

## The impact of mobile and static info-graphic advertising in addressing Covid-19 virus crisis in increasing awareness among different populations

Dr. Dena, M. Hanna

Faculty of Applied Arts, Advertising Department, Damietta University, Egypt, doodyamh@gmail.com

### Abstract:

This paper aims to clarify the impact of mobile and static info-graphic advertisements in addressing global Covid-19 virus and its role in increasing awareness among citizens in all countries of the world, as info-graphic is a graphic visual representation of informations, data, or knowledge intended to present information quickly and clearly. Info-graphs can improve cognition by utilizing graphics to enhance the receiver visual system's ability to see patterns and trends. Social media networks have become the primary concern now, due to their importance in society with the means of attraction of varies and wide range of targeted audience, in addition to the possibility of using it at any time besides the ease of dealing. The daily exposure to advertisements on social media pages has become a daily habit, and for the ease of communication with the audience, the art of info-graphic has developed in recent years to become a means to reach a wider target audience by simplifying the complex topics and arranging them in the form of a simple popularity as shown in the last years. For information easily. The info-graphic designs helps attract more followers and participants to social media accounts and reach a wider audience base, as it is easy to be embedded on TVs, blogs, websites, and can be used in electronic brochures and printed materials. Consequently, info-graphic becomes an important role in spreading awareness among citizens all over the world, especially the moving info-graphic. With the emergence of the new Corona virus, which, according to what the United Nations has stated, is considered a global epidemic attacking citizens all over the world. It was imperative to make awareness-raising advertisements for citizens to confront this virus and limit its spread . Therefore, the best way to confront this virus was to introduce it using info-graphic ads, whether static or mobile, to address this global epidemic. This is due to its importance and ability to reach the largest possible number of citizens in various places, besides communicating information in a clear and simple manner, in addition to the speed of access and response. Some examples have been illustrated and discussed in this paper about using info-graphic covid-19 advertisements in increasing citizen awareness, besides the statistical method used in analyzing the questionnaire presented to a wide category of citizens.

### Keywords:

Mobile info-graphic, covid-19 virus, info-graphic static ads, increasing awareness, visual representations

Paper received 9<sup>th</sup> February 2021, Accepted 29<sup>th</sup> March 2022, Published 1<sup>st</sup> of May 2022

### 1. Introduction:

The emerging corona virus (COVID-19) is a new virus in a large family called "Coronavirus" that infects the respiratory system and its severity ranges from common colds to more serious diseases such as "SARS" and "MERS", and no treatment has been discovered for "Covid -19 "So far. <sup>(1)</sup>

The main way to transmit it is through the droplets that are dispersed from the nose or mouth of a person infected with the virus when coughing, and it can stick to the things and surfaces surrounding the person, which results in the infection of others when they come into contact with these objects or surfaces and then touch their eyes, nose, or mouth. Therefore, it is important to stay at least one meter away from the sick person. <sup>(2)</sup>

Symptoms of infection are fever, fatigue and a dry cough, and some patients may suffer from pain, aches, nasal congestion, runny nose, sore throat, or diarrhea, these symptoms are usually mild and increase gradually. <sup>(2)</sup>

The most vulnerable to infection with Corona

disease, elderly citizens and individuals with pre-existing medical conditions (such as high blood pressure, heart disease and diabetes) develop the new Corona disease more than others.

Quarantine is not the best solution, due to the different life requirements that require going out to society and dealing with others, so the best solution is to avoid the many gatherings and movements as well as reduce communication with others. <sup>(3)</sup>

Therefore, there are many prevention methods that will be addressed in this research paper that was supported by the info-graphic advertisement in an easy and simple way, as the info-graphic advertisements played an effective role in increasing the awareness of individuals, institutions and even countries, which led to limiting the spread of the virus in many countries, especially in Egypt,

### 2. Statement of the Problem:

The present study mainly tried to answer the subsequent questions:

**Q1:** Did info-graphic advertisements, whether static or mobile, contribute in limiting the spread of

the corona virus and help increase public awareness?

**Q2:** How effective were info-graphic corona virus advertisements in communicating updated informations in an easy and organized way to all categories of people in many countries of the world, and especially Egypt?

**3. Objectives:**

This study aims to:

1. Highlight the importance of using info-graphic covid-19 virus advertisements in increasing public awareness automatically in a short time.
2. Shed light on the importance of using info-graphic ads to organize large quantities of important informations in the form of an arranged and understandable pictorial to suit all categories of society.
3. Integrating the aesthetic and functional aspects of the info-graphic advertisement to limit the spread of disease and introduce methods of prevention in an easy and understandable way.
4. Emphasize the importance of info-graphic in organizing large quantities of information within an interesting and conceptual framework, and assisting it in solving problems or reducing them.

**4. Importance:**

The importance of the research lies in highlighting the importance of info-graphic advertisements in our current era, which is characterized by the abundance of information and technologies in all fields, and to shed more light on the info-graphic advertisements that were circulated and designed in light of the Corona virus pandemic starting from the year 2020 till this moment of writing this paper, which in turn led to an increase in people's awareness of the virus dangers, methods of prevention and precautions necessary to

overcome the crisis.

**5. Hypothesis:**

Three potential underlying hypothesis are going to be discussed:

- H1:** The utilization of info-graphic advertisements in massive campaigns against the emerging corona virus has increased public awareness and led to reduce risks.
- H2:** The use of info-graphic advertisements, whether static or mobile, led to reaching all categories of citizens with the ease of inserting large amounts of information and understanding it in a simple and clear manner, which led to an increase in credibility in many countries.
- H3:** The intensification of awareness campaigns, through info-graphic advertisements against Corona virus, led to the reduction of the virus spread.

**6. Theoretical Framework:**

People round the world are living in uncertain times because of the coronavirus disease (COVID-19) that continues to spread. Fatalities and infections are rising as cities and countries move into lockdown.

**2.1. Disease and its nature** <sup>(4)</sup>

The disease is named COVID-19 (short for Corona Virus Disease that emerged in 2019). It is caused by an epidemic which was discovered in early January in China and has been identified as a member of the family of coronaviruses.

The virus seems to be transmitted through droplets spread by coughing that may be breathed in, or infect surfaces that individuals touch. This virus affects the respiratory system. The most symptoms include general weakness and fever; coughing and sometimes to pneumonia and difficulty of breathing in a later stage.

