

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

Associ. Prof. Dr. Aliaa Turafy

**Associate Professor of Advertising, Mass Communication Department, Faculty of Al-
Alsun and Mass Communication, Misr International University**

alyaa.treify@miuegypt.edu.eg

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.

Research Questions:

- 1) What is the crisis management strategy that can be applied in food and beverage advertising campaign in the quarantine of Covid-19 pandemic?
- 2) How to examine design skills for first year students using online learning methods in Misr International University “MIU”, Mass Communication department?

3) What are the main factors in designing food and beverage advertising campaign that helps in making it successful during Covid-19 pandemic and to obtain the intended learning outcomes?

Framework:

Most of companies are facing a critical worldwide situation according to the Covid-19 pandemic. Food and beverage companies are one of these companies and they are most probably in a critical situation. Critical strategy has to be set for these companies as a try to overcome this situation. The experts in crisis management describes crisis as threats with high level of certainty and high sense of urgency (Holmgren 2015, 14). Crisis word carry two different meanings the first is danger and this can be divided in o two main types of crisis danger, the industrial crisis and the natural crisis as Covid-19 virus that these companies are facing now. The second meaning is opportunity or it can be said as a turning point (Iain 2016, 30). A crisis is defined as a significant threat to operations that can have negative consequences if not handled properly (Zhu 2017, 487). Another suggested definition by the research is that crisis management is how to prepare a creative plan or a strategy to solve and face some sudden circumstances that will have a negative impact on the company? whether on the company reputation loss or financial loss or public safety, and this plan or strategy can be designed by the crisis team who are responsible for developing crisis management plans, and it can be characterized as newish and flexible management. Crisis management usually have three phases: The Pre-Crisis is the first phase that tries to figure the ways of prevention and the methods for preparation for the crisis management. The second phase is the Crisis Response that is seeking for the actual response of the company for applying the plan or strategy suggested as a crisis management. Finally, the third phase is the Post Crisis which contains the evaluation of the crisis management used and the preparation needed for the next crisis (Institution for Public relations 2007, 1).

One of the most challenging stage for any company facing a crisis situation is how to keep consistent and merge its corporate identity with the crisis management plan or strategies. In addition, any company has its own corporate identity system which consists of:

- Corporate Communication
- Corporate design
- Corporate Culture
- Behavior
- Corporate Structure
- Industry Identity
- Corporate Strategy (Karaosmanoglu 2005, 63)

This research will be concerned with two main points from the corporate identity system that is related to the research topic and serve its objectives and they are the corporate design and the corporate strategy.

Corporate Design: is known also as the visual identity which is designed by the company and mainly for distinguishing this company from others. Corporate design is done depending on the following five main elements:

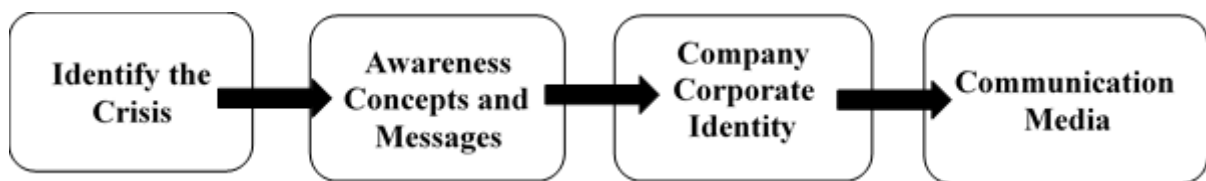
- The company name

- Slogan
- Logo type
- Colors
- Typography (Turafy 2017, 297)

Corporate Strategy: it represents the fundamental objectives and strategies that fit competing in the market. It represents the company products, profits and stakeholder's perception (Karaosmanoglu 2005, 66).

The suggested crisis management strategy for food and beverage company during Covid-19:

The following figure is a representation of the four suggested stages for the crisis management in Covid-19 pandemic.



The Crisis management Strategy Steps:

1- Identify the Crisis: by answering some questions such as what is the crisis, its type and what is the negative impact that can face the company? So, here is the stage that need a real understanding for the situation that the company try to overcome the threats it faces then they can decide what they can do as a crisis team in the other stages of the crisis management strategy.

