

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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Abstract:

Designing advertising for donations has become a major challenge for advertising professionals because changing the recipient's decisions is not an easy task, and it requires access to that innovative idea that can affect recipient's decisions and achieve the desired goals of announcing donations for a great effort by the advertising designer. An effective advertising message is one that relies mainly on the skill of inventing the idea and using modern and multiple digital technology, whether in fixed or television ads, especially interactive.

With the continuous development of media and technology in recent times, it has become imperative for advertising professionals to develop donation advertisement ideas out of the cycle of repetition and boredom from their tragic and recurring scenes. Attention is diverted to keep pace with modern and multiple technology and use it in donations to present creative ideas that achieve the aesthetic technological value in addition to the functional value, it has become a field that seeks innovative ideas that attract the attention of the recipient and interact with him in addition to achieving the goal, which is a positive reaction by donating to the institution or institution to meet their development needs.

Keywords:

The Advertising - The Innovative strategies- The Multiple digital technology - Developmental creative thought