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

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

The research suggests five designs for advertising awareness campaigns against male harassment of women using a social pressure strategy that assumes that social reward work to change an individual's behavior out of fear of reputation and their application through following five styles that were proposed based on clarifying the special criteria for choosing these styles in the campaigns and they are the subject, the target audience and the relevance of the topic to the culture of the community and the styles used are the obliquity or distorting style, the opposite of expecting style, show the result style, the command style, the symbolic style. These styles are applied in designing campaigns through the use of shapes, images, colors, fonts and the advertising messages which aims to support the vision of Egypt 2030. The problem is about the lack of advertising awareness campaigns on the topic of man's harassment of women that address the men. The awareness campaign contained the following designs: a logo, stationary, indoor poster, outdoor poster, newspaper advertisement, digital advertisement and pamphlet. A questionnaire displaying these styles was distributed to a group of specialists in the fields of advertising and media, and among the most important results was the order of preference using the proposed styles to design awareness campaigns for this topic. Advertising awareness campaigns were able to contribute to achieving Egypt's Vision 2030 and contribute to achieving the sustainable development goals, as the percentages of responding to the questionnaire for advertising campaigns by professionals were mostly positive.

Keywords: