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:

Introduction:

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Recently, governmental and non-governmental organizations have utilized social marketing to extend Anti-drug instruction in expansion as progressing 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 campaign "You are Stronger than Drugs" witnessed a diversified artistic production during the last period between media campaigns and lyric works with the voluntary participation of artists and athletes who have a clear impact on young people, such as the football player Mohamed Salah and the artist Mohamed Ramadan, as well as the production of 6 TV and radio broadcasts, and the production of 4 lyric works, in addition to 210 outdoor ads in different governorates, it has achieved a great interaction that reached about 12 million followers on social media.

It is noteworthy that the "You are stronger than drugs" campaign was launched by the Ministry of Social Solidarity to counter drug addiction and drug abuse in January 2016. The Ministry, represented by the Fund for the Control and Treatment of Addiction, used a number of celebrities to carry out campaign propaganda, led by world football star Mohamed Salah and artist Mohamed Ramadan. Salah was involved in launching the fourth phase of the "You are stronger than drugs" campaign in April 2018.

Salah's participation in the campaign had a very big impact in reducing smoking and addiction, according to the Egyptian Ministry of Social Solidarity, which announced last year that the number of incoming calls on the hotline increased by 400 percent, compared to the same period the month before the announcement, which varied between calls to seek treatment and other calls for advice.

The ad also achieved, 3 days after its launch in the first time, a viewership of 5 million via the page of the anti-addiction fund, and nearly 8 million and 400 thousand and more than 19K interactions and 23 thousand posts by followers, 13 thousand comments and 359 thousand fans of advertising via communication social sites, and the majority of comments are positive in favor of fighting addiction and drug abuse, according to the fund's statement.

The main purpose of this paper is to test the effect of celebrity endorsement in advertising on the audience's response to the advertising message, as the non-profit organization uses celebrities to influence the audience, because audience views them as a reliable source of information about the products or services provided, as people look to the values and lifestyles of celebrities with a high reputation and prestige, and selectively incorporate the perceived values and behaviors of celebrities they like, to build and communicate their own identity.

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.

Problem Statement:

* How does choosing a celebrity affect the advertisement's success in achieving its goal?
* What are the criteria that must be taken into consideration when choosing a celebrity to present a social announcement?

Aims and objectives:

* To find out the effect of celebrity endorsement in advertising on the audience's response to the advertising message.
* To learn about the criteria for choosing a celebrity in social advertising campaigns.

1. Definition of Social Marketing:

Social marketing is a strategy designed to address social issues, and is used most often to influence audiences to change their behavior for those social issues.
(Kotler, 2002.).

The concept "social marketing " was firstly defined by Philip Kotler and Gerald Zaltman in 1971: Social Marketing is the use of marketing principles and techniques to influence the acceptability of ideas and advance social and health problems. (Andreasen, 1994)

Since marketing has been astoundingly effective in encouraging audiences to buy products, marketing may still motivate society to adopt behavior that progresses their lives.

The definition mentioned up attempt to say that social marketing uses definite marketing principles to impact social behavior. Social marketers are aimed to sell a behavioral change. They regularly need to influence target audience do one of the four things:

(a) To accept a new behavior.

(b) To reject a potential undesirable behavior.

(c) To modify a current behavior.

(d) To abandon an old undesirable behavior. (Kotler, 2002.)

1. Defining of Social Advertising:

Social advertising does not promote any products, firms or services; it identifies social problems and informs about them.

Its purpose is to motivate the target audience and evoke a sense of responsibility or influencing them, their attitudes and behavior, to promote positive change in society.