2- Awareness Concepts and Messages: awareness advertising is the way marketers uses advertising to keep the audience familiar with the product, services and offer (Lister 2020, 1). In this stage the crisis team is trying to suggest awareness concepts and messages that can be added to their advertising campaign trying to deal with some threats they are facing.

3- Company Corporate Identity: this stage is considered the merging stage that combines the corporate identity of the company with the data which considers the crisis itself including the awareness message.

4- Communication Media: in this stage the crisis team suggests the media that will be used to help to overcome the crisis type and according to this the designer will apply all of the above stages in his designs as the outcome that will appear to the target audiences.

Methodology:

The research provides an application experience by designing food and beverage advertising awareness campaigns that follows the suggested crisis management strategy during the quarantine of the Covid-19 pandemic. The research follows a descriptive approach to describe and analyze an applied designs campaigns that try to solve the Covid-19 crisis of food and beverages company here in Egypt. Due to Covid-19 pandemic all universities are using online learning so the practical part of this research is considered as a final project of Principles of Design course for the first-year students in mass communication department in Misr


International University. The number of students is 239 including males and females all from mass communication students as mentioned before. The topic was to design selected advertisements of food and beverage company during the Covid-19 quarantine. The tools used was the online model of the university that the researcher uploaded the tutorials specially made for explaining some photoshop tools, the crisis management strategy suggested and the advertisements needed to design using a screen and voice recorder program named Camtasia that transmits these recordings to MP4 videos. In addition, the students have the access to send the researcher their designs and questions via email, WhatsApp, and the University model. Finally, the students should edit an original logo of food and beverage company to be suitable for the quarantine period and they are free to choose any company, then they have to use this edited logo in designing a digital flyer with awareness edge for Covid-19 too and the third design is static infographic advertising as a community service and an awareness edge that is added to the advertising campaign of these companies and they will be used on the social media pages and websites.

The theoretical part tutorials are arranged to apply the suggested crisis management strategy and they may face some problems such as:

- Maintaining the corporate visual identity of the selected food and beverage company.
- Visualizing the messages in the required ads is considered a challenge.
- Choosing the awareness message that can market these products in the quarantine period.

Table (1) the Tutorials Content

No. of Tutorials	Theoretical Part	Practical Part
1	Explain photoshop tools mainly selection tools	Assignments required to be done for applying the selection tools.
2	Explain photoshop tools mainly editing tools	Assignments required to be done for applying the editing tools.
3	Explain photoshop tools mainly effects tools	Assignments required to be done for applying the effects.
4	What is an advertising campaign? And what is corporate visual identity?	They have to collect samples for corporate visual identity.
5	Explain the covid-19 virus and how to overcome it during the quarantine period?	They have to collect information about Covid-19 virus.
6	Show them some examples of awareness concepts and messages that were used by different companies.	They have to collect samples for designs related to covid-19 in general.

	 <p>(Farida 2019, 1)</p>	
7	Show them examples for how to keep your company corporate visual identity consistent.	Choose any company for food and beverage products and state their corporate visual identity elements.
8	Explain why and how designers can edit their logos trying to overcome the Covid-19 pandemic.	Edit the original logo of the company to fit Covid-19 quarantine edge.
9	Explain by giving examples for designing a digital flyer of food and beverage company for Covid-19 virus	Design a digital flyer by trying to merge the corporate visual identity with the awareness concept or message.
10	Explain by giving examples for designing a static infographic of food and beverage company for Covid-19 virus	Design a static infographic by trying to merge the corporate visual identity with the awareness concept or message.

Practical part for designing advertising awareness campaigns:

These practical campaigns are selected from the students work according to the best that apply the crisis management strategy, the ten theoretical parts and the follow up with them. These eleven campaigns are shown below will be put with the same arrangement in a questionnaire that will be answered by experts in advertising design.

