

## **Designing Advertising Awareness Campaigns for Food and Beverage Companies in Quarantine Period: A Crisis Management Strategy Design**

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### **Abstract:**

Quarantine period has some negative impact on market nowadays all over the world. Designers are trying to get unique related awareness messages to sell their products in these unordinary circumstances. Some companies already tried to edit its logos to give positive impacts and encourage people to follow the rules of covid-19 prevention. For example, MBC2 logo channel, DMC, Starbucks and many others and different companies too. In addition, companies tried to select an advertising messages that can find a unique point of sale such as “La Poire” which is an Egyptian shop that sell desserts and cakes, it tries to tell audience that they can pick whatever they need direct from the car and there is no need to enter the shop. Accordingly, the researcher tries to examine the students advertising designs skills and creativity by suggesting a crisis management strategy to be applied in design advertising campaign for food and beverage companies. This will make them aware by these products, the pandemic, trying to create a unique point of sell that will appear in the advertising message and the corporate visual identity of the product.

The problem that the research tries to solve is that food and beverage products face many challenges in quarantine time of Covid-19 such as decrease in sales according to the attitude of most of the people towards buying and selling movements. This is a global situation that happened to most of products during the quarantine accordingly, this research is trying to suggest a crisis management strategy that can be applied in designing advertising awareness campaign for these products.

The research aims to suggest a crisis management strategy to design advertising awareness campaigns for food and beverage products to help these products to overcome the critical situation of quarantine of the Covid-19 pandemic.

The originality of this research lies on the first time to use online skills to explain and learn practical advertising course to first year student with the trying to apply the crisis management strategy suggested by the researcher and the feedback from designer experts on the students advertising design campaign.

### **Keywords:**

Crisis Management, Crisis management Strategy, Awareness Campaign, Visual Identity, Covid-19 Pandemic.