

Criteria for selecting celebrities in social TV advertising campaigns “A comparative study between the use of Muhammad Salah and Muhammad Ramadan in television anti-drugs campaigns on Egyptian television”

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Abstract:

Celebrities are well-known personalities in society who enjoy charisma and credibility and are considered as a source of confidence for the audiences. Advertisers are working to take advantage of these features by using celebrities in their ads to increase the effectiveness and reliability of the advertisement.

This study identifies the factors that influence celebrities on the audience and examines the impact of celebrity endorsement in advertising.

The study focuses on social advertising, the way in which the audience interacts with the advertising message, the extent of the response achieved through the influence of the Celebrities presenting the advertisement, and the social impact it creates.

The purpose of this paper is to help non-profit organizations and government media understand the importance of social advertising as well as the best criteria for selecting celebrities to reach their target audience.

This study will assist non-profit organizations in making the right choice for celebrities to use in supporting ads as well as looking at the impact of ads.

The research uses the questionnaire as a tool to collect data and analyze it to find out how celebrity endorsers affect advertising and affect audience response and its impact on society.

Accordingly, the main factors that must be considered while selecting a celebrity to support the awareness campaigns should be identified, as celebrities can add a lot of value to the advertising campaign, but the wrong partnership can lead to widespread embarrassment and reduce the value of the advice provided in the campaign. With the right celebrities, you'll be able to target those specific audiences who are more likely to hear the celebrity's recommendation and act upon them.

Drug abuse is severely affecting society and is causing major losses in terms of treatment and rehabilitation costs, lost productivity and an increased crime rate.

Recently, governmental and non-governmental organizations have utilized social marketing to extend anti-drug instruction in expansion as progressive treatment and rehabilitation methods for drug abusers, as the Voluntary Fund for the Control and Treatment of Addiction and Abuse of the Ministry of Social Solidarity organized an awareness initiative against the risks of addiction under the title “You are stronger than Drugs », the initiative aimed to coach youngsters about the negative effects of drug use, the champions of the advertising campaign were the famous football player "Mohamed Salah" and the famous actor "Mohamed Ramadan". The research will study this campaign with study and analysis.

Keywords:

Social Marketing, Celebrity, Advertisement, Endorsement