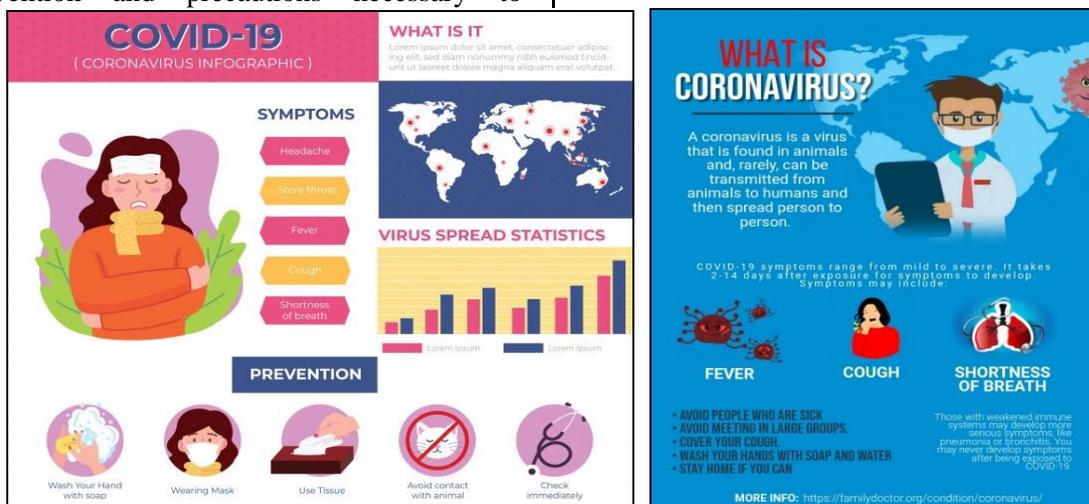


Figure (1) shows Info-graphic advert diagrams that answer a brief and concise question about what is corona virus.

**2.2. Some information about the Covid-19 virus:** <sup>(5)</sup>

The virus was early recognized in January by Chinese scientists and is now called SARS-CoV-2, as it is similar to the virus that causes SARS. The disease name of the virus is COVID-19. The coronaviruses are a large family of viruses, most of which are harmless for humans. Four types are known to cause colds, two other types can cause severe lung infections (SARS and MERS) similar

to COVID-19.

Like all viruses, SARS-CoV-2 needs cells of living beings to multiply itself. This virus seems to focus on cells within the lungs, and either some other cells in the respiratory system too. Cells infected by the virus will produce more virus particles, which might then spread to other individuals by coughing, for instance.

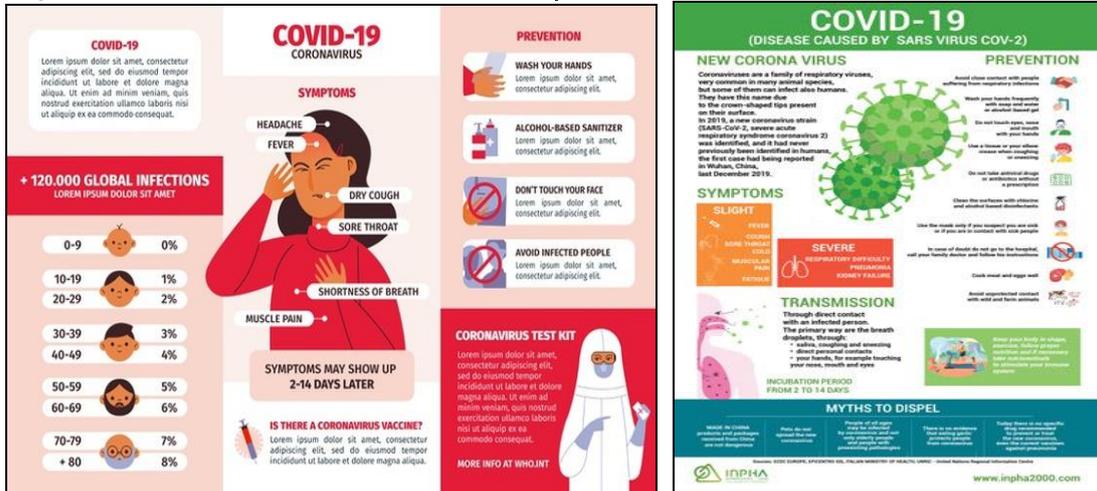


Figure (2) shows info-graphic adverts about facts of covid-19 virus to inform citizens about in order to take care of it.

**2.3. The character and severity of the covid-19 virus disease:** <sup>(6)</sup>

The understanding of the virus and therefore the disease continues to be evolving. Many individuals infected with the virus will not be very sick. It is even possible that some individuals don't get sick if they're infected. The newest estimates are that 82% of the individuals who get infected will only suffer from a gentle sort of disease; 15% will develop moderate disease, and 3% will be severely ill. The disease seems to be more dangerous for elderly people or individuals affected by any form of other infections or ailments. Over 80% of the individuals who have so far died of COVID-19 were over 60 years old, and over 75% had underlying medical conditions.

**2.4. What is the possibility of infection through this disease:** <sup>(6)</sup>

The understanding of the nature of the virus and the disease continues to be evolving. The virus is spread by the coughing of sick individuals. It would be possible that the virus can be spread by infected individuals without symptoms, but if this is often the case, it will only be a tiny low minority of the infections. The same also goes for the stool of infected individuals.

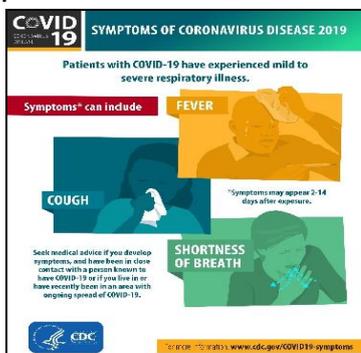


Figure (3) info-graphic advert shows how dangerous corona virus is and its symptoms to help people take care and distinguish from any other virus.

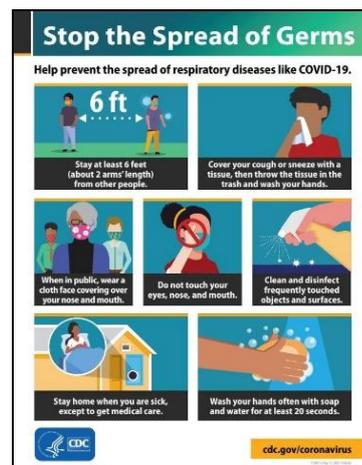


Figure (4) info-graphic advert which shows the different methods of infection with the virus in order to increase public awareness and to take complete prevention.

