

Creative conception in the design of awareness advertising campaigns to achieve sustainable development

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Abstract

The goal of the awareness advertising campaigns is to increase the intellectual perception of the society and to alter its orientations and behaviors. The design of such campaigns is the creative production of the designer who expresses their interaction with the intellectual and cultural reality; their intention is always to improve the targeted audience's awareness of reality, through the designer's creative conception.

Therefore; the advertising designer needs to depend on their creative conception as the basis to design awareness advertising campaigns; as it helps to promote the design process in order to obtain an individualized and authentic output, which is socially accepted at the same time.

The creative conception represents the designer's perception of reality, it enhances their ability to devise formulations that contribute in the awareness of society issues, thus; it is an ideal solution to achieve an objective perception that facilitate the determination of the steps required to achieve social development; as a main concept of sustainable development.

Sustainable development is the tendency that was developed to build a comprehensive future through the harmonization between economic, social and environmental development. Sustainable development is a rationalistic method and pattern which is governed by human and ethical frameworks, it aims to obtain a balanced society; both in the present time and in the future.

Society is the main motivation for the process of sustainable development; as it aims to prepare a society that is highly aware of the rights and duties required to achieve social justice, eliminate the obstacles that prevent attaining the well-being of the individuals; and arrange for the future generations to have a good life as well.

Awareness advertising campaigns with its creative conception play an important and basic role in the different stages of development; especially in the society that seeks to achieve sustainable development; as it informs the targeted audience about the main social objectives, problems and issues; in an attempt to alter their behaviors and orientations; it is an effective factor for achieving the social development as a main aspect of sustainable development.

Keywords:

awareness advertising campaigns, sustainable development, creative conception.

Introduction:

Advertising awareness campaigns have an important role in society; and an effective part in the development process by addressing the audience and having the ability to inform them about social problems and issues, and also; to encourage them to accept the proper ideas and actions in regards of social issues and problems.

Advertising awareness campaigns depend on the designer's knowledge and their comprehension of the reality and social variables, which oblige them to seek objectives that are dictated to them by time and place. Their objective is always to convey the aspects of reality awareness to the targeted audience, in order to surpass the most elite type of awareness; represented in creative conception.

It is doubtless that we live in a fast world characterized by its rapid and changing rhythm, which forces the advertising designer to interact with the surrounding reality to provide the proper reaction; this can be achieved by following the philosophy of creative conception in the design of advertising awareness campaigns.

Creativity is a feature of developed societies; it plays an effective role in closing the gap between nations and overcome problems and issues through advanced design thinking, and at the same time; achieving distinct and individualization.

The designer's creative conception is the bridge between their visions, perceptions and imaginative abilities; and creating new and unfamiliar ideas that contribute in the ability of the targeted audience to recognize the problems and issues in their society.

Thus; moving toward creative conception is the ideal solution to develop a positive pathway to achieve improvement in social development, which is a pivotal aspect of sustainable development.

Research problem:

The problem of this research is the insufficiency of studies that discusses the effect of creative conception on the design of awareness advertising campaigns; which negatively affect achieving its goals.

Thus; the research seeks to answer the following questions:

- To what extent does creative conception affect the design of awareness advertising campaigns that are capable of changing the orientations and behaviors of the targeted audience?
- How to utilize awareness advertising campaigns in achieving sustainable social development?

Objectives:

The research aims to: highlight the effect of the creative conception as the basis to design awareness advertising campaigns that support the achievement of social development as a main aspect of the sustainable development.

Research significance:

The research is an attempt to take advantage of the impact of the effectiveness of creative thought in designing advertising awareness campaigns as a support for achieving social development as a major axis of sustainable development.

Research hypothesis:

The research suggests that:

- "creative conception has a distinct effectiveness in the design of awareness advertising campaigns, thus; in achieving social sustainable development.

Methodology:

The experimental descriptive method; as it is suitable to achieving the objectives of the research.

Delimitation:

- Subjective limits: the effect of creative conception on the design of advertising awareness campaigns; to achieve sustainable social development (eliminate poverty, achieve women's social equality and stop child abuse; by providing the means for a decent life).
- Spatial limits: the research is limited in designing advertising awareness campaigns in Egypt, to inform the Egyptian audience about the importance of achieving the objectives of sustainable social development.
- Time limits: the duration of the research preparation (January 2020 through March 2020).

The research aspects:

1st: the theoretical framework.

2nd: the experimental framework: the research includes designs (suggested by the researcher) for Egyptian advertising awareness campaigns to direct and inform the Egyptian audience regarding the importance of achieving the objectives of sustainable social development in Egypt 2030.

1st: The theoretical framework

- Creative thought as a design trend in advertising awareness campaign.
- Elements of creative thought in design.
- Characteristics of creative thinking in designing advertising awareness campaigns.
- The stages of the creative process in designing advertising awareness campaigns.
- Community awareness and advertising awareness campaigns.
- The goals of advertising awareness campaigns.
- Definition of sustainable development.
- The importance of sustainable development.
- Indicators for sustainable community development.
- The goals of sustainable social development.
- Sustainable community development trends.
- Creativity in advertising awareness campaigns as a communication force to achieve sustainable community development.

2nd: The experimental framework

The researcher provided three applied examples for advertising awareness campaigns, in which she tackled some social issues that are included in the Egyptian sustainable development plan 2030.

In her designs; the researcher depended on the philosophy of creative conception, and affirms its effectiveness in supporting sustainable social development.

A questionnaire was developed to study the opinions of a random sample of youth population (165 individuals) during the period from January to March 2020.

- Model No (1): advertising awareness campaign (stop child abuse)



Model No (1)

- Model No (2): advertising awareness campaign (achieve women's social equality)



Model No (2)

- Model No (3 advertising awareness campaign (poverty elimination)





Model No (3)

Verification of the integrity and consistency of the research tools:

The researcher has verified the internal consistency of the questionnaire phrases through the correlation coefficient between the score of each paragraph and the questionnaire total scores; the results were as follows:

- Correlation coefficients between the scores for each statement and the total scores for the questionnaire, where ranged between (0.68 - 0.84), all of which are statistically significant at the level of significance (0.01), as the questionnaire expressions are considered true to what was set to measure it.
- The success rate of the first advertising awareness campaign (stop child abuse) was (93,33%),

The overall assessment of the three ad campaigns:

The reactions of the individuals in the study sample was in the (I agree) level for the three campaigns. The child abuse awareness campaign came in first place with a success rate of (93,33%), while the women's equality awareness campaign came in second place with a success rate of (91,69%); and the poverty awareness campaign came in third place with a success rate of (88,81%).

Conclusions:

- 1- Innovative advertising ideas contribute in the process of informing the audience about the objectives of sustainable development, to positively change their intellectual orientation; which assists in achieving sustainable development objectives.
- 2- Creative conception contributes in developing innovative ideas that help improve the quality of the visual content of the advertising awareness campaigns, in order to attract the viewer and influence them to build a positive visual image toward the social issue.
- 3- Moving toward creative conception in designing advertising awareness campaigns helps develop advertising ideas; that are distinct with being individualized and far from tradition; which respect the viewer's intellect and their visual and cognitive experiences, in order for them to comprehend the advertising content and achieve the desired objectives of the campaign.

Recommendations:

- 1- The designer must study the aspects of sustainable development objectives and how to formulate them in an innovative manner, by arranging the visual content in a way that achieves creativity and distinction.
- 2- Prepare well-studied strategies for advertising awareness campaigns to present the objectives of sustainable development; and how to achieve them.
- 3- The advertisement designer must move towards increasing the social awareness of the sustainable development concept and its objectives, through innovative design dimensions that depend on creative conception in a way that broaden the cultural and intellectual mentality of the viewer; and is appropriate with the social variables at the same time.

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