

## **Designing advertising awareness campaigns to change the attitude towards people of determination “Paralympics as a model”**

**Assist. Prof. Dr. Aliaa Turafy**

**Assistant Professor at the Faculty of Mass Communication, Misr International University / Ph.D. in Applied Arts / Advertising Specialization**

[alyaa.treify@miuegypt.edu.eg](mailto:alyaa.treify@miuegypt.edu.eg)

### **Introduction:**

From 24<sup>th</sup> of August to 6<sup>th</sup> of September /2021, the world witnessed the most important event for people of determination (special needs) in Tokyo, the capital of Japan, which is the second Paralympic Games in the world. Countries such as the United States of America and some Arab countries such as Tunisia, Algeria and Jordan participated in this session, and Egypt was able to win five silver and two bronze medals, which were won by competitors of both sexes. In Egypt, the advertisements that were made for those did not support any awareness.

### **Key words:**

Paralympics – Attitude concept – Designing advertising awareness campaigns.

### **Problem Statement:**

Some groups of society face some kinds of difficulty in social engagement and dealing with individuals in a normal and easy way, in addition to that, some people do an inappropriate treatment to those groups and this may lead to embarrassment or indirect harm to them. Hence the role of advertising awareness campaigns to educate the community and change their direction in how to deal with these groups and try to change the societal view of them. The research took the category of people of determination and their participation in the Paralympic Games as a model for designing some advertising awareness campaigns.

### **Objectives:**

The research aims to develop a design strategy for advertising awareness campaigns to change the societal thought towards the category of people of determination in general and try to apply it in advertising awareness campaigns for the Paralympic Games in particular, taking into account the selection of advertising messages that are positive in an awareness campaigns.

### **Questions of the study:**

- 1- How can the concept of attitude be used in designing advertising awareness campaigns for people of determination that help change societal thinking towards them?
- 2- How to choose the appropriate advertising messages for these campaigns?
- 3- To what extent can design elements be chosen that can help in delivering the advertising messages of these campaigns?

### **Research Methodology:**

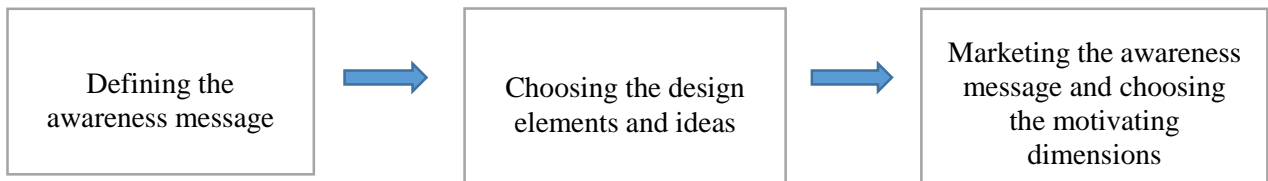
The research follows the analytical approach by analyzing the content of some advertising models for the People of Determination that were used in the 2020 Paralympic Games, then the

applied approach by designing three advertising awareness campaigns based on the strategy of changing the direction, and following the qualitative study through a questionnaire that will be distributed to experts in the fields of media and advertising.

### **Attitude Concept Strategy:**

The research attempts to develop a strategy that helps to change the direction through the design of advertising awareness campaigns and the integration between the aforementioned change of direction points and the elements of designing the advertising awareness campaigns. The strategy for changing the direction through first: Defining the awareness message based on facts and information and this is based on the education point mentioned in how to change direction. Second: Choosing visual design elements and new ideas that help deliver the awareness message, based on the basics of designing advertising awareness campaigns. Third: Marketing the awareness message and choosing the motivating dimensions in terms of increasing the use of positivity from beliefs and knowledge in an attempt to increase the impact and it is based on the talking point mentioned in how to change the attitude. This is in addition to relying on the beliefs, customs and positive thoughts of each community in choosing awareness messages that can be used in advertising awareness campaigns in an attempt to change the attitude towards people of determination. As for changing the attitude through the enactment of laws, this part concerns the state and its laws. The role of the research here lies in shedding light on these groups and appealing to the concerned authorities to enact the necessary laws and legislation to assist these groups in their natural integration and society.