**2.5. What are the methods of prevention of**



**covid-19 coronavirus:** <sup>(7)</sup>

As with other coronaviruses, droplets of infection seems to be the main mode of transmission. The virus enters the body through the mouth or nose. This could happen by inhaling the infected droplets, or by touching a surface that contains infected droplets with bare hands, and so touching mouth or nose later. Hence, simple infection control measures like hand washing, cough and sneeze etiquette are effective and important for prevention.

Hand hygiene is paramount, so washing hands often with soap and water is very important besides using enough soap spending at least 20 seconds washing hands. If there's no visible dirt on hands, an alcohol-based gel is a good option. If one cough or sneeze, mouth and nose must be covered with a tissue, or with the inside of individuals elbow. Used tissues must be put in the bin immediately, just like used masks, and wash hands immediately.



Figure (5) info-graphic advert which shows how can people help prevent the spread of corona virus.

**2.6. Coronavirus benefits gained :** <sup>(8)</sup>

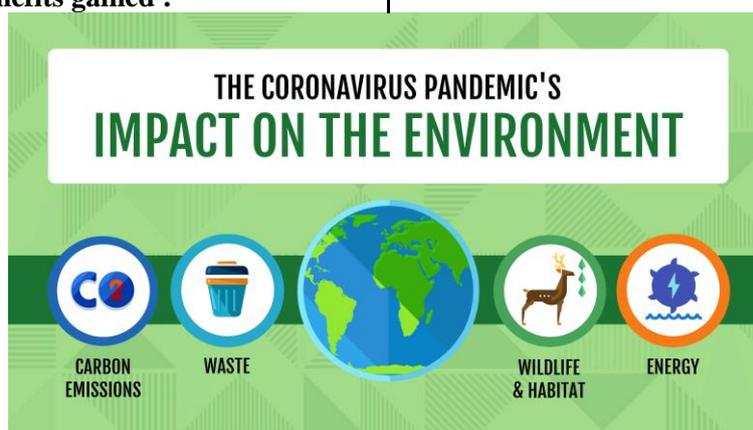


Figure (6) info-graphic advert which explains that Co2, wastes, energy, wildlife and habitat had changed due to the period of appearance of coronavirus. <sup>(9)</sup>

1. Working from home is the new normal. The culture of work from home is forcing its way in society as many learning technologies and cloud solutions that nowadays connect homes and workplaces.
2. The financial organization of Egypt has directed all local banks to delay the gathering of credit liabilities for 6 months with nine of rates or fines.
3. The government's order to stop working cafes

and malls during curfew hours has led to a ban on the smoking of hookahs.

4. With fears over infections and with a dusk-to-dawn curfew in place, there is less consumption of unhealthy food.
5. There are less road accidents too. In 2018, there have been 8,480 road accidents, per the Bureau of Statistics. The amount is anticipated to plunge this year due to the decrease of vehicles on roads.
6. With school and college students stuck at home, educational institutions have quickly taken up distance learning.
7. With millions of people now stuck in isolation, many are using the chance to go creative. Videos on social media networks show individuals developing hobbies, tricks, cooking skills and paintings.
8. Corporations are accelerating digital transformation. Many companies are racing to implement digital and cloud technologies to manage their businesses remotely. Several technological and financial institutions pushed their services online and through contact centres rather than visiting their branches.
9. The environment is cleaner and very less polluted. Now, everyone has more time to reflect. <sup>(9)</sup>
10. Precautionary measures, including imposing a curfew and the tendency of a large number of citizens to work from home, has led to an increase in the popularity of TV ads to exploit the length of time the target audience is present at home. Which led to a revival of Corona virus awareness info-graphic advertisements to follow developments and methods of prevention and treatment.

### **2.7. Corona disadvantages:**

1. Like all other sectors, the advertising sector was negatively affected by up to 98% as a result of the outbreak of the Corona virus. <sup>(10)</sup>
2. Precautionary measures taken by the state to confront the disease, according to a number of officials in the sector, explaining that some sectors decided to cancel contracts with advertising companies as a result of the crisis. <sup>(10)</sup>
3. The real estate sector, which its advertising volume decreased by nearly 70% from the previous year. <sup>(10)</sup>

4. Many forms of advertisements have decreased as a result of individual's interest in following info-graphic awareness advertisements replaced other advertisements to cover the crisis and increase popular and global awareness alike. <sup>(11)</sup>
5. The advertising industry lost many important sectors, such as the real estate sector, which decreased its advertising volume by 70%. <sup>(11)</sup>

### **2.8. The role of info-graphic advertising in addressing the Corona crisis:**

In light of the era of crises that the globe is experiencing now, the responsibility of the advertising media has doubled and has become the most important and influential actor in managing these crises, regardless of their nature and severity. Carrying out its role in the failure of government efforts, and perhaps the spread of the Coronavirus (Covid-19) crisis was revealing of this matter.

While advertising and media were one of the most important pillars of managing this crisis in many countries of the world, it was a part of the crisis in many other countries, when it did not assume national responsibility, and fell into the trap of rumours and intimidation from the crisis, and instead of being a reassuring factor for society, it was unfortunately a cause of fear, panic and terror at times.