Table (2) First practical advertising campaign:

Company	Pepsi
Awareness Message	Gathering is not important now.
Advertising Message	Offer to encourage people to buy the product.
Slogan	Let's postponed our gathering.
Corporate visuals	Blue, red and white. Illustrations and real photo Two types of fonts

Comment	<p>The idea is to encourage people to postpone our gathering during the quarantine. Keeping the same colors and fonts of the logo. The fonts are the same in the two ads.</p>	
<div> <div>  <p>pepsi</p> <p>BEFORE</p> </div> <div>  <p>pepsi</p> <p>AFTER</p> </div> </div> <p>Logo</p>		
<div> <div>  <p>Digital Flyer</p> </div> <div>  <p>Static Infographic</p> </div> </div>		

Table (3) Second practical advertising campaign:

Company	Fitness
Awareness Message	Stay at home to be safe and also be aware for your weight and health.
Advertising Message	Stay home Stay fit
Slogan	Stay home Stay fit
Corporate visuals	Light blue, dark blue and white. Illustrations and real photo Two types of fonts
Comment	The idea is to encourage people to wear a mask and gloves during the quarantine. Keeping the same colors and fonts of the logo. The fonts are the same in the two ads.



Table (4) Third practical advertising campaign:

Company	Chili's
Awareness Message	Chill in your home
Advertising Message	Cook at your home
Slogan	Chill in please
Corporate visuals	Red, green and silver Illustrations and real photo Three types of fonts as the logo's font
Comment	The idea to complete the word chill and add in please. Keeping the same colors and fonts of the logo. The fonts are the same in the two ads.



Table (5) Fourth practical advertising campaign:

Company	Birell
Awareness Message	Know your responsibility and wear the mask
Advertising Message	If you are a man with mustache you must wear the mask
Slogan	Mainlines is responsibility
Corporate visuals	Red, blue, and light brown. Illustrations and real photo Two types of fonts
Comment	The idea is to encourage people to wear a mask. Keeping the same colors and fonts of the logo adding the blue color for the mask. The fonts are the same in the two ads.



Table (6) Fifth practical advertising campaign:

Company	Pizza Ria home made
Awareness Message	Pizza Ria is encouraging people to wear the mask and to staying safe at home. Also, they follow strict safety precautions to provide the safest quality to the costumers.
Advertising Message	Build your own pizza now at home
Slogan	Stay home, save lives.
Corporate visuals	Red, yellow, white and black. Illustrations only Two types of fonts
Comment	The idea is to encourage people to wear a mask and the girl in the logo is putting her headdress as a mask instead of putting it on her head so people can continue enjoying homemade pizza. Keeping the same colors and fonts of the logo. The fonts are the same in the two ads.