It can be defined as "A program-planning process that applies commercial marketing concepts and techniques to promote voluntary behavior change". (Bryant, 2005)

2. Who is a celebrity?

Celebrities are usually considered sources of high persuasive strength. They are people who enjoy general recognition by a large percentage of society. They are a person with a high reputation and a status known to most people. (Maria del Mar Garcia de los Salmones, 2013)

Although properties such as charisma, extraordinary lifestyle or personal skills are just samples and special common characteristics cannot be observed, it can be said that inside a congruent social group, celebrities mostly differ from the social standard and enjoy a high level of public awareness. (Sridevi, 2014)

3. Celebrity endorsement:

Many researches dealt with the definition of Celebrity endorsement, we address the most important ones according to the Chronological order:

• Freiden (1984) provided an early definition of celebrity endorser to **incorporate** those "well-known individuals who are directly associated with the product category being advertised". (Asamoah, 2015)

• McCracken (1989) referred to Celebrity endorsers as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement". (Park, 2017)

• Pickton and Broderick (2004) said "Celebrity Endorsement is the use of a well-known person to promote a company or product or brand". (Esmaeilpour, 2015)

• Gupta (2009) defined celebrity as "a person, whose name and image can attract people's attention, interest, and generate profit from the public". (İrem Eren-Erdogmusa, 2016)

• In Young and Pinsky view, celebrities have been recognized as people, who have gained considerable level of fame in the society and have been able to gain an axial position in the contemporary culture. (Kim, 2014)

It is clear from the above definitions that most celebrities attract a high level of attention and recognition from a wide audience while performing their professions such as artists, sports personalities, politicians, businessmen, religious personalities, academics, journalists and their likes.

People are looking to the values and lifestyles of celebrities, as they selectively merge perceived values and behavior of celebrities they appreciate, to build and communicate their own identity. (RALUCA, 2012)

As nonprofit government organizations try to influence audiences through emotions, so these celebrities can be highly effective in their attractiveness, their ability to produce passion and emotional responses. (Maria del Mar Garcia de los Salmones, 2013)

4. Celebrity endorser selection strategies:

Many researchers provided strategies for the most important characteristics that celebrities should have in order to be able to events desired effect on the recipients of the advertising message from a change in behavior and the adoption of the issue announced.

Accordingly, we can set the criteria by which we can select the appropriate celebrity for the social issues raised.

From the foremost famous and acceptable models in celebrity endorsement:

a. Source Credibility Model (Hovland et al., 1953; Ohanian, 1991): as stated by this model, the perceived level of expertise and trustworthiness in celebrity endorsers greatly influences the success of a message in advertising context.

b. Source Attractiveness Model (McGuire, 1985): this model assumed that attractiveness has four key determinants: familiarity, similarity, likeability, and attractiveness to the individual. (İrem Eren-Erdogmusa, 2016)

5. "TEARS" model:

However, Shimp (2003) was able to summarize the basic findings and theories and develop them with the applicable models, which is the TEARS model, which suggests that:

Celebrity's effectiveness must be estimated by five characteristics, mentioned as TEARS model: Trustworthiness, Expertise, Attractiveness, Respect, and Similarity. (RALUCA, 2012)

Accordingly, the most important criteria for selecting celebrities can be formulated according to the following figure:
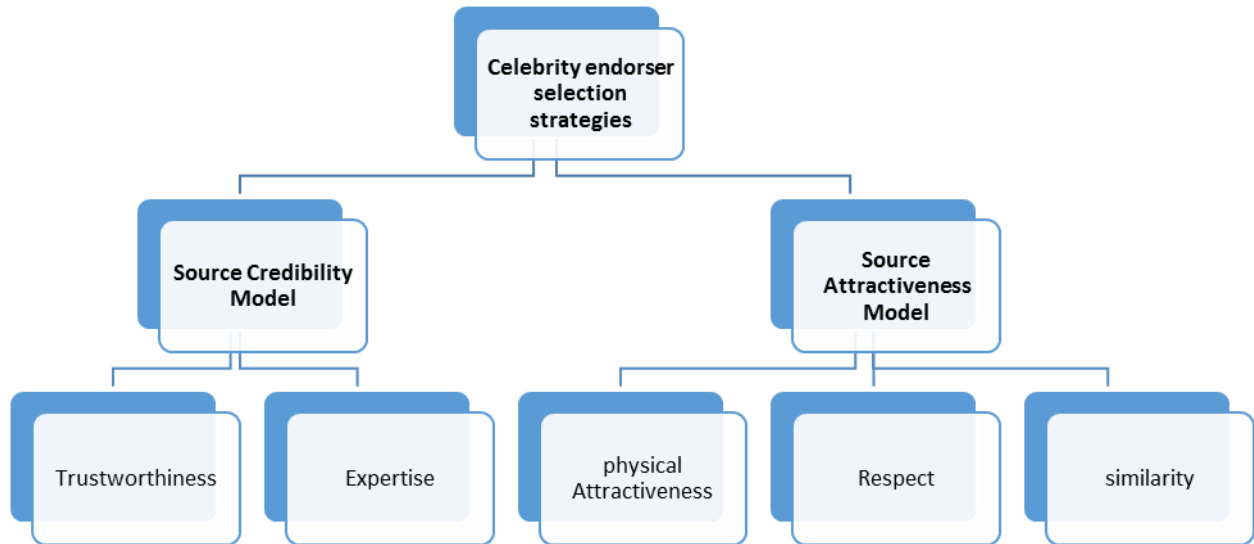

