

Design Advertising Campaigns to raise awareness against harassment behavior to achieve the sustainable development goals of the Egyptian Vision 2030

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Summary

Advertising awareness campaigns in Egypt have witnessed a clear interest in the recent period, evident in a number of advertising campaigns sponsored by the Ministry of Health and Population targeting different recipients according to the theme of each campaign. For example, the 100 Million Health Campaign, which aimed to encourage recipients to disclose virus C, stress and sugar, for free, in addition to support the health of Egyptian women under the slogan "The Egyptian woman is the Health of Egypt", and the campaign to protect ourselves "we all learn" (Egyptian Ministry of Health and Population, 2021). The research problem is summarized as follows:

Key words: Social Pressure Strategy - Obliquity or Distorting Style - The Opposite of Expecting Style- Show the Result Style - The Command Style - Symbolic Style.

The Research Problem:

Recently, some of the problems of harassment that women are exposed to by some men have spread to social networking pages, till it has become a prevalent trend on some social media sites, where some videos have spread of female actors who support women and their right to defend themselves against harassment by encouraging them to do so, or by listing to the situations they have actually been exposed to. By searching for advertising awareness campaigns regarding this topic, the researcher found only a few advertising campaigns to raise awareness on this topic, most of them were campaigns directed to woman, which prompted the researcher to design advertising campaigns and applied models to raise awareness against man's harassment of women, which are campaigns that are characterized by being directed to men and not women.

Questions of the study:

- 1- What are the styles that can be used to apply the social pressure strategy for advertising awareness campaigns against harassment?
- 2- To what extent can design elements be chosen to help convey advertising messages for awareness campaigns against men's harassment of women?
- 3- To what extent can advertising awareness campaigns contribute to achieve the sustainable development goals of the Egyptian Vision 2030?

Objective of the research:

The research aims to design advertising campaigns - directed to men - to raise awareness against man's harassment of women in Egypt by using awareness messages and different design

elements for the same idea and advertising content, and this is in a cultural and ethical framework that the Egyptian recipient accepts by applying the various proposed styles of social pressure strategy to achieve the second goal of the vision Egypt 2030, and the fifth goal of the sustainable development goals.

Methodology:

The research follows the applied approach by presenting the applied experience that included designing five advertising campaigns using different advertising styles and messages to apply the social pressure strategy to the content, idea and targeting one kind of recipient. In addition, a questionnaire was designed for specialists in the fields of advertising and media to find out to what extent these designs were able to apply the proposed design styles in the research and to convey the awareness message against male harassment of women.

This research is concerned with the second goal of the goals of Egypt 2030 vision "justice and inclusion" as it seeks to achieve equality in rights and opportunities, and the empowerment of women, youth and groups most in need, and it is in line with the fifth goal of the United Nations plan of gender equality, which includes many topics and challenges such as early marriage for women, the right of education, laws on women's rights, violence against women and others (United Nations, 2021). The research deals with the issue of harassment as one of the topics that support the right of women in Egyptian society.

There are Egyptian awareness campaigns on the issue of harassment, including what was set up in Cairo on public transport such as metro lines under the slogan "Dare", "Your Right to Be" campaign that was held in Alexandria, and "Catch a Harasser" set up by a group of young people, and the "Don't Be Silent" campaign, and "I am not silent on harassment", which was launched on the day of eastern feast, and " the harasser is a criminal "and other attempts.

When analyzing these advertising campaigns, we find that most of them sent the message to women - and not to the harasser - to encourage them to confront, and when searching for pictures of advertising models for these campaigns, it was noticed that many of them did not include advertisements, but most of them were awareness-raising campaigns in which the use of advertising in various means was less and more reliance on workshops, seminars and communicating with recipients through social media pages.