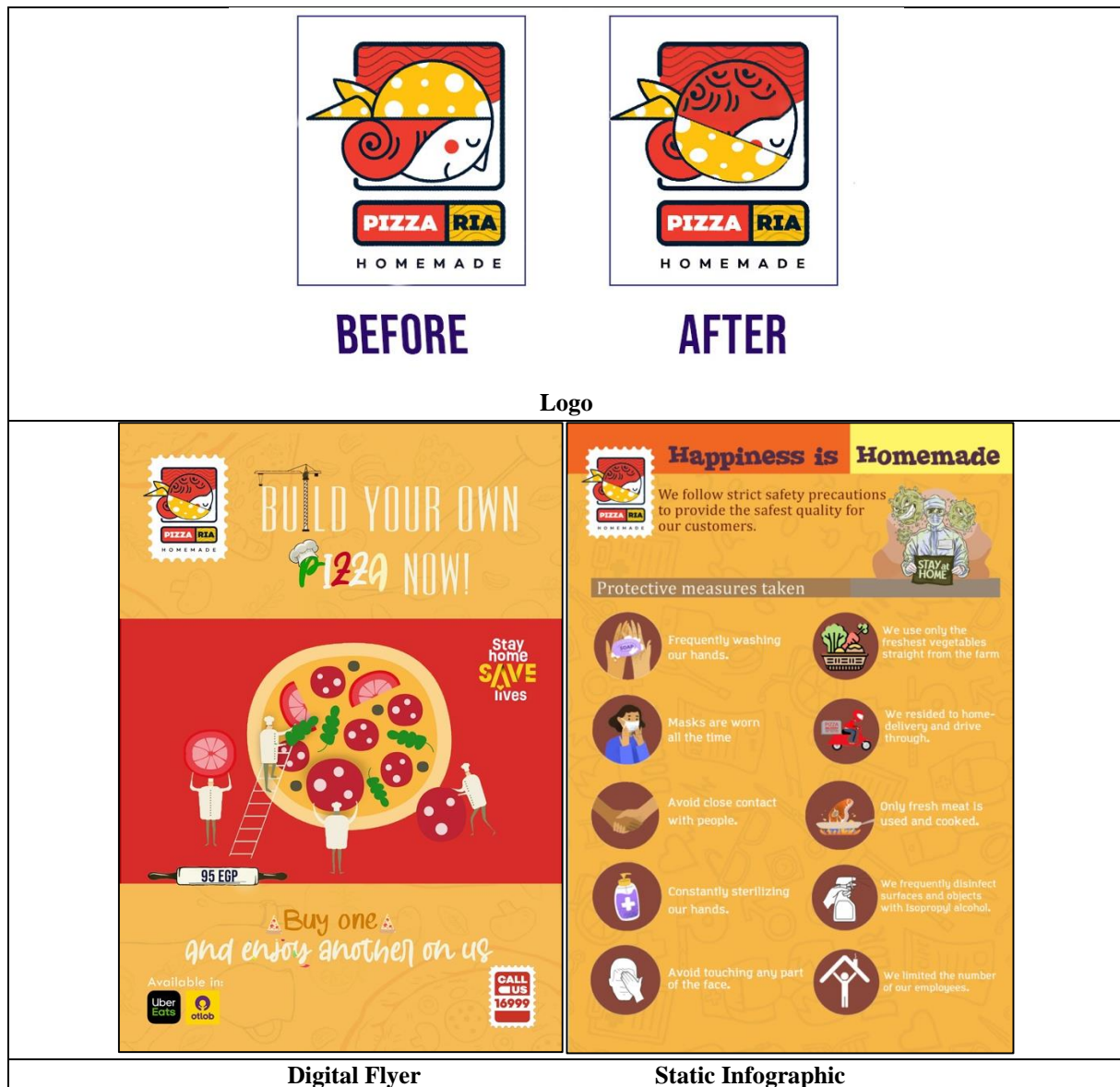


Table (7) Sixth practical advertising campaign:

Company	Kentucky (KFC)
Awareness Message	Kentucky is encouraging people to keep fighting corona virus by staying safe at home and they put a mask to Mr. Kentucky in the logo design, and trying to explain how to prevent Covid-19 from spreading.
Advertising Message	Keep fighting Corona
Slogan	We'll keep frying chicken
Corporate visuals	Red, black, and white. Illustrations and real photo Two types of fonts
Comment	The idea is to encourage people to wear a mask so people can continue enjoying the fried chicken of Mr. Kentucky. Keeping the same colors and fonts of the logo adding the blue color for the mask. The fonts are the same in the two ads.





<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>BEFORE</p> </div> <div style="text-align: center;">  <p>AFTER</p> </div> </div> <p style="text-align: center;">Logo</p>	
 <p>Digital Flyer</p>	 <p>Static Infographic</p>

Table (8) Seventh practical advertising campaign:

Company	Quaker
Awareness Message	We are taking care of our staff by following the instructions and we add a gift of gloves and mask while order to encourage people to wear them and follow the instructions.
Advertising Message	Free and safely delivering
Slogan	Stay home Stay fit
Corporate visuals	Red, blue and white. Illustrations and real photo Two types of fonts
Comment	The idea is to encourage people to wear a mask during the quarantine. Keeping the same colors and fonts of the logo. The fonts are the same in the two ads.