In light of this type of crisis, advertising participates in government agencies and concerned parties with a major role in managing through several main tasks, which are: <sup>(12)</sup>

#### **6.8.1. The link between authorities and members of the society:**

To play the role of a link between the authorities concerned with managing the crisis and the individuals of society, and to clarify the nature of the measures taken by these authorities, with all transparency and clarity, to prevent any ambiguity or interpretations that are detached from the truth, as the advertising media especially info-graphic advertisements in this context publishes information about any crisis or disaster in all transparency and accuracy, conveying it to individuals of society in a clear, simple and understandable message, enabling them to understand the crisis in its various dimensions, and to realize the risks and challenges it poses with the way of dealing with it. <sup>(12)</sup>

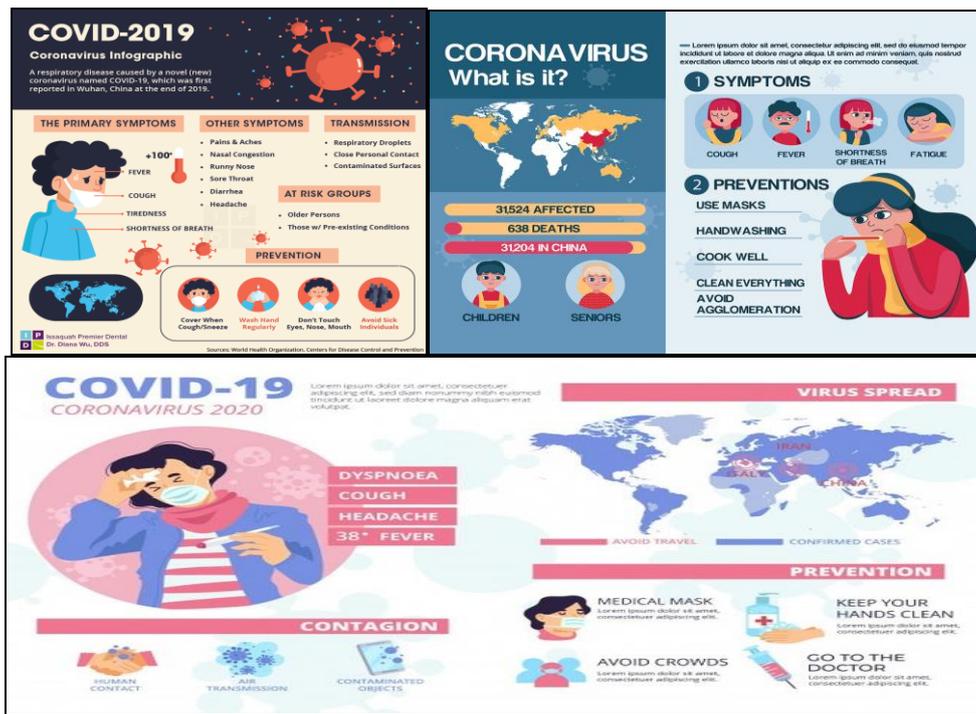


Figure (7) info-graphic advert acting as a link between the authorities concerned with managing the crisis and the members of society.

This role mainly depends on the nature of the information provided by the governmental agencies concerned with the crisis. Whenever it allows the flow of information in a transparent manner, info-graphic advertisements will help to carry out its role, while the absence of information leads to the emergence of rumours about the crisis, which may hinder governmental efforts in managing the crisis. (12)

**6.8.2. Awareness role of various advertising and multimedia institutions:**

There is no doubt that the role of various advertising and multimedia institutions, visible,

audio-visual and read, in educating individuals of society are of great importance, not only educating them about methods of crises facing, but also educating them how to work in order to contain various effects and repercussions, besides, involving them in the process. Crisis management, on the premise that the success of managing any crisis requires the integration of all governmental and societal efforts, and here the info-graphic advertising media plays a vital and main role in promoting the idea of integrating social responsibility in crisis management. (12)

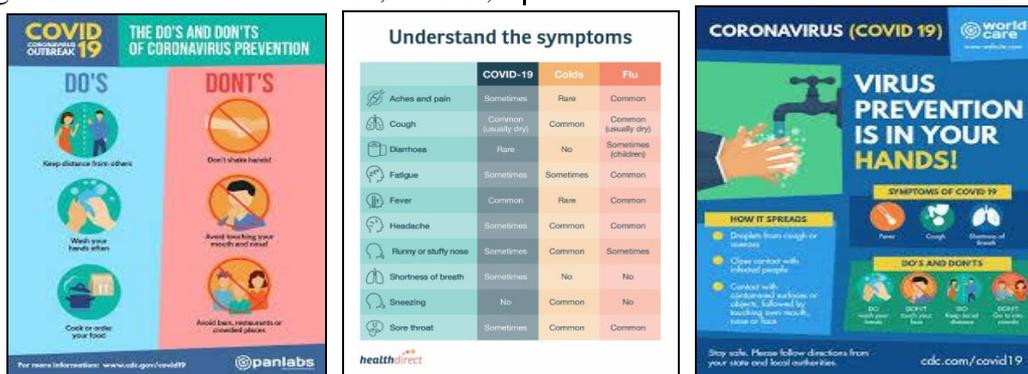


Figure (8) info-graphic advert educating the community on methods of facing crises and how to work to contain their various effects and repercussions.

**6.8.3. The preventive role of info-graphic advertising media against coronavirus:**

The effectiveness of the info-graphic advertising media role is no longer measured only by its awareness and enlightening role, but also by its initiatives and campaigns aimed to strengthening

the protection of society in times of crisis. Info-graphic advertising, with its various platforms and activities, static or mobile ads, shed the light on the experiences of countries in dealing with crises, it contributes in protecting community members. (13)