Social Pressure Strategy:

There are many strategies that can be used in awareness campaigns in general, and given that the topic of the research is concerned with sexual harassment of all kinds, whether verbal, physical, or visual, the researcher finds that the social pressure strategy is the appropriate strategy according to the topic of the advertising campaign. Egyptian society and culture of strength may be able to pressure the harasser and direct the message to him in an attempt to change his behavior and thus try to search through his application campaigns that contain design elements and advertising messages to achieve this. This strategy assumes that reward and social punishment are among the catalysts that work to change the recipient's behavior in fear of reputations and a guarantee of social approval (Smith A, 2010). This strategy has two sides, the first one which is the desire for collective respect and the achievement of popularity, and this makes the recipient act in a specific way that is compatible with the standards of his society. And the other side achieves popularity through incompatibility with the standards of his society,

for they are not committed, but deliberately violate expectations and standards. The social pressure strategy aims to stimulate the feeling of the need to observe social habits and follow others in order to conform to their expectations to make society a better society.

This research is concerned with the first aspect that concerns how to motivate recipients to conduct behavior that achieves social approval and ethical commitment, through designing awareness campaigns that work on choosing design styles and educational advertising messages that support the social pressure strategy. The social pressure strategy can be applied in awareness campaigns in different ways. The criteria used for choosing these styles used in the campaign can be determined through the following: the topic, the recipient and the relation of the topic to the society culture.

The proposed styles are Obliquity or Distorting Style, The Opposite of Expecting Style, Show the Result Style, The Command Style and Symbolic Style.

Research application:

First: Clarifying the criteria for choosing the styles that were used to apply the social pressure strategy in designing the advertising awareness campaigns proposed in the research as follows:

- Topic: The issue of man's harassment of women is a thorny issue in our Egyptian society, so it was important to carefully choose the styles used to express the campaign's theme in a way that achieves its design and communication goals.
- The Recipient: Choosing the man as the recipient of these campaigns and directing awareness messages to him, given that the man in our eastern societies has a position that may be difficult to penetrate and that is why choosing the style to use and expressing it was one of the important axes in building the advertising awareness campaign.
- The issue is related to the culture of society: The issue of men's harassment of women is a thorny topic. Therefore, it must be dealt with carefully, as the designers of these campaigns cannot use images, drawings or words outside the cultural, social and religious framework.
- The five campaigns include expressing one idea, for one category of recipients, one goal, one official sponsor, and same advertising media, and they were designed using Adobe's specialized editing and design programs, namely Photoshop and Illustrator, as followed:
- The idea: raising awareness against men's harassment of women
- The recipient group: men from 15-60, as the two categories 15-40 and 40-60 were merged because they represent the largest and most conscious group that can understand advertising messages and have the ability to change behavior.
- Objective: To reject harassing behavior.
- The official sponsor: The National Council for Women was chosen because it was one of the first bodies that took an interest in the issue of harassment.
- Advertisements, logo, business cards, letterhead, envelopes, indoor poster, billboard ad, newspaper ad, digital ad, pamphlet.

First Campaign: Harassment is a crime punishable by law

Expressing the advertising campaign by using pictures of a man who has already been imprisoned to emphasize the seriousness of the punishment, and showing him wearing a women's ring and a necktie with lip marks to explain the reason for this imprisonment while

adhering to the identity of the advertising campaign in terms of shapes, colors, and the used font.



Second Campaign: Manhood tells you “No harassment”

Expressing the campaign's theme through the intimidation that emerged through the application of the style of distortion and commitment to the identity of the advertising campaign in terms of shapes, colors, and the used font.



Third Campaign: Don't break her with Harassment

A picture of a glass that has been broken as a result of the broken woman that was exposed to harassment. Colors and a broken line were chosen to express the damage that may occur to a woman who is subjected to harassment.



Fourth Campaign: I explained, reverse it and reject it

Using symbols to attract attention, while the message appears clear through using the quote your mother, your sister, your daughter is one of them, the quote is “reverse it and reject it”, makes the recipient thinks about the advertisement with the aim that he is not only exposed to the advertisement but also it also takes a space inside his thinking and remains with him for

some time this with commitment to the identity of the advertising campaign in terms of shapes, colors, and the used font.



