery, and planning. "The strategy is a plan that works as a mediator between the policies and goals of the institution and the executive side of this plan. It is a network of ideas, features, experiences, and expectations that provide guidance for specific actions. A period of change is being witnessed during this period due to the rapid and continuous change in the technological field that prompted the planners of donation announcements to change the way of planning and implementation, and the advertising sector is considered one of the most important sectors that work to achieve economic and social development in any country. Interest in this field has increased in the recent period, as technology represents the center of the wheel of progress in our world today, and regardless of the correct definition of technology and technological innovation, no one disagrees about the major changes created by rapid and continuous technological developments during this century, especially in the advertising field in order to achieve creative and developmental thinking as well as to achieve a competitive ability in the market, then technological development in the current situation and in light of the great future challenges, it is considered one of the most prominent factors in modernizing advertising policies due to its contribution to raising the level of advertising and creating tuna Psychological among institutions and it is one of the imperatives imposed by technological developments in our contemporary world.

### **Third: The Multiple digital technology**

With the recent technological developments in the communication sciences and arts, advertisements of donation have become one of the attractive and enjoyable means that increases the recipient's attention to the advertised service.

Our reality today is witnessing many rapid changes, which touches the technological innovations to bridge the gap between reality and expectations, and contribute to finding solutions that integrate technology in the field of advertising effectively and efficiently in order to develop and promote the services announced and thus the development of creative developmental thinking and the development of the service establishment, and perhaps interest in drafting the advertising message from it, through an information medium with specific criteria, it is a way to contribute to the satisfaction of innovative thought and the achievement of the desired goal.

So integrating technology for the advertising of donations has become an innovative marketing strategy to enrich the advertising industry and therefore the individual's attention must be raised to the thing being promoted and creating a high degree of individual interest in it. The relationship between the sense of vision and the advertising communication process is very strong, and since a successful advertisement must attract the attention of the recipient and arouse desires within it according to the stimuli provided by the advertisement and thus persuade the recipient of the advantages and benefits of that advertised commodity, digital technology is a creative strategy that may be the success factor, Crucial to express service if it is employed well in advertising, the importance of a creative strategy should not be overlooked, its difficulty lies

between advertising with creative value, and effective advertising. Studies have shown that creative ads are the easiest to remember for the consumer, as it creates more positive attitudes towards the brand, as well as stimulating the decision to purchase, and the reason for this is that creative ads create more interest, and in order to use digital technology in advertising donations must first set some standards while thinking about the idea of advertising to achieve advertising success, including- :

- 1 -The necessity of avoiding painful pictures or clips, because they will not achieve the purpose of the advertisement, which is reaching the public, so that the audience does not turn away from watching the advertisement.
- 2 -Not using unrealistic information because it may cause counterproductive results, causing the organization to lose its credibility with the public.
- 3- Using innovative means to implement the declaration.

## **Employment of modern and multiple digital technology in donation advertisements**

### **Chroma technology and its employment with 3D computer software in donations as a kind of innovative intellectual development**

Modular thinking means solidity, and the purpose of thinking is to keep new cases from their previous state, without looking for new ones, where one cannot see much by changing the solution. Hardness means stereotypes in thinking and is the opposite of flexibility of thinking, as for creative thinking, on the contrary, it is out of the ordinary and continues to renew, change and reach new insights, and this is the definition of innovative thinking for recent donation announcements that will delight the recipient along with the positive impact of the recipient towards the receiving of the institution itself.

Dr. Magdy Yaqoub's statements (Draw a Heart) in 2016 - are among the most viewed and interested advertisements among the public due to the declaration of joy, hope and optimism, in addition to the positive energy in doing good and the second reason is the story presented by the director of the ad, because the director mixes reality with imagination in the ad, created a comfortable eye image and use all of the vocabulary for successful work. Snapshot (1) and (2) show the extent of joy in each of its elements such as backgrounds and lights, as well as clothing worn by advertising artists, in addition to color harmony and psychology, the story of the advertisement was presented as a charming theatrical performance for children, all of which are famous personalities from different fields, all groups accepted, and record in the first 24 hours on Twitter, regardless of the fact that Magdi Yaqoub's advertisement achieved a record number of visits. The hashtag was: # Draw\_Heart and hashtag # Magdi\_ Yaqoub were the second trend in Egypt with positive feedback reaching 100%, it was found that the total number of tweets that reported on the ad during the first 24 hours but one hour of the total number of tweets, not only Vodafone, but Vodafone and her rival fierce, (No. 3). Advertising on YouTube achieved only 65,408 views, while on Facebook, 52,000 views.



figure no (1) Ad Snapshot (Draw the Heart) The snapshot shows how cheerful is each of its elements!



figure no (2) The snapshot demonstrates the psychology of blue, which is safety, with the indication of hand movement.

