

Advertising as an institutional crisis management tool during the Corona pandemic

Prof. Atiat Baioumy El gabry

Professor of Design, Department of Advertising, Faculty of Applied Arts, Helwan University, Egypt

gabry.at1@gmail.com

Prof. Samar Hany Abo Donia

Professor of Design, Department of Advertising - Faculty of Applied Arts - Helwan University - Egypt

dr.samarhany@hotmail.com

Dr. Mai Hassan Mohamed Hassan

Advertising Instructor

fanana2mai@gmail.com

Abstract:

The current crisis that the world is witnessing due to the Corona pandemic has lost the world 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 It 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 One of 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 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.