FIG. 1 CELEBRITY ENDORSER SELECTION STRATEGIES

a. Source Credibility Model:

Credibility points out to the extent to which the sender possesses important knowledge skills, experience and trust that enables him to present an unbiased judgment. (Hennayake, 2017)

Source credibility is used to refer to the sender's positive characteristics that will affect the acceptance of the receiver to a message. (Asamoah, 2015)

Trustworthiness:

As O'Mahony & Meenaghan (1997) demonstrated, source trustworthiness is the primary attribute that dramatically influences a change in the audience's attitudes, and without it, other attributes that a certifier has are ineffective.

Erdogan (1999) defined Trustworthiness as the audience's perception of how honesty, impartiality, and reliability the endorser is.

Moreover, Shimp (2003) debates that the target audience places his trust in the celebrity endorser based on what revealed on the mass media from his professional and personal lives. (Hennayake, 2017)

Au-Yeung Pui Yi &Zhang, 2012, cleared that preserved trustworthiness is more effective in changing the audience's attitude than perceived expertise. (Au-Yeung Pui Yi, 2012)

Expertise:

Expertise is the knowledge that a continuous must have to be able to support the claims mentioned in the ads. (Ohanian, 1991)

It can be defined as: the extent to which a continuous is viewed as a source of right emphasis [8]. This includes experience, efficiency, and qualifications. (RALUCA, 2012)

This Refers to delegation, competence, qualifications, awareness, experience, or skills that the certification authority possesses in a specific product or service. (Belch, 2001).

Experts are persons identified by the target society as knowledgeable specialists who are experts in a specific field. Expertise and trustworthiness are the best motivators for audiences to rate the ad, which celebrity supporters offer. Trustworthy endorsers are more successful in changing attitudes, message calls, and behavioral responses more than less credible endorsers. (İrem Eren-Erdogmusa, 2016).

In a study by Hassan (2010), he stated that the most experienced celebrity is the most persuasive of the recipient to purchase the brand or adopt the issue at hand, as he stated that the experience of the recipient interacts with attractiveness to achieve the required positive impact on the brand image, and this means that the more attractive the endorser, the more the impact of expertise. (Esmaeilpour, 2015)

An experienced endorser can be more effective than others in persuading customers to purchase the product and obtain a positive attitude towards the brand. (Suki, 2014)

b. Source Attractiveness Model:
Attractiveness refers to physical look, personality, lifestyle etc.
Celebrity attractiveness can be influenced by community thoughts, beliefs, and attitudes. (Au-Yeung Pui Yi, 2012).

Physical Attractiveness:
Ohanian, 1990 states that the source's attractiveness is closely related to physical features such as elegance, good looking, and familiarity, all of which are important factors in building the first judgment on a person. (Ohanian R., 1990)

Belch (2001) also emphasizes the ease with which recipients are affected by a message from someone with whom they feel similarity and familiarity. (Belch, 2001)

In addition, the similarity with the recipient of the message, being interesting, and the similarity with the perceived values of the message receivers can influence the interpretation of attractiveness. (Esmaeilpour, 2015)

In other words, if consumers feel they have many features in common with celebrities, they will likely find them more attractive. Accordingly, the advertising campaigns that use a celebrity in its advertisement, their effectiveness largely depend on the physical attractiveness of the celebrity. (Suki, 2014)