### **A strategy to change direction based on advertising awareness campaigns**



### **Analysis of some advertising campaigns for people of determination:**

Advertising awareness campaigns in brief are based on addressing a single topic, message, and timing. This message must have an awareness dimension, and be characterized by the stability of its design elements of colors, shapes, and general coordination. The above is an explanation of the method for selecting the sample of the part to be analyzed in addition to that it represents the Paralympics Games organized in Tokyo 2020, and the analytical points are the axes of the strategy of changing the direction based on advertising awareness campaigns through its three axes. Seven foreign campaigns for the foreign United States were analyzed, and they were distinguished by their choice of red, blue and white, and the appearance of players in a group rather than in an individual form. Most of these campaigns were before and during the tournament. And five of the Arab campaigns for the State of Jordan, which were distinguished by their choice of the blue color in its shades, sometimes green and white, and the appearance of players in an individual form, not a group, and most of these campaigns were during and after winning the championship. And five of the Egyptian campaigns, which were distinguished by their choice of red, blue in its shades and also white, and the appearance of players in an

individual form, not in a group, and most of these campaigns were after winning the championship. A model was selected from each country to present its analytical points in the research, as follows:

#### **Analytical study results:**

- 1- The knowledge component explained the definition of the course or congratulations on winning most of the advertisements.
- 2- The emotional component was based on encouragement in most of the advertisements.
- 3- The behavioral component in most of the advertisements was limited to urging to attend or follow the course.
- 4- Most of the foreign campaigns were collective, while the Arab and Egyptian campaigns were mostly individual and based on pictures of people of determination.
- 5- Most of the foreign campaigns were supportive during the session, as for the Arab campaigns, there was little during the session and a lot of congratulations. As for the Egyptian campaigns, most of them were congratulations after the people of determination won their medals.
- 6- Most of the campaigns depend on its sponsors and not official institutions in the three countries.

#### **Practical research experience:**

The applied experience attempts to address the topic of the Paralympic Games 2020 in an educational manner, as it tries to choose the motivating message that carries positive meanings. The content of the advertising campaigns has been determined in terms of the cognitive, cultural and behavioral components of the attitude through three models using different design elements to reach the best visual proposals. This is in addition to choosing shapes, symbols and drawings, with carefully choosing images to express the spoken advertising message in terms of:

The content of the message that tries to change the direction and attract the community attention towards participation and encouragement, in an attempt to give other meanings to change the community's behavior towards them, for example, that they are individuals of social importance and that they have supernatural abilities that we are proud of and we sympathize with.

The attitude in terms of the cognitive component, the cultural component, and the behavioral component.

- Pictures, shapes and icons

- Choose colors

- Three advertisements were designed, through which the research tried to reduce the reliance on pictures of people of determination only because the analytical study showed a lot of reliance on the use of personal pictures of people of determination.

#### **The first advertising campaign for the State of Egypt: 2020 Paralympic Games**

- **The knowledge component:** where the champions of determination participate in the tournament.

- **Emotional component:** They are superheroes and we are proud of them, their abilities and their perseverance to achieve their goals.

- **Behavioral component:** Dealing with them as being supernatural, so we respect them and being proud of them and do not pity them.