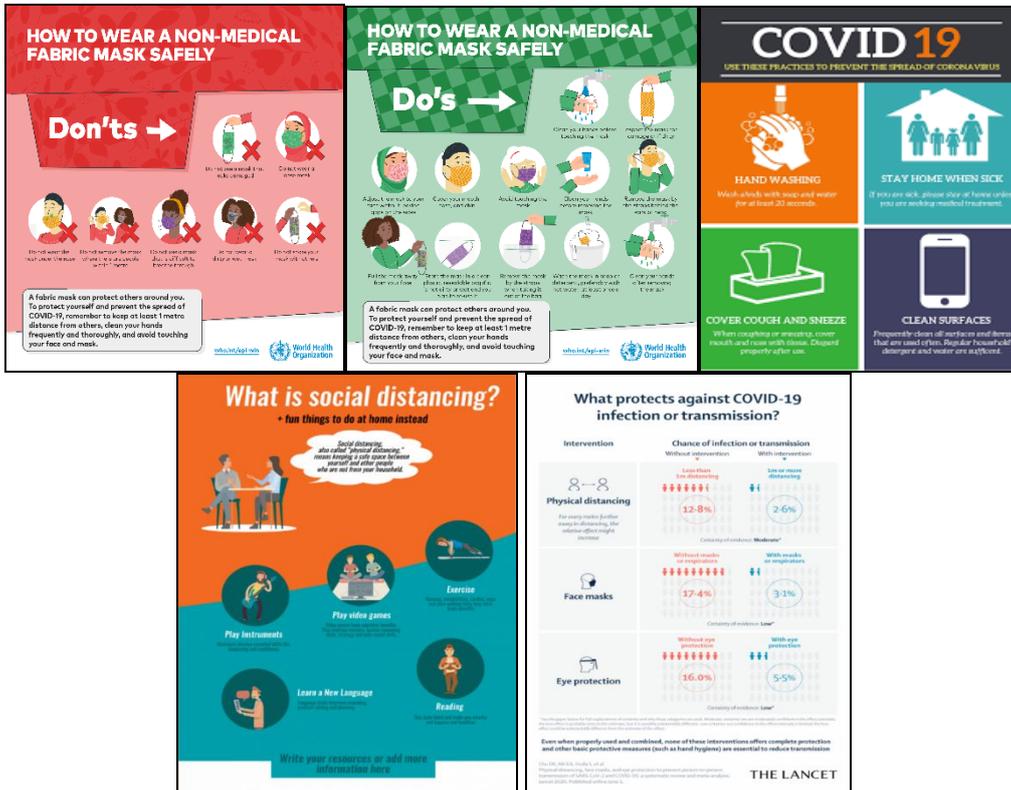


Figure (9) info-graphic advert that supports initiatives and campaigns aimed at strengthening community protection in times of crisis.

6.8.4. The role of info-graphic ads in treating rumours:

The role of info-graphic ads and campaigns aim to provoke chaos inside countries and threaten societal cohesion. The role that the info-graphic advertising media plays in this regard is of great importance, especially if we take into account

the fact that rumours are circulating and spreading rapidly in times of crisis, and individuals resort to believing them. Especially if the authorities concerned with the crisis did not give information about it available, and make it available to the various advertising media outlets. (13)

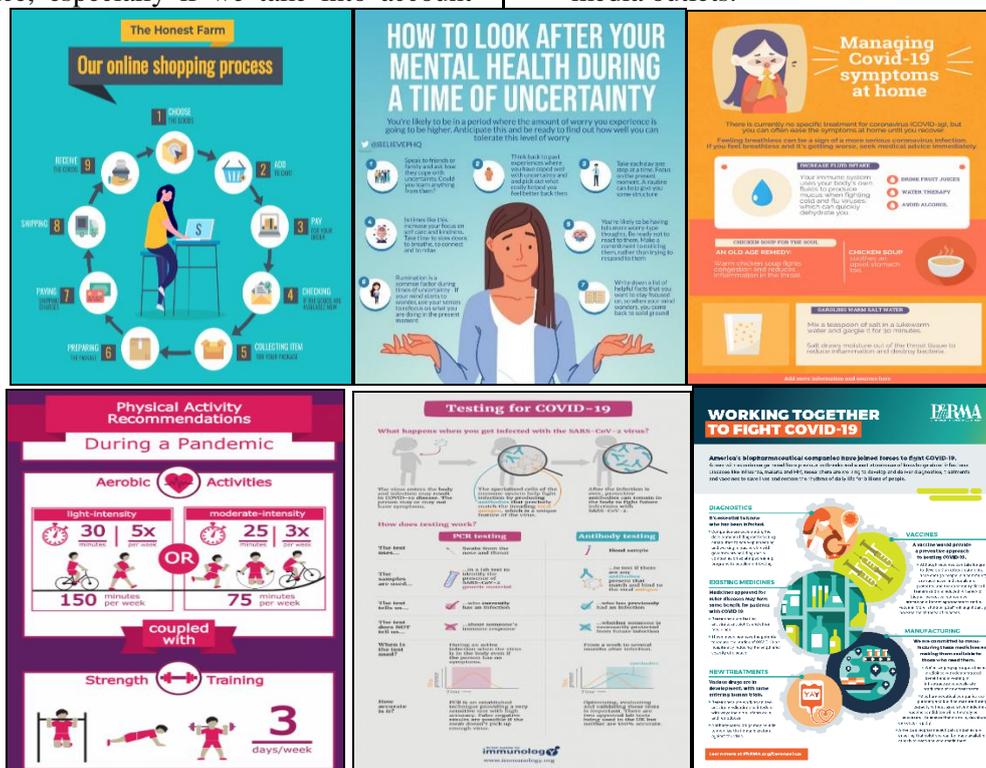


Figure (10) info-graphic advert in addressing rumours that aim to create chaos at home and threaten societal cohesion.





### 3.2.1. Advertising analysis

Advertisement subject	The info-graphic advertisements raises awareness of the outbreak of the new Corona virus all over the world, and the large transmission of the virus by mixing with the person carrying the virus.
Advertisement idea	An awareness-raising info-graphic advert explaining the safe and secure precautions for a person with colds, which must be followed so that it does not turn into Corona and so as not to cause injury to other people.
Target audience	All age groups afflicted with colds and high temperature As the symptoms are similar to the virus as well, with slight differences.
Used technique	The use of info-graphic technique in delivering messages, through simple drawings, pictures, brief and useful information, in addition to some graphic effects.
Visual elements	<ul style="list-style-type: none"> <li>- Use appropriate and expressive images of the written words below in order to know the message of the advertisement without relying entirely on reading, especially for people with special circumstances (Level of education - low vision).</li> <li>- Use writing next to the image in line with the viewer's eye movement.</li> <li>- Use the appropriate writing in terms of size and type of font that is clear and easy to read for different age groups.</li> <li>- Use of appropriate colors for the subject, comfortable for the eye, and for good distribution.</li> <li>- Good arrangement of the used elements.</li> </ul>
How successful the advertising info-graphic is	The advertisement succeeded in delivering the required message easily.

### 3.2.2. Recruitment of the participants and sample size:

The sample was selected (1°0 recipient) who were subjected to this advertisement and the

questionnaire was distributed to them in order to identify their opinions regarding the impact of using info-graphic advertisement designs on delivering important and organized messages.