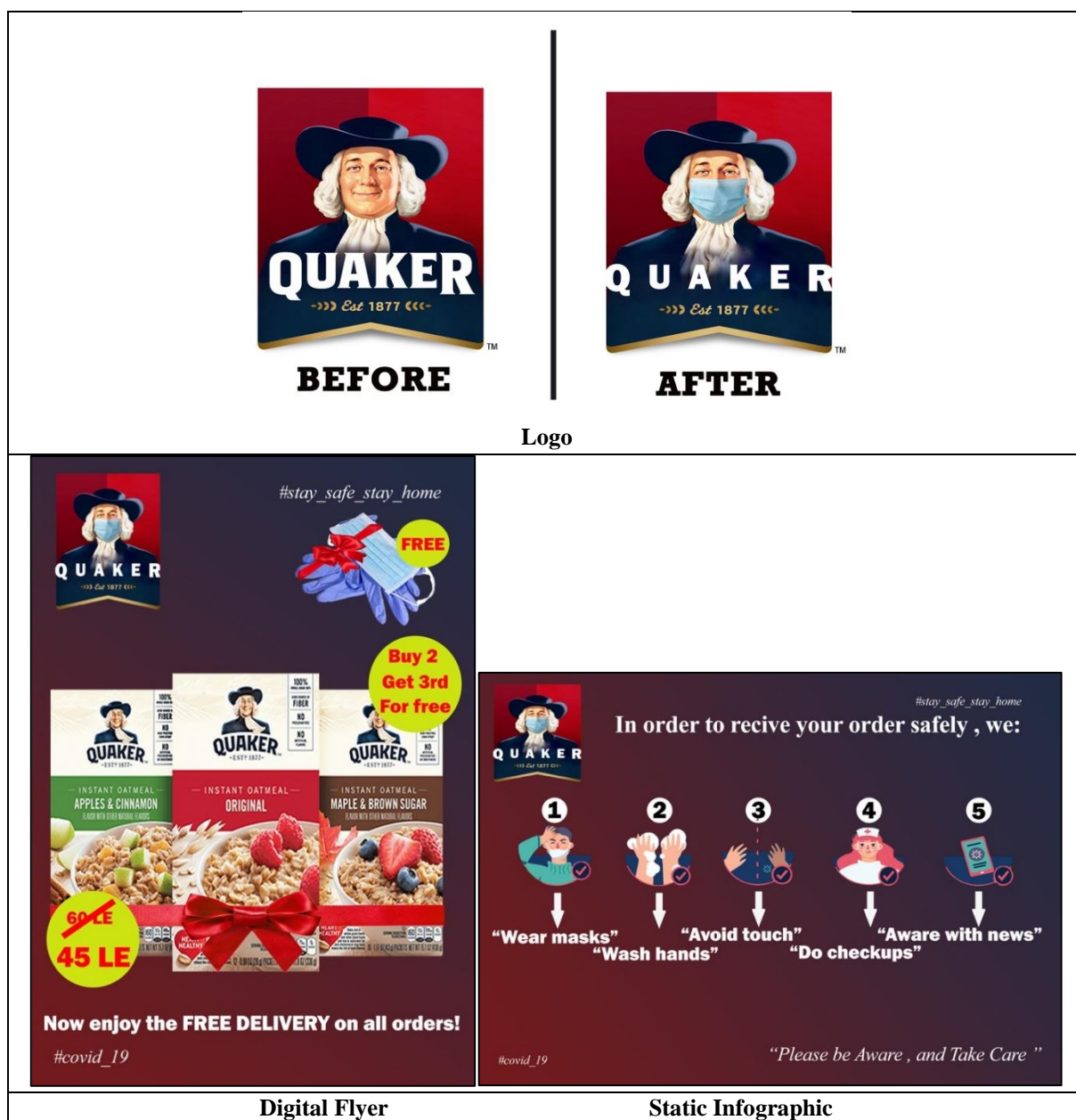


Table (9) Eighth practical advertising campaign:

Company	MacDonald
Awareness Message	How they protect their employee and customer
Advertising Message	Enjoy eating with your family at home
Slogan	Stay home, Stay Safe
Corporate visuals	Red, yellow and black Illustrations and real photo One types of fonts as the logo's font
Comment	The idea in changing Macdonald logo to be inside a house to encourage people to stay safe at home. Keeping the same colors and fonts of the logo adding the black color to reaches the idea. The fonts are the same in the two ads.