نوفمبر ٢٠٢٣

مجلة العمارة والفنون والعلوم الإنسانية - المجلد الثامن - العدد الثاني والرابعون

- **Ideas:** Heroes of determination appear dressed as Superheroes to cheer them up and to be proud of them.
- **Awareness message:** Yes super



First practical design  
“Yes super”

### The second advertising campaign for the State of Egypt: 2020 Paralympic Games

- **The knowledge component:** where the champions of determination participate in the tournament.
- **The emotional component:** they are the pride of Egypt.
- **Behavioral component:** treating them with pride and not only pitying them.
- **Ideas:** The heroes of determination appear secondarily and the visible part of them is the head to express the awareness message and that they are loaded with energy, activity and movement, so they are the pride of all Egyptians.
- **Awareness Message:** Raise Egypt head.



Second practical design  
“Raise Egypt head”

### The third advertising campaign for the State of Egypt: 2020 Paralympic Games

- **The knowledge component:** where the champions of determination participate in the tournament.
- **The emotional component:** They are the champions of Egypt, winning gold medals.
- **Behavioral component:** treating them with pride and not only pitying them.
- **Ideas:** The heroes of determination did not appear and were replaced by medals and the sellout hero to express the awareness message and stating that they are not like any heroes, but rather they are the champions of gold.
- **Awareness message:** We are the champions of gold.



Third practical design  
"We are the champions of gold"

### Results and discussion:

The applied models were evaluated through the questionnaire that was presented to fifteen specialists in the fields of advertising and media, including professors, assistant professors, teachers, assistant teachers, teaching assistants, and experts. Their percentages are as follows: 53% of advertising and 47% of the media, where 27% of the professor's category answered, and 13 % of the category of assistant professor, 13% of the category of teacher, 27% of the category of teaching assistant, and 20% of the category of expert. The questionnaire contained five questions that were repeated on each of the three models of the proposed advertising campaigns, and two questions that compared the three models in terms of the message and the use of elements as follows:

### Based on the analysis of the questionnaire, the following conclusions can be reached:

- 1- The application of the attitude strategy through its three components works to show the cognitive, emotional, and behavioral dimension of the campaign's awareness-raising the content and the topic.

- 2- Advertising messages based on the components of the cognitive, emotional and behavioral attitude are appropriate for this type of campaign.
- 3- Choosing design elements in a way that helps to attract emotions along with knowledge may change the behavior of participants in the communication process.
- 4- Using pictures of people of determination mixed with other design elements so that their personal pictures are not the only hero in the design of the advertising campaign.
- 5- Direct messages that carry the emotional component are the most influential, as the "Raise your head, Egypt" campaign is an example of this.

### **Search recommendations:**

- Advertising campaigns designers should use the strategy of changing the direction in an attempt to achieve a change in the society's direction towards some groups of society that face some problems of communication and involvement in society.
- The designers of advertising awareness campaigns should take into account the selection of positive messages and express them in design through design elements.
- Advertising campaign designers should take into account the selection of fonts used to be more effective and impactful.
- Work to establish social marketing research centers in the Chamber of Commerce.

### **References:**

- Albarracin, Dolores and Chan, Man-Pui Sally (2018) "Attitudes and Attitude Change: Social and Personality Considerations about Specific and General Patterns of Behavior". Research Gate p. p: 1-71 <https://www.researchgate.net/publication/325114580> p.5-6
- De Boer, Anke, Piji, Sip Jan and Minnaert, Alexander (2010) "Regular primary schoolteachers' attitudes towards inclusive education: A review of the literature", International Journal of Inclusive Education, first published on 29 September 2010 1-23, article, Routledge, p. DOI: 10.1080/13603110903030089, [URL:http://dx.doi.org/10.1080/13603110903030089](http://dx.doi.org/10.1080/13603110903030089)
- Haddock, Geoffrey and Maio, Gregory Richard 2008. Attitudes: content, structure and functions. In: Hewstone, Miles, Stroebe, Wolfgang and Jonas, Klaus eds. p.133
- Mothersbaugh, David L., Del I. Hawkins, Susan Bardi Kleiser, Linda L. Mothersbaugh, and Carolyn Findley Watson. *Consumer behavior: Building marketing strategy*. McGraw-Hill Education, 2020.