**Table 1. Sample percentage for study 1.**

	Distributed questionnaires	Returned questionnaires	Excluded questionnaires	Analysis questionnaires
No.	150	150	20	130
Per.	100%	100%	13%	87%

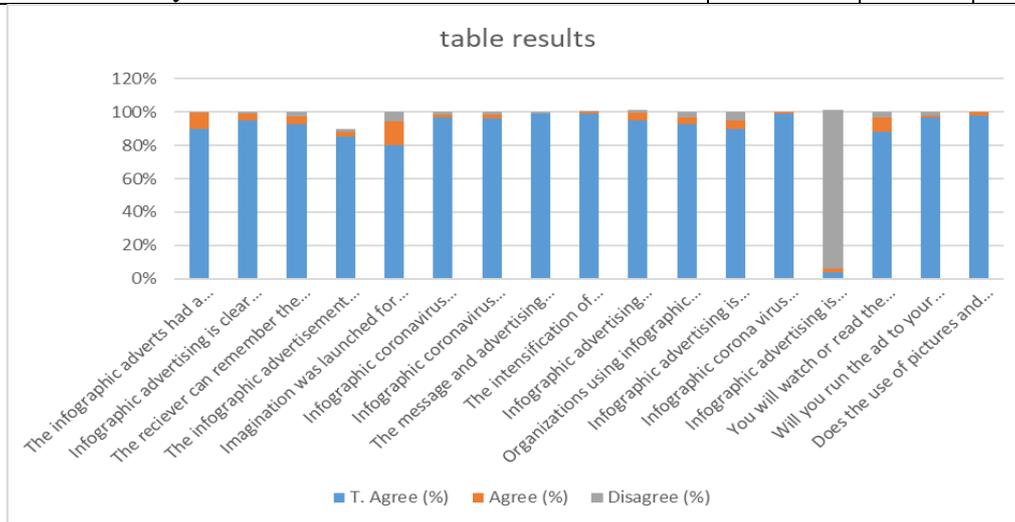
The questionnaire form was designed to measure the response of the citizens towards the info-graphic advertisement with some simple

questions, and the results related to the questionnaire statistical analysis was as follows:

**Table 2. Results of questionnaire related to statistical analysis for study 1**

	Elements of designing questionnaire	T. Agree (%)	Agree (%)	Disagree (%)
1	The info-graphic adverts had a positive and effective role in managing the crisis by raising awareness about the prevention of the virus.	90%	9.5%	0.5%
2	Info-graphic advertising is clear and understandable for all ages.	95%	4%	1%
3	The receiver can remember the ad.	92.8%	4.4%	2.8%
4	The info-graphic advertisement acted as a link between the authorities concerned with managing the crisis and the members of society.	85.1%	3%	1.9%
5	Imagination was launched for the recipient.	80.2%	14.2%	5.6%
6	Info-graphic coronavirus advertising affects recipients' interaction with a particular decision.	96.7%	1.7%	1.6%
7	Info-graphic coronavirus advertising fits with the general culture of society.	96%	2.2%	1.8%
8	The message and advertising idea are successfully connected and clearly stated.	98.7%	0.5%	0.8%

9	The intensification of awareness campaigns, through info-graphic advertisements against Corona virus, led to the reduction of the virus spread.	98.9%	1%	0.1%
10	Info-graphic advertising strengthens the mental image of the organization and its personality.	95%	4.6%	1.4%
11	Organizations using info-graphic advertising are trustworthy.	92.9%	3.7%	3.4%
12	Info-graphic advertising is interesting to watch.	90%	5%	5%
13	Info-graphic corona virus advertisements is effective in communicating updated informations in an easy and organized way to all categories of people in many countries of the world.	99.1%	0.8%	0%
14	Info-graphic advertising is ineffective.	3.7%	2.3%	95%
15	You will watch or read the advertisement if it is exposed to you more than once a day.	87.9%	9%	3.1%
16	Will you run the ad to your friends to watch	96.5%	1.5%	2%
17	Does the use of pictures and graphics in info-graphic ads enhance the advertisement value and make it easier for the viewer to easily understand and remember it?	98%	2%	0%



3.3. Study 2: Second example is about mobile info-graphic ads in Egypt:



Figure (13) Motion Info-graphic advertisements targeted to Egyptian citizens under the auspices of the Ministry of Health and Population to prevent the emerging corona virus

### 3.3.1. Advertising analysis

Advertisement subject	The motion info-graphic advertisements raises awareness of the outbreak of the new Corona virus all over the world, and the large transmission of the virus by mixing with the person carrying the virus.
Advertisement idea	The motion info-graphic advertisement clarifies the preventive and anticipatory measures to confront the Coronavirus.
Target audience	All age groups afflicted with colds and high temperature As the symptoms are similar to the virus as well, with slight differences.
Used technique	It is an advertisement for an animated info-graphic. - Where it depended on the movement of pictures and words in different periods of time according to the required order. - Add a voiceover and accompanying music to it. - The use of animation programs for moving info-graphics
Visual elements	Several different slides were used to illustrate the necessary procedures. - Each slide contains drawings and writings that differ from the next slide and the one preceding it, according to the guidance required to be displayed and clarified - Ease of graphics and images used in each slide in accordance with its content and content. - Put the numbers in a clear and simple way that attracts attention. - The clarity of the writing used and the use of the size and type of font suitable for all age groups. - Use a voiceover appropriate for the event in terms of tone and speed. - The emergence of writing and moving pictures in a manner consistent with both. - Use appropriate graphic effects. - Implementing the advertisement in an appropriate, simple and clear way for the desired goal, by using the appropriate info-graphic program.
How successful the advertising info-graphic is	The advertisement succeeded in delivering the required message, achieving the goal of the advertisement and speeding it up.

### 3.3.2. Recruitment of the participants and sample size:

The sample was selected (100 recipient) who were subjected to this advertisement and the

questionnaire was distributed to them in order to identify their opinions regarding the impact of using info-graphic advertisement designs on delivering important and organized messages.

**Table 1. Sample percentage for study 1.**

	Distributed questionnaires	Returned questionnaires	Excluded questionnaires	Analysis questionnaires
<b>No.</b>	150	150	23	127
<b>Per.</b>	100%	100%	15%	85%

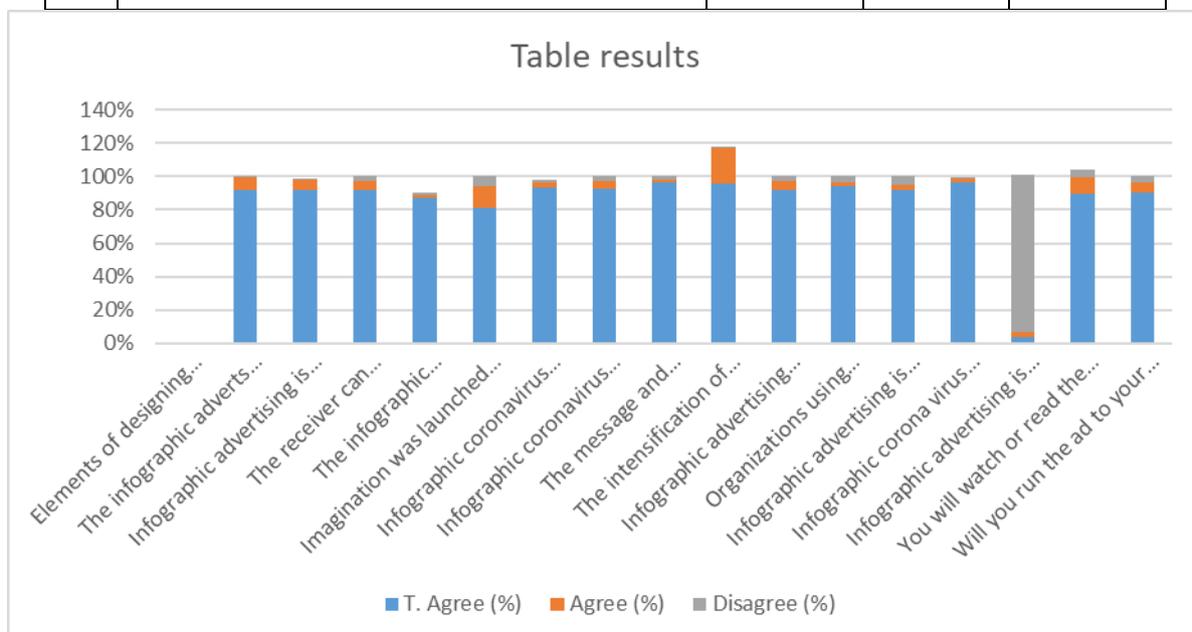
The questionnaire form was designed to measure the response of the citizens towards the info-graphic advertisement with some simple questions,

and the results related to the questionnaire statistical analysis was as follows:

**Table 2. Results of questionnaire related to statistical analysis for study 2**

	Elements of designing questionnaire	T. Agree (%)	Agree (%)	Disagree (%)
1	The info-graphic adverts had a positive and effective role in managing the crisis by raising awareness about the prevention of the virus.	92%	7.5%	0.5%
2	Info-graphic advertising is clear and understandable for all ages.	92%	6%	1%
3	The receiver can remember the ad.	91.8%	5.4%	2.8%
4	The info-graphic advertisement acted as a link between the authorities concerned with managing the crisis and the members of society.	87.1%	2%	0.9%

5	Imagination was launched for the recipient	81.2%	13.2%	5.6%
6	Info-graphic coronavirus advertising affects recipients' interaction with a particular decision.	93.7%	2.7%	1.6%
7	Info-graphic coronavirus advertising fits with the general culture of society.	93%	4.2%	2.8%
8	The message and advertising idea are successfully connected and clearly stated.	96.7%	1.5%	1.8%
9	The intensification of awareness campaigns, through info-graphic advertisements against Corona virus, led to the reduction of the virus spread.	95.9%	21%	1.1%
10	Info-graphic advertising strengthens the mental image of the organization and its personality.	92%	5.6%	2.4%
11	Organizations using info-graphic advertising and are trustworthy.	93.9%	2.7%	3.4%
12	Info-graphic advertising is interesting to watch.	92%	3%	5%
13	Info-graphic corona virus advertisements is effective in communicating updated informations in an easy and organized way to all categories of people in many countries of the world.	96.1%	2.8%	1%
14	Info-graphic advertising is ineffective.	3.7%	3.3%	94%
15	You will watch or read the advertisement if it is exposed to you more than once a day.	89.9%	10%	4.1%
16	Will you run the ad to your friends to watch	90%	6.5%	3.5%
17	Does the use of pictures and graphics in info-graphic ads enhance the advertisement value and make it easier for the viewer to easily understand and remember it?	99%	1%	0%



**3.4. Questionnaire results estimated from the above tables results showed that:**

1. The info-graphic adverts had achieved a positive and effective role in managing the crisis by raising public awareness about the

prevention of the virus in a high score even if the info-graphic advertisement is a static or motional info-graph.  
 2. Info-graphic advertising seems to be clear and understandable for citizens of all ages even they thought that it is easy and suitable

for kids to watch and learn from.

3. The receiver can remember the info-graphic motional advert, and also they stated that kids also remembered it and remembered symptoms and ways of prevention from infection, wearing masks, washing hands and asked their parents about these precautions.
4. The info-graphic advertisement acted as a link between the authorities concerned with managing the crisis and the members of society, as the info-graphic adverts are made by authorities to the public.
5. Imagination was launched for the recipient, as they stated that they always asked what happened after that period, and what would happen if some individuals did not adhere to the procedures, and so on.
6. Info-graphic coronavirus advertising affects recipient's interaction with a particular decision as these advertisements made them change a lot of their lifestyle as the awareness increased.
7. Info-graphic coronavirus advertising fits with the general culture of society as the ads are simple and easy, they do not contain complications or words that are not understood by the general public.
8. The message and advertising ideas are successfully connected and clearly stated.
9. The intensification of awareness campaigns, through info-graphic advertisements against Corona virus, led to the reduction of the virus spread because Egypt was one of the first countries to take Corona precautions from the early start to overcome the outbreak of the crisis, as happened in other countries, so this type of info-graphic advertising was widely used, whether visible, audible or read.
10. Info-graphic advertising strengthens the mental image of the organization and its personality.
11. Organizations using info-graphic advertising are trustworthy because it provides honest information from trusted organizations.
12. Info-graphic advertising is interesting to watch.
13. Info-graphic corona virus advertisements is effective in communicating updated informations in an easy and organized way to all categories of citizens in many countries of the world.
14. Info-graphic advertising is very effective due to the important role that they have played in controlling coronavirus.
15. Individuals will watch or read the advertisement if it is exposed to you more than once a day.

16. Individuals will run the ad to their friends and family to watch due to its importance.
17. 100% of the targeted audience that answered the questionnaire showed that the use of pictures and graphics in info-graphic ads enhance the advertisement value and make it easier for the viewer to easily understand and remember.

