

## **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