

## **Advertising as an institutional crisis management tool during the Corona pandemic**

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### **Abstract:**

The current crisis that the world is witnessing due to the Corona pandemic has caused the world to lose its balance and has profound effects in all economic sectors and global markets as a result of the precautionary measures and restrictions imposed by most of the countries of the world to contain the disease, these measures led to the impact of all economic activities and low demand for the production of most activities, which affected the ability of all companies to produce and continue in the market and retain workers and continue to pay their salaries in these difficult circumstances, and then you will not be able to survive in the market except companies able to bear for long periods, and the field of advertising in Egypt has been affected in a weak way after the Corona crisis, and many have changed the companies' advertising strategy in an attempt to confront the crisis and reduce its negative effects.

The crisis is a critical and confusing situation that any company is going through, and it requires intelligence and speed in dealing with an in-depth study of the general situation in order for the Foundation's messages to be more realistic and useful and its choices are based on a sound basis in order to be able to transform it into a tangible benefit that can be translated into future projects for the benefit of the foundation.

The company's advertisements are of great importance in the management of the Corona crisis. The crisis advertisements, the declaration that depends on the design of its advertising message and on the sympathy of the public, and this is the opposite of the commercial advertising that plays the main role in promoting and selling the product, and improving its reputation because it allows to provide quick responses to the crisis with a unified voice while presenting the various messages of the organization in an organized manner through many multiple communication channels, so direct communication occurs with a large number of audiences with creating positive attitudes and improving positive feelings directly towards the institution in the eyes of consumers.

### **Keywords:**

Crisis management – The image - crisis advertisements - Corona pandemic

**Research problem:**

Noting the lack of awareness of the importance and role of advertising in formulating alternative advertising campaigns to manage the crises faced by institutions, as they can be adopted in reducing or solving the crisis with the least possible losses and negative consequences.

Hence the importance of the research problem appears in answering the following two questions:

1. How can advertising and advertising campaigns be used to solve and manage crises experienced by institutions, especially during the Corona pandemic?
2. How can the recipient's mental image be recovered after the Corona pandemic by advertising?

**Research Goals:**

The research aims to:

Emphasizing the role of advertising in restoring the building of the mental image of the institution to the recipient during the Corona pandemic as it aims to spread knowledge, awareness, change of behavior and build a positive mental image and new meanings.

**Research imposition:**

The research assumes that:

Advertising has an important role in solving and managing the crisis as it can be the first and most effective communication component in solving it, by restoring the positive mental image of the institution, which in turn leads to a departure from the framework imposed by the events of the Corona crisis, and the restoration of positive support from the public.

**Research methodology:**

The research followed the inductive approach in collecting information and data for the theoretical study, and the descriptive approach in analyzing and describing some advertising models during the Corona pandemic.

**Research limits:**

Thematic limits: Corona crisis management through advertising.

Time limits: The period of the Corona crisis (March 2020 to June 2020.)

Spatial boundaries: local models from the Arab Republic of Egypt.

**Theoretical Framework:****The crisis:**

It is a sudden and unexpected event that threatens to disrupt all of the institution's business and has a negative impact, and this threat affects its reputation and financial position in the markets, as it has a negative impact on its relationship with its customers.

**The crisis management:**

It is the administrative process through which the institution can predict potential crises by sensing and monitoring the internal and external environmental variables causing the crisis and mobilizing the available resources and capabilities to prevent or deal with crises with the greatest possible degree of efficiency and effectiveness in a manner that achieves the least possible damage to the institution and the environment and to workers while ensuring return to normal conditions as soon as possible.

**The image:**

The mental image is the result of several sensory experiences, which are deposited in the audiences' awareness towards any entity that has contact with these audiences, whether it is an individual or an organization, and during a long period of time and it is an expression of reality whether it is true or not, and it appears whenever it is called up, that is provoking for what is related to these experiences.

**Managing the institution's image:**

The importance of the image of the institution and the positive results it achieves for organizations, institutions and companies, then it communicates with its audience to build a desirable image, and to confront the unwanted image, and the process of managing the mental image is based on three stages, namely:

- 1.. Building the image: It begins when the institution is unknown, and at that point the institution must work to create a positive image of itself with the public, and this stage is one of the most difficult stages facing the institution, because most of the public have doubts about what they are getting, so the organization needs a Communication Strategy to build its positive image.
2. Preserving the image: If the organization or institution succeeds in creating a positive mental image, it must maintain it, and this stage requires continuous direct communication with the public.
3. Recovering the image: It occurs when the institution suffers from a crisis (Corona pandemic), and at this stage it must formulate a communication strategy to restore and maintain the image of the institution.

**The importance of advertising to the foundation during the Corona pandemic:**

Advertising is a very important element in the marketing communication of the corporation, as it affects the environment in which the corporation lives by enhancing its reputation and positive image among consumers, as it affects the way they think and accept them for the corporation's brand, especially in times of crisis, so corporations spend very large amounts of money on those ads to maintain their position in the markets.

After the institutions were exposed to large waves of negative criticism and crises, the researchers called for greater integration of institutional communication strategies to improve the institution's long-term reputation, and communication strategies have evolved to meet these challenges, so the role of institutional advertising has gradually expanded beyond promotional purposes.

So, it aims to create a positive attitude and improve positive feelings directly towards the institution in the eyes of consumers, and the institution's announcements are of particular importance at the time of the crisis, because it allows institutions to provide quick responses to the crisis with a unified voice while presenting its various messages in an organized manner through many multiple communication channels, so it can communicate directly with a large number of audiences, so we find the foundation's ads of great strategic value in the context of communicating with crises. 9

### **Use of advertising during the Corona pandemic:**

We find that, once a crisis occurs, the foundation focuses on managing open relations with all groups of the public, and the various media, where we find that it has a very large role in dealing with the events of the crisis, and for the foundation to be an ideal relationship to communicate with all the parties concerned, it uses the advertisement as a means to convey its message with direct initiation in a fast and effective way, and many institutions have succeeded in using advertising as a means of communication and restoring a positive mental image during the Corona crisis.

Among the most important benefits of using advertising during a crisis are the following:

1. Communicate the institution's messages to social officials.
2. Building good community relationships in a crisis.
3. Control the management of the public's impression of the crisis.
4. Provide an explanation or an apology for the crisis.
5. It can act as a channel for direct communication with the public

### **Research results:**

1. Advertising has an effective role after the Corona pandemic, through which it can provide specific advertising messages to affect the perceptions of the audience of the institution, and emphasize its good reputation in terms of the quality of its products and services and the efficiency of the organization in crisis management.
2. The company can convert the negative effects from the Corona pandemic into profitable positive results, by using advertising and employing it well, in an attempt to increase the company's sales at that time.

### **Research Recommendations:**

1. Activate the role of advertising at the time of the Corona pandemic, by publishing appropriate messages for events, in an attempt to reduce the negative effects on the brand of the institution due to the crisis.
2. Advertising designers must provide a specific advertising message regarding crisis events to change negative opinions and impressions about the organization at the time of the crisis, and try to retrieve the positive image of it before the crisis in an attractive, simplified and different way.
3. Future research should be encouraged to study institutions' use of various forms of advertising platforms to manage crisis situations, especially the Corona pandemic.

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