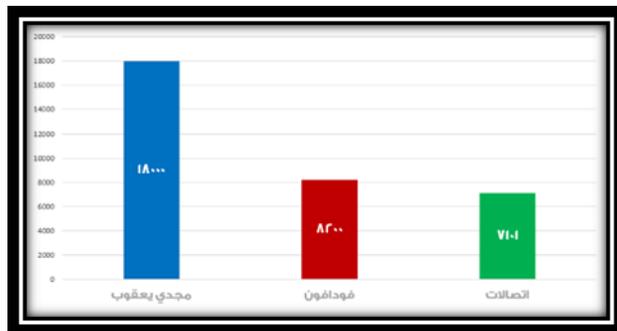


figure no (3) The figure shows the competition between an advertisement (draw a heart) and its top spot on other ads

The ads did not stop showing joy and positive energy, but a kind of development occurred in the field of television donations, where they are presented in a lyrical format that is not tragic, but they use children while they are in a state of joy and optimism to perform the advertisement. Creative ideas for new types of donation announcements that will help attract the attention of the viewer, and achieve the goal of the advertisement, which positively affects the recipient of the organization's donation to meet its needs, thus responding to technical development is imperative - the future for those who have knowledge and technology, modernization is not unidirectional - In the sense that it is not only in the tools but also in thinking and the method of implementation - as shown in Figure No. (4) Magdi Yaqoub in 2018, using here chroma

technology with computer software technology, in which people are photographed in blue or green, then characters are separated, and the scene is digitally photographed for computers, then characters are installed on the other background that was filmed, placed at specific points in the scene to be determined in advance. The ad was an amazing success due to a mixture of characters, tools, drugs, and medicines, and this interaction that was implemented in the scene between them gave an atmosphere of suspense and attraction.



figure no (4) The snapshot explains the use of the chroma technique in the child's swaying on the stethoscope.

### **The 3D softwares and its employment in advertisements of donations as a kind of innovative intellectual development**

The digital factors are considered one of the most important factors affecting the advertisement of donations, and the factors are the developments resulting from the emergence of modern tools and means in production, and the most prominent of these technologies is the exploitation of three-dimensional programs as a design and implementation process for the product and the display of drawings in anthropomorphic form as if in a realistic way, along with the face of the semantic expression of each element used in the advertisement as a non-verbal ad form based on the recipient's mental process in interpretation and response as it appeared in Declaration 57357 Children's Cancer Hospital in 2019 - Figure No.(5) .

Advertising was implemented using 3D software technology and the idea of advertising was an atypical idea, a creative idea in the semantic style an attempt to express the policy followed by this institution, the doctor was expressed as a chef cooking in a container and this chef puts an unexpected set of some elements that are not used in cooking, which mainly helped to attract attention and interest in advertising to know what it is, a book, balance, a group of hearts, and iron used in athletics, along with a smiling expressive form and capsules, were used, then the Fade Out style was used to appear at the end when revealing the meal which is 57357 Hospital This was a departure from the ordinary in all our expectations about what this advertisement is, to be announced on these elements, which was a sign that this hospital uses science, equality, love, determination, smile and health quality in its internal policies, the role of 3D graphics has emerged in the television advertising industry, which led to presenting a successful, interesting and creative work because modernity on the technical side is the secret of creativity, and here will be the beginning in planning the work, and setting the story and concept, where the designer prepares the product according to the type of plan and the goal of the advertisement.



figure no (5) Figure depicts the use of Close Snapshot size on semantic elements (book), used in advertising.

### Interactive

Interactivity is one of the latest technological methods in modern advertising means, because of its integrated elements such as images, videos, and audio. Interactivity in donation ads depends on the recipient's control of these components and their interaction with them is an active and positive interaction. Its basic concept is based on deviating from the traditional form to the technological form that guarantees the recipient's positive with the advertisement. Here, the process of influence means the effect of the communication process on the occurrence of the targeted response, where the effect is the decision making, the hands of the goals of the sender, as shown in Figure (6). icol expert renowned US announcement Thomas Young that innovation is to link existing elements in new ways and unexpected process and most importantly to serve the message of innovative advertising. Consumer expert says “advertising Coulter that the design process and the output of the declaration is the work of an innovative enjoyment”. It has two main advantages, the first of which is that it forms part of the inspiration of technical and the second that this fantasy is reflected on the ground by blending innovation between reality and wonderful fantasy to produce them, and the reality of a creative not effective ad. In 2012, the German organization Misereor, a non-profit organization dedicated to ending hunger, launched an advertising campaign that used this pilot campaign as interactive digital posters at airports to collect donations. Using the Visa card, you can cut a loaf of digital bread, as shown in Figure No. 7.



figure no (6) Figure shows the use of interactive screens for donation announcements. It depends on the interaction between the recipient and the advertiser.

