

## Using Intrinsic Values in Advertising Campaign: A Social Awareness Approach

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### Abstract:

Materialistic values have become the primary status of most Egyptian society. This may be due to their attempts to satisfy some of their needs by owning things. Many institutions have been able to take advantage of this trend as a mean of selling points, and even using the idea of the ego. Nowadays, the concept of corporate responsibility has been widespread and it can be defined as "the foundation voluntarily by material, or moral contributions undertaken according to the response of the needs and expectations of its internal and external audiences". In addition, most institutions rely on advertising to advertise their products, services, or ideas. Accordingly, the importance of this research is attempting to add intrinsic values in advertising campaign design taking it as an advantage to play a social awareness role and achieve the communicative goals of the advertiser. Intrinsic values represent the value or meaning of the thing in itself, and the fundamental human values that emanate from the individual himself/herself and are not valuables, whereas these values serve the human benefit. The research aims to develop a strategy to help advertising campaigns use the intrinsic values which include social, personal, and environmental values in design of advertising campaign to achieve; first the advertiser's aims and second the community service of the institution maintaining the moral framework as a social awareness edge for the target audience. The research follows the descriptive approach followed by an analytical study to describe and analyze the advertising campaigns of the Egyptian telecoms companies (Vodafone, Orange, Etisalat and We) as competitive companies offering the same services and trying to attract the target audience to achieve their communication goals. The analytical sample, will be the advertising campaigns for these institutions, which was broadcast in Ramadan 2018. Furthermore, it is a month of social and religious values for the audience and a season for organizations to prepare advertising campaigns every year. The intrinsic values used in these campaigns will be monitored to develop a strategy for the use of these values, thus validating the social awareness and communicative objectives of the advertiser. In addition, a questionnaire was distributed to a sample representing academics in the fields of media and advertising design to verify the results of the analytical study.

### Keywords:

Intrinsic values, extrinsic values, social awareness, corporate responsibility.