Studies show that recipients tend to create positive stereotypes about people who have a high degree of attractiveness, and the physical attraction of celebrities has been more successful in changing the beliefs of the masses. (Esmaeilpour, 2015)

As a result, consumers today believe that physical attractiveness is the most important criterion for credibility and viability. (Au-Yeung Pui Yi, 2012)

Advertising strategies depend on the assumption that beauty is an element of persuasion, and physical attractiveness draws attention to marketing advantages and thus changes attitudes. Sometimes, the speaker's appearance is more important than the quality of his arguments and how they are supported. (RALUCA, 2012)

Respect:

It refers to the magnitude of admiration and appreciation that a celebrity gets as a result of his accomplishments. (RALUCA, 2012)

Respect is the quality of admiration for one's personal qualities and accomplishments. Celebrities are respected for their various abilities such as their acting ability, athletic prowess, attractive personalities, attitude towards important societal issues, etc. Celebrities are also respected, and admiration arises from the fondness of their audiences because of their behavior, physical appearance, or other traits. (Bryne, 2003)

When respected celebrities enter into supportive relationships with various social causes, the respect/admiration of the celebrities may extend to the issue associated with them, thus enhancing positive reactions through positive influences on consumers' attitudes towards the issue at hand. (Shimp, 2003)

Similarity:

It represents how well the endorser matches the characteristics of the target audience (gender, age, lifestyle, etc.). (RALUCA, 2012)

Similarity represents the degree of similarity with which the endorser matches the target audience in terms of some relevant characteristics such as age, gender, etc. (Shimp, 2003)

As Shimp adds; the importance of the similarity between the authenticator and the audience is particularly evident when there is a set of services offered and an audience is a heterogeneous group. In such situations, the speaker perceived to be similar to the audience is likely to have the greatest influence on attitudes and choices.

6. Methodology and analysis:

Fig. 2 The first advertisement of the campaign "You are stronger than drugs" by Mohamed Salah
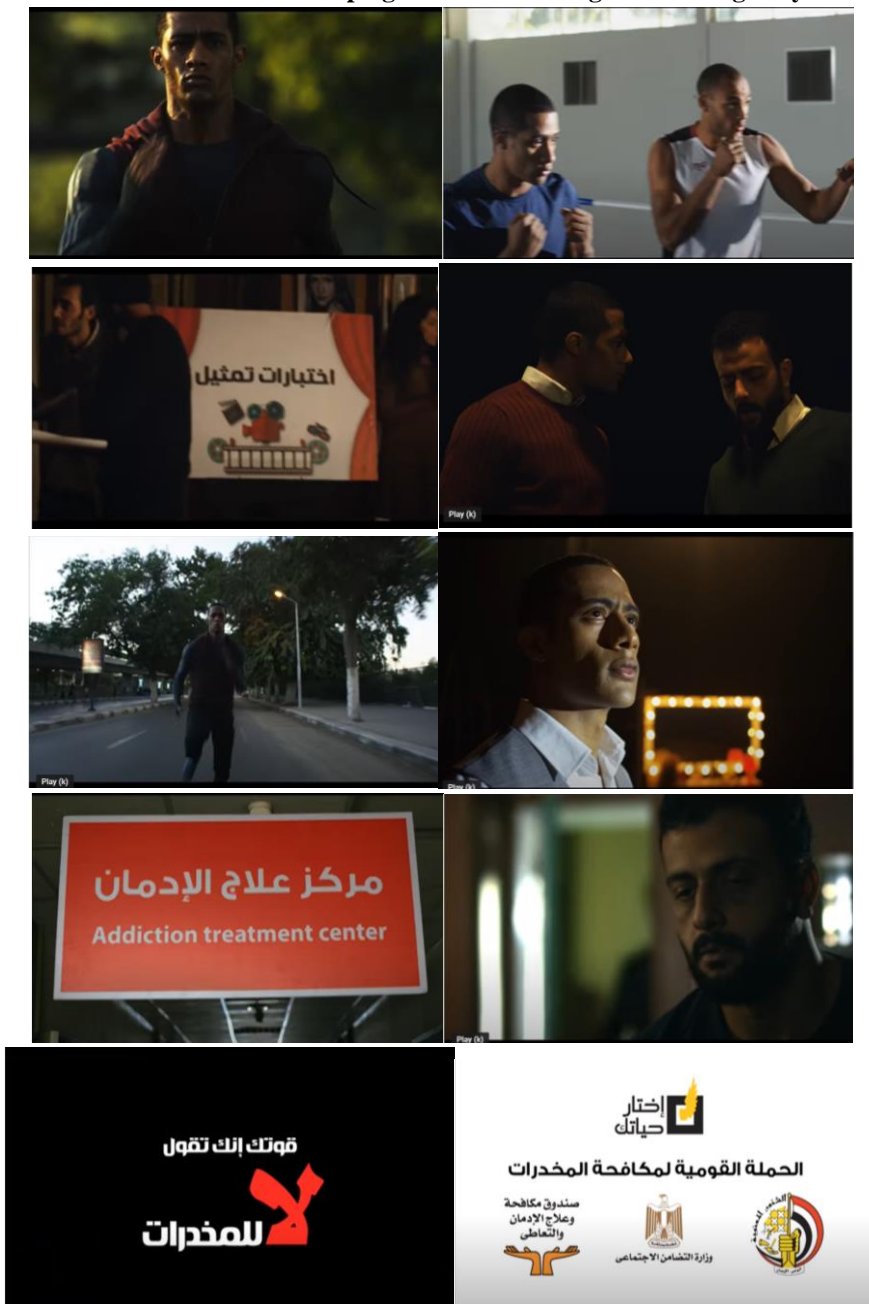