Or edit a person in Figure 7, the recipient will donate to those in need around the world at the same time. Later, the bank statement will display a letter of thanks from the charity with an invitation to convert your poster fee into a one-month donation, and this was the world's first interactive image ad capable of accepting credit card donations. All potential donors had to donate € 2 to the German charity International Development Foundation, indicating the change this donation could make to this person's life



figure no (7) Figure shows the use of interactive screens for donation announcements. It depends on the interaction between the recipient and the advertiser.

### Code Quick Response (QR code)

The Code Quick Response Figure (8), which is a two-dimensional code, was invented in 1994 and approved as an international standard in 2000, and one of its characteristics is that it preserves as much information as possible in its symbols, "This promising technology can be used to encrypt personal information, and convert them into codes on cards that can be read using a mobile phone's camera. " Through it, the encrypted website address can be read in the QR code, and the blank white space around the shape of the response code has an important function which is to isolate the QR code from the designs or data contained in the advertisement as shown in the figure.



figure no (8)  
QR Code

The QR Code was advertisements in

used in the field of general to facilitate purchases, and in the field of donation announcements in particular, there was a unique

experience in 2019 in the State of Bahrain in implementing a real social experience, provided by good screens distributed in all regions of the Kingdom of Bahrain, to be the first device to accept Non-cash donations by applying VIVA CASH to collect insulin pumps, treat cancer patients, collect medical devices, build a moratorium for people with determination. Donations were collected under the supervision of the Royal Charity Organization in cooperation with the program - as shown in Figure No. 13. And there is another interaction that happens after donation is completed,



**figure no (9) The figure shows the use of the QR Code on the interactive screens to complete the donation process**

You benefit from the donation as you touch Smiles as a response to give thanks to the donor - as shown in Figure No. (9).

#### **Fourth: Developmental creative intellect**

Creativity is the essence of the advertising process in general, and it is implemented in donations advertisements that work in it without anything that is tangible, but it must provide its services in the form of innovative ideas, to achieve the targeted development as an expected reaction from the communication process, as controlling the innovation process comes with a number among the rules governed by a specific purpose, which takes into account the analysis of ideas mixed with imagination and reality. Giving paints smiling and makes a positive impact that may change the course of life for some people, and this is not only related to financial donation, but to real change in society. Development mainly relies on social change processes for all traditional attitudes, and within the framework of achieving development thinking in donations, which requires: Investing technology, with its related functions and concepts, in an integrated and interrelated relationship to achieve the goal. Therefore, to achieve creative and developmental thinking, artistic and intellectual capabilities must be possessed.

#### **Finally: the application**

The researcher has applied augmented reality technology to some of the different advertising posters for donation in order to emphasize the value of integrating modern technology in this type of ads and a kind of interaction between the recipient and the advertiser in order to achieve two functional values as a development goal resulting from the recipient's positive reaction to the donation, and the aesthetic difference is in the format of the ad provided, and it does not contain tragic scenes.

1- The researcher worked on multiple static posters from the posters of different institutions using the technology of augmented reality. The idea is to place the phone on the label, and the scan is scanned for the poster and a heartbeat appears, as if it were a confirmation of the recipient

who saved the child's heart that brought her back to life - or a group of children appearing sequentially, smiling to save them, or a picture of a child and his mother appearing as if the donation smiled at the child, as if the recipient helped to unlock the registration of the fine, as shown in Figure No. (10), (11), (12), (13).



Figure No. (10), (11)



Figure No (12), (13)

<https://my.zap.works/projects/3026041327188695464/edit/>

<https://my.zap.works/projects/1574837692681891824/edit/>

<https://my.zap.works/projects/9091838989172044709/edit/>

<https://my.zap.works/projects/3237207696187839881/edit/>

## The Results

- 1- Developing a strategy for announcing donations in the light of achieving the creative and developmental thinking that requires mechanisms to implement the advertising scheme.
- 2- Donations announcements have an effective role in supporting societal development goals.
- 3- Good employment of modern technology is necessary to raise the efficiency of advertising and ensure the achievement of the goal.
- 4- The function of announcing donations is integrated with the Foundation's development axis by linking the aesthetic function of advertising with the axis of development.
- 5- Innovation is an integral part of the development goals of enterprises, and thus provides the designer with creative solutions to come up with new ideas to achieve the goal.

## Recommendations

- 1- The necessity of teaching modern and multiple technologies in a practical way in colleges of different arts.
- 2- Urging to keep pace with modern technology, especially for posters, and launching new donation campaigns to increase the interaction of the contribution in the development of various institutions.
- 3- The necessity to limit and legalize the display of donation advertisements that contain tragic scenes.
- 4- Increasing societal awareness of modern digital technology by applying to advertisements.

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