#### 4. Conclusion and discussion

1. It is clear from the proceeding table that static and mobile info-graphic advertisement strategies used to contain the coronavirus crisis shown in that research were successful and achieved their purpose. The results of the questionnaire were also positive and proved the efficiency of this method instead of the traditional ways of advertising.
2. The last question, showed the individuals and public interest in the possibility of transferring and circulating info-graphic advertisements, which leads to achieving the goals of the ads, and transforming individuals who do not have sufficient awareness into conscious individuals in society who maintain themselves and follow sound rules and correct lifestyles besides converting them also to benefit others.

#### 5. General results:

- 1- While standing by the human being in the face of the imminent threat of the Corona virus, the info-graphic advertising media was able to invest in the great ordeal by consolidating its role as a platform for serving man.
- 2- Awareness and existence, are perhaps an opportunity to reposition and devote additional professional ethics that establish the principle of interaction and influence between the info-graphic advertisement outlets and the recipient based on trust and mutual trust. <sup>(14)</sup>
- 3- A successful info-graphic must be clear and consistent with the country's strategies in resolving crises or disasters, and give effective and fast results.
- 4- Governments and institutions must cooperate with advertisers to reach the most important points that should be presented in the info-graphic advertisement. The more information is brief, useful and supported with pictures, the better it is to reach the largest segments of citizens.
- 5- Creative info-graphic advertisements must be combined with advertising appeals to get better results for different advertising campaigns.

#### 6. General conclusion and discussion:

1. The success of the info-graphic designs related to the coronavirus campaign advertisements as an awareness advertising tool in achieving the

goals of public awareness and its social spread is an indicator of its potential use as an effective means.

2. There must be cooperation between all government and advertising institutions, health and awareness organizations to reach a better life and increase public awareness.
3. Establishing a culture of change, and info-graphic advertising design achieves its goals through the thoughtful and good use of images / drawings besides providing useful information in a brief and clear manner, which achieves a positive return among the categories of society.
4. There is a strong co-relation between the success of the info-graphic advertising message of any campaign ads and how to use them on the appropriate means to achieve interaction and to achieve the required response.

## 7. References

1. Information and Decision Support Center in the Egyptian Cabinet 2020, retrieved from: <https://www.care.gov.eg/EgyptCare/StaticContent/About.aspx> ,on: 5 Jan 2021
2. Centers for disease control and prevention (CDC), Symptoms of Covid-19, (Updated on 22 Mar 2022), retrieved from: <https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html> , on: 10 Feb 2021
3. World Health Organization, Coronavirus disease 2019 (COVID-19) Situation Report – 51, (11 March 2020), retrieved from: <https://www.who.int/docs/default-source/coronaviruse/situation-reports/20200311-sitrep-51-covid-19.pdf> , on :12 Jan 2021
4. World Health Organization, Coronavirus disease (COVID-19) advice for the public: Mythbusters, (19 Jan 2022), retrieved from: [https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public/mythbusters?gclid=Cj0KCQjw4X8BRCPARIsABmncnOqH7-du5481x2-qSPliKkYgU6fC9gGkO21tcTA0041A8C-TizXhlgaoAnUEEALw\\_wcB#virus](https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public/mythbusters?gclid=Cj0KCQjw4X8BRCPARIsABmncnOqH7-du5481x2-qSPliKkYgU6fC9gGkO21tcTA0041A8C-TizXhlgaoAnUEEALw_wcB#virus) , on: 13 Mar 2021
5. National Library of Medicine, National center for Biotechnology Information (15 Mar 2020) SARS-CoV-2: an Emerging Coronavirus that Causes a Global Threat, retrieved from: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7098030/> , on : 7 Mar 2021
6. Arab News, (25 Mar 2022) The Coronavirus Pandemic, Coronavirus crisis in Egypt has benefits, retrieved from: <https://www.arabnews.com/node/1650206/middle-east> , on : 10 May 2021
7. World Health Organization, Coronavirus disease (COVID-19): How is it transmitted? , (23 Dec 2021) , Retrieved from: [https://www.who.int/emergencies/diseases/novel-coronavirus-2019/question-and-answers-hub/q-a-detail/q-a-how-is-covid-19-transmitted?gclid=Cj0KCQjw4X8BRCPARIsABmncnOqGWUn6KUooG5FHAXiGy8WBPAoZvOru-IEIP4\\_XZ5\\_0Uh4usox\\_JNQaAq6tEALw\\_wcB](https://www.who.int/emergencies/diseases/novel-coronavirus-2019/question-and-answers-hub/q-a-detail/q-a-how-is-covid-19-transmitted?gclid=Cj0KCQjw4X8BRCPARIsABmncnOqGWUn6KUooG5FHAXiGy8WBPAoZvOru-IEIP4_XZ5_0Uh4usox_JNQaAq6tEALw_wcB) , on: 15 Jan 2021
8. Arab News, UAE surpasses 100,000 coronavirus infections, (25 Mar 2022) Retrieved from: <https://www.arabnews.com/node/1745131/middle-east> , on: 19 Jan 2021
9. Bronwyn Kienapple, (14 Apr 2020) The Coronavirus Pandemic's Impact on the Environment [Infographic], Retrieved from: <https://venngage.com/blog/coronavirus-impact-on-environment-infographic/> , on : 20 Apr 2021
10. International Labour Organization, Covid-19 and the world of work, Sectorial impact, responses and recommendations, retrieved on: <https://www.ilo.org/global/topics/coronavirus/sectoral/lang--en/index.htm> ,on: 23 May 2021
11. Sarah Hamza, Shorouk news, The advertising industry has been negatively affected by the Corona crisis, ( 6 May 2020) , Retrieved from: <https://www.shorouknews.com/news/view.aspx?cdate=06052020&id=cea92751-1045-4bbd-bbe2-e1396504e814> , on : 21 Jun 2021
12. Youssef Gomaa, Nation Shield, Military and strategy magazine , Issued by the Directorate of Moral Guidance in the General Command of the Armed Forces , (2 Apr 2020), The role of the media in confronting crises, the Corona virus as a model, retrieved from: <http://www.nationshield.ae/index.php/home/details/research/> , on : 11 Feb 2021
13. Abd ALhamid Tawfik, (25 May 2020) The media and Corona... Stimulating awareness is a way to survive, Retrieved from: <https://al-ain.com/article/media-and-corona-stimulating-awareness-escape> , on : 30 Jan 2021