Fig. 3The second advertisement of the campaign "You are stronger than drugs" by Mohamed Ramadan

A survey research design was adopted for the study and a questionnaire- was designed, keeping in view the objective of the study- has been used as a data collection tool.

The study was applied to a sample of 380 students from different faculties at Damietta University, after reviewing the number of students enrolled in the aforementioned university for the academic year 2019 – 2020 (30064 student) a sample of the enrolled students was taken according to the sample size table.

− According to the results of this analysis, it is possible to identify the criteria for preference for the selected sample of a famous person who is presenting an advertising campaign on a community issue, which is a campaign (You are stronger than drugs). Thus, identifying some of the characteristics and specifications that must be taken into account when choosing celebrities in social advertising campaigns.

− The ages of students ranged from 16 to 25 years in the different study groups, and the percentage of females was 41.9 % while males were 58.1 %, and

95. 3 % of them answered that they had seen the advertising campaign in question.

− **The following table shows the percentage of answers for the given questions:**

Questionnaire questions	Mohamed Ramadan		Mohamed Salah	
	Yes	No	Yes	No
Do you follow the artwork of the artist Mohamed Ramadan & Mohamed Salah's matches regularly?	45.3%	54.7%	66.5%	33.5%
Do you follow what is published about him in the public media?	67.5%	32.5%	91.4%	8.6%
Is he a source of trust for you?	9.2%	90.8%	92.9%	7.1%
Do you see that he represents a good example for young people?	8.1%	91.9%	97.6%	2.4%
According to what you follow in terms of activities and artworks and what you read of personal news... Do you think that he has credibility in his life?	12.3%	87.7%	97.6%	2.4%
Do you see that he is attractive?	15.4%	84.6%	94.2%	5.8%
Do you feel that there is similarity (common characteristics) between him and the groups of society?	30.1%	69.9%	96.6%	3.4%
Do you think that he possesses sufficient experience, competence and qualifications to direct youth in a positive way?	9.7%	90.3%	96.6%	3.4%

7. Conclusion:

From the results found in the previous table, we can conclude:

• The importance of determining criteria for selecting celebrities in social TV advertising campaigns so that the campaign succeeds in achieving its goals and positively affecting the target audience, as the opposite of this negatively affects the targeted response.

• We also noted through the results that everything related to the celebrity's life, whether his personal life or his public achievements, affects the public's view of him, whether positively or negatively.

8. Recommendations:

• Complete the research system to confirm the importance of the relationship between celebrities and advertising response.

• Given the importance of awareness raising advertising and the topics they address that affect private life and community values in general, it is recommended to study social advertising campaigns more closely.

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