Fifth Campaign: Put yourself in her Shoes

The choice of color tones in order to try to communicate the idea of change and mixing of roles. What is expected for a man to harass a woman, which is symbolized by the blue color, while the man finds himself molesting another man, and this strange behavior was expressed in yellow. This is in addition to adherence to the identity of the advertising campaign in terms of shapes, colors, and the used font.



Results and discussion:

The applied models were evaluated through a questionnaire that was presented to nineteen specialists from the field of advertising design and media including professors, assistant professors, teachers, assistant teachers, teaching assistants, and experts. They were selected as followed: 3 from the field of media (a professor and 2 assistant professors), who were interested in using the proposed strategy and styles in the applied advertising awareness campaigns, and 7 from the advertising field (2 professors, 2 assistant professors, a teacher, an assistant teacher, and a teacher) who were interested in the design elements and how to visually communicate messages and 7 experts in advertising design because they are the most interacting in the market and know exactly the needs of the recipients. The questionnaire contained five questions that were repeated on each advertising campaigns.

The answers to the first question were, what is the most obvious styles of the advertising campaign? Emphasizing on the research suggestions as the styles used in designing each campaign is the one that has the highest percentage in all campaigns, which ranges from 59% to 85%, to choose the correct style, so the "put yourself in her place" campaign was the highest, and the "broken by harassment" campaign was the lowest. It is noticeable that the symbol style was chosen as the second choice for most campaigns, so the designer often resorts to using some symbols in designing advertising awareness campaigns for topics similar to the topic of the

research, which is harassment. As for the answers to the second question, did the colors that were used in the advertising campaign express the message of the advertising campaign? The highest response rate was yes in all campaigns, so the campaign "Harassment is a crime punishable by law" is the highest with 95% yes, and the "Broken with Harassment" campaign is the lowest with 43% Yes. The third question concerned the line used in the campaigns, so the highest percentage of Yes was in all campaigns and it varies between 75% for the "Manly by Telling You No to Harassment" campaign, which is the highest, and 60% for the "Broken by Harassment" campaign, which is the lowest. And the fourth question, are the images and graphics used in the advertising campaign appropriate to express the advertising message? The highest percentage of the "put yourself in her" campaign was 90% for yes, then the percentage of choosing Yes ranged between campaigns, the "Broken by Harassment" campaign was the lowest with 48% for choosing Yes. Then the fifth question, did he cross the banner of the advertising campaign on the awareness issue? The percentage of yes was highest in all campaigns, and it ranged between 100% in the "Put Yourself in Her Place" campaign to choose yes and 54% for the "I explained, reverse and reject it" campaign. Based on the analysis, the following results can be reached.

Results:

1. Styles are used to apply the social pressure strategy in advertising awareness campaigns.
2. The proposed styles of applying the social pressure strategy are ranked from best to least based on the most obtaining of the highest percentage of yes in choosing design elements that help to deliver advertising messages to awareness campaigns as follows:
 - The "opposite of expectations" style applied in the "put yourself in her shoes" campaign.
 - The style of "showing the result" that was applied in the campaign "harassment is a crime punishable by law" and the style of "distortion" that was applied in the campaign "manhood says no to harassment".
 - The "symbol" in the "I explained, reverse it and reject it" campaign.
 - The "command" style in the "Broken by Harassment" campaign.
3. The use of "opposite to expected", "result presentation", and "distortion" are the best for their expression of the meanings of ridicule, punishment and intimidation and because their messages are clear and uncomplicated while using the "symbol" style was more complicated in expressing the advertising message, and the style.
4. Advertising awareness campaigns can contribute to achieving Egypt's 2030 vision and contribute to achieving the sustainable development goals, as the percentages of responding to the questionnaire for advertising campaigns by professionals were mostly positive.

Research recommendations:

1. Designers of advertising campaigns must experiment with different styles when applying strategies for advertising awareness campaigns to achieve originality and creativity and work to deliver advertising messages.
2. The designers of advertising awareness campaigns must take into account the criteria for choosing the used styles.
3. Work to establish centers for social marketing research in the Chamber of Commerce.

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