

Analytical study of applying the lean advertising strategy in the development of advertising performance in global issues

"Climate change campaigns as a model"

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Abstract:

The benefits mainly depend on the lean advertising strategy on providing practical thinking and understanding of the integration mechanisms for workers in the advertising and marketing system, and the presentation of the good or service to the recipient. The difficulty of applying this strategy in advertising work is that systematic thought based on the lean marketing strategy was not part of the advertising design work elements, as design and advertising workers may consider this to be a limitation to their ideas, and stifle the creativity required in their work. It's also via lean advertising strategy. The benefits can depend mainly on providing effective communication for advertising campaigns with global issues, which is the secret of their success, managing the advertising process from its design beginning to its end, interacting with the recipient, creating effective integration between the elements of the advertising system, and managing visual communication channels through advertising poster models to monitor formal phenomena. They can be exploited as “impact points” through which it is possible to find a language of communication with the target groups by using an idea that touches the psychological and rational aspects at the same time. Therefore, this research is concerned with providing a vision about the elements of the lean advertising strategy, philosophy, and the role of its effective application in advertising campaigns at the levels of lean thinking, lean communication, lean innovation, and graceful promotion., analytical monitoring of advertising campaigns on climate change from the point of view of lean advertising.

Keywords:

lean advertising strategy, advertising performance, Climate change

Introduction:

Technology today has achieved tremendous achievements that have led to shortening the time factor and increasing the quality factor in the various stages of advertising design and marketing, as a result of the use of computers and their various advanced programs and artificial intelligence, as well as as a result of human development that has expressed its desire to absorb this smart digital technology. The matter is considered appropriate, acceptable, important, and necessary. As for design, as for marketing and advertising implementation, the use of digital technology is considered cheaper, easier to implement, faster, and of higher quality. Consequently, the development of digital technology and its impact on all fields has led to a change in marketing strategies around the world. Advertising and marketing managers seeking to improve performance have turned to adopting a simple approach that provides them with an effective and appropriate set of tools and techniques to help achieve their promotional goals. This necessitated moving towards a more flexible and integrated strategy with the requirements

of the market, technology, society and the continuous change in consumer behaviour, and it is considered part of the broad integrated, agile transformation programme, which is effectively reflected in the results and benefits provided to customers.

On the other hand, due to the increasing uncertainty, complexity and turbulence in the marketing environment, and it being ever-changing, organizations are required to have a flexible innovation strategy and this also requires moving from traditional patterns of innovation to more modern and effective patterns of innovation, there is an increasing need for an agile approach to transform Organization to an innovative culture with supporting processes and infrastructure to meet today's business challenges. Lean innovation helps organizations bring their new products to market quickly. Market-oriented companies are also becoming more innovative in their quest to deliver superior value to customers, indicating special requirements for implementing lean thinking in... Innovation processes.

The benefits in the Lean Advertising Strategy depend mainly on providing practical thinking and understanding of the integration mechanisms for those working in the advertising and marketing system, and presenting the good or service to the recipient. The difficulty of applying this strategy in advertising work lies in the fact that systematic, thoughtful thinking based on the agile marketing strategy was not part of the vocabulary of advertising design work, as those working in design and advertising may consider this a restriction of their ideas and stifles the creativity required in their work.

Also, through the Lean Advertising Strategy, the benefits can depend mainly on providing effective communication for advertising campaigns with global issues, which is the secret of their success. Managing the advertising process from its design beginning to its end, interacting with the recipient, and creating effective integration between the elements of the advertising system while managing communication channels. Visually, through models of advertising posters to monitor formal phenomena that can be exploited as "influence points" through which a language of communication can be found with the target groups by using an idea that touches on the psychological and rational aspects at the same time.

Therefore, this research is interested in providing a clear vision of the elements of the agile advertising strategy, its philosophy, and the role of its effective application in advertising campaigns at the levels of agile thinking, agile communication, agile innovation, and agile promotion. The research is also interested in measuring this by presenting an analytical study related to an important issue that affects the entire world, and the Egyptian interest and orientation, which is the issue Climate change, and analytical monitoring of advertising campaigns about climate change from the point of view of agile advertising.

Research problem:

The research problem can be clarified through the following questions:

- To what extent can the agile advertising strategy contribute to organizing the marketing and advertising process and effective communication with the recipient according to digital information systems?
- Given its lack of clarity at the academic and practical levels...how can the levels of impact of agile advertising on the advertising system be deduced?

- How does the agile advertising strategy take into account the foundations of marketing, interaction, and human experience by using the inputs and elements of the agile marketing strategy?

Search goal:

This research aims to benefit from the agile advertising strategy in developing advertising performance in line with the current digital development and global issues.

Research hypothesis:

The research assumes that applying the agile advertising strategy will increase the efficiency of advertising work and the advertising system as a whole.

Research Methodology:

The research follows the descriptive analytical method.

Research axes:

The research is divided into four main axes as follows:

The first axis: Concepts and intellectual approaches to the agile marketing strategy.

The second axis: The philosophy of agile advertising.

The third axis: Lean advertising strategy

The fourth axis: An analytical study of the advertising campaign to raise awareness of climate change from the perspective of the agile advertising strategy.

Results:

1. The philosophy of lean thinking is a comprehensive philosophy that includes all aspects of the administrative and production institution. It is a way of determining value through the customer's needs, eliminating waste and striving for perfection, which develops a feeling that the employees are the owners of the institution, which develops in them the spirit of cooperation and striving for the best.
2. Adopting lean and "management by reality" marketing strategy helps in creative thinking and direction setting. When applied in the advertising field, it can be called the Lean Advertising Strategy, and through it, a much clearer picture can be obtained about the value of the recipients to designers and advertisers, who will be able to better align their offers, designs, and advertising campaigns with the needs of their customers and more effectively than their competitors.
3. In the agile advertising strategy, the human element turns into the knowledge maker, as intelligent human forces are those who have the ability to know, or be aware of, or understand the totality of (facts, information, and descriptions) or skills that are acquired through experience or education through perception or Discovering or learning.
4. There is a necessity for a digital information system in advertising with the aim of increasing specialization and division of labor, and the emergence of new methods of decision-making with the use of digital technologies to reach very small segments of the public by accessing their interests and preferences through information and artificial intelligence.

5. Intelligent human resources play an important role in achieving integration between external variables and the needs of the advertising design and implementation processes. Where it is important for recipients to feel that they are always the most important and the best, as well as the trend towards decentralization in advertising, employment based on distinctive skills, adapting to globalization and the shift towards universality while employing human forces capable of confronting changes in the field of marketing and advertising practices.

6. The union of the elements of the advertising system plays an important role in achieving integration between external variables and the needs of the advertising design and implementation processes. This is achieved through the use of fewer and more widespread advertising methods with more focused, innovative and simple advertising ideas. The cost of campaigns is also lower with brief, clear and purposeful advertising messages, as well as the flexibility of advertising campaigns as the means, message or goal can be changed as a result of quickly measuring the echo from the views and audience interaction.

Research recommendations:

- 1- It is necessary to move towards conducting more studies that monitor the relationship between modern advertising strategies, including the agile advertising strategy, and the development of advertising performance.
- 2- The necessity of including modern advertising strategies, including the agile advertising strategy, within the supporting curricula in teaching advertising design in Egyptian universities.
- 3- The need for advertising institutions and agencies to adopt the agile advertising strategy in developing their advertising performance at the local and global levels.

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