Table (10) Ninth practical advertising campaign:

Company	Panda Express (China Kitchen)
Awareness Message	Panda is encouraging people to stay safe at home by editing the logo design, offering a delivery options and set her instructions for Covid-19
Advertising Message	Panda during quarantine
Slogan	Panda's deliver, Panda's instructions
Corporate visuals	Red, green, and blue. Illustrations and real photo Two types of fonts as the logo's font
Comment	The idea in changing panda's position to give positive vibes during quarantine and it looks safe by wearing the mask. Keeping the same colors and fonts of the logo adding the blue color for the mask and green color representing Covid-19. The fonts are the same in the two ads.



Table (11) Tenth practical advertising campaign:

Company	Burger King
Awareness Message	Safety first for our staff and customers so better to cook at your home
Advertising Message	Special Kit with free delivery
Slogan	It has always been in our name
Corporate visuals	Red, yellow and blue Illustrations and real photo One types of fonts as the logo's font
Comment	The idea in inserting the word stay and change the color of the letters "in" in the logo that refers to stay in home. Keeping the same colors and fonts of the logo. The fonts are the same in the two ads.



Table (12) Eleventh practical advertising campaign:

Company	Papa John's Pizza
Awareness Message	Papa John's help you to break Covid-19 transitions
Advertising Message	Cooke and connect to your family
Slogan	Stay home Stay fit
Corporate visuals	Red, green and white. Illustrations and real photo Two types of fonts
Comment	The idea is to encourage people to wear a mask during the quarantine. Keeping the same colors and fonts of the logo. The fonts are the same in the two ads.



The Questionnaire:

The eleven campaign was shown in a questionnaire held for experts in advertising design. The experts number answered was 23 two are full professors, four are associate professors, four with PhD, six with masters and seven experts in field only. The five questions are the same under each campaign some of them was concerning with maintain the corporate visual identity of the selected company, the ability to visualize the message to the audience and finally is this campaign can market these products in the quarantine period. The answer was Yes (Y.), No (N.) and sometimes (ST.) as will shown in the table below.

Table (13) the Questionnaire Content

Question	Is the color used in the awareness campaign shows the identity of the company?			Is the font used in the awareness campaign shows the identity of the company?			Is the images and Illustrations used in the campaign represents the advertising message visually?			Is the corporate visual identity applied?			Is the design of the campaign able to market this product in the quarantine period?		
Company	Y.	N.	ST.	Y.	N.	ST.	Y.	N.	ST.	Y.	N.	ST.	Y.	N.	ST.
Pepsi	79 %	4 %	17 %	44 %	56 %	0%	45 %	21 %	34 %	49 %	21 %	30 %	31 %	39 %	30%
Fitness	79 %	17 %	4%	92 %	4 %	4%	74 %	22 %	4%	87 %	13 %	0%	70 %	13 %	17%
Chilis	84 %	8 %	8%	66 %	17 %	17 %	66 %	13 %	21 %	66 %	21 %	13 %	57 %	17 %	26%
Birell	79 %	8 %	13 %	74 %	0 %	26 %	62 %	17 %	21 %	61 %	17 %	21 %	66 %	0%	34%
Pizza Ria	100 %	0 %	0%	79 %	21 %	0%	92 %	0%	8%	88 %	4%	8%	92 %	4%	4%
Kentucky (KFC)	100 %	0 %	0%	96 %	4 %	0%	100 %	0%	0%	100 %	0%	0%	84 %	8%	8%
Quaker	92 %	4 %	4%	70 %	13 %	17 %	92 %	4%	4%	83 %	0%	17 %	74 %	0%	26%
MacDonald	92 %	4 %	4%	76 %	17 %	17 %	83 %	0%	17 %	88 %	4%	8%	79 %	0%	21%
Panda	74 %	13 %	13 %	70 %	13 %	17 %	88 %	4%	8%	66 %	13 %	21 %	79 %	4%	17%
Burger King	92 %	4 %	4%	79 %	13 %	8%	71 %	8%	21 %	84 %	8%	8%	74 %	13 %	13%
Papa Johns	96 %	0 %	4%	88 %	8 %	4%	79 %	0%	21 %	83 %	4%	13 %	83 %	0%	17%

The above table shows the percentages of the experts answers the first question about the colors used in design the campaign shows the identity of the company Pizza Ria and Kentucky get 100% yes, Papa John's get 96% yes. In addition, Quaker, Macdonald and Burger King get 92%

yes, chilis 84% yes and the rest get 74 and above. The second question about the font used in design the campaign shows the identity of the company Kentucky get 96% yes, Fitness 92% yes, Papa John's 88% yes and all the rest are above 70% yes except Pepsi get 44% yes. The third question about images and illustrations used in design the campaign is representing the messages visually Kentucky get 100% yes, Pizza Ria and Quaker get 92% yes, Panda get 88% yes, Macdonald 83 yes and the rest are 62% yes and above except Pepsi get 45% yes. The fourth question is concerned with the corporate visual identity that the students try to apply in designing the campaigns Kentucky get 100% yes, Pizza Ria and Macdonald get 88% yes, Fitness get 87% yes, Burger King get 84% yes, Quaker and Papa John's get 83% and the rest is above 60% except Pepsi get 49%. The fifth and last question that try to test the ability of the design of the campaign to market these products during the quarantine period and the answers was Pizza Ria 92% yes, Kentucky get 84% yes, Papa John's get 83% yes, Panda and Macdonald get 79% yes, Quaker and Burger King get 74% yes, Fitness get 70% yes, Birell get 66% yes, Chilis get 57% yes, and finally Pepsi get 31%.

Discussion:

Food and beverage companies are one of the most companies that are affected by Covid-19 pandemic. This research is trying to set a crisis management strategy to help companies to overcome the quarantine period. And one of the challenges faced is to explain and teach a practical course online to first year students in Mass communication department. A theoretical and practical parts that contains tutorials for the tools and effects in Adobe Photoshop program in addition to the explanation of types of ads needed to be designed also how to design a campaign. The crisis management strategy was the layout of putting the theoretical and practical parts of the course aiming to get the results needed for this research through the students designs. After selecting eleven campaign a questionnaire was answered by experts in the field of advertising design and the answers was pretty satisfying as the best two campaigns was Kentucky and Pizza Ria the rest was extremely good mostly above 70% yes, and Pepsi campaign was below 50% yes in most of the questions.

The students were able to be consistence to the corporate visual identity of the company through using colors, fonts, images and illustrations. Also, it is noticed that most of the students used the masks and gloves more than using other solutions as social distance. And a highly ability of most of the campaigns that contain awareness messages are able to market these products during the quarantine. These lead the researcher to approve the effective usage of the crisis management strategy suggested and also online learning that they were able to Maintain the corporate visual identity of the selected food and beverage company also visualizing the messages in the required ads and choosing the awareness message that can market these products in the quarantine period.

Results:

1) A crisis management strategy of designing campaigns for food and beverage company during Covid-19 stated as:

- a) Identify the Crisis
- b) Awareness Concepts and Messages

c) Company Corporate Identity

d) Communication Media.

2) Applying the crisis management strategy of designing campaigns helps to clarify the covid-19 pandemic to the students (designers) which lead them to choose an awareness messages that can help these products to stand up in the quarantine.

3) The crisis management strategy of designing campaigns give great attention to corporate visual identity accordingly the students (designers) use elements, colors, fonts, images, and shapes to keep the design of the campaign consistent.

4) The crisis management strategy of designing campaigns helps in choosing awareness messages that can market these products in the quarantine period.

5) Online learning process was effective to a great extent by applying a theoretical and practical plane also the online interaction via email, WhatsApp and the University Moodle help in clarify some ideas beside the tutorials and follow up the designs.

Recommendation:

1) Universities, colleges, institutions and centers devoted to teaching advertising design especially designing advertising campaign must teach the crisis management strategy to make the students able to make effective designs in all critical circumstances.

2) Designers professors, teachers and experts who are teaching advertising design can create online courses or conduct online classes that will encourage students (designers) to self-learning and that is extremely useful for that age and make them more engaged in design process.

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