

The effectiveness of advertising campaigns for corporate social responsibility initiatives in enhancing public perceptions of companies in Egypt

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Abstract:

Corporate Social Responsibility (CSR) refers to the concept and practice of businesses taking responsibility for their impact on society and the environment. It encompasses the voluntary actions and initiatives undertaken by companies to go beyond legal and economic obligations and contribute positively to society. Corporate social responsibility (CSR) initiatives have become increasingly essential for companies worldwide. As consumers become more socially conscious, they expect businesses to exhibit a genuine commitment to social and environmental issues beyond their core products and services. Consequently, companies engage in CSR activities to meet these expectations, improve their reputation, and build long-term relationships with stakeholders. However, effectively communicating these CSR initiatives to the public remains a challenge. Advertising campaigns have emerged as a powerful tool for companies to bridge this gap, allowing them to reach a wider audience and shape public perceptions. The effectiveness of CSR advertising campaigns in Egypt is of particular interest due to the country's unique cultural and business environment. Therefore, this research has explored the effectiveness of advertising campaigns for CSR initiatives in Egypt, with a specific focus on their impact on enhancing public perceptions of companies. **Significance:** From an academic standpoint, the study contributes to the existing literature on CSR advertising by emphasizing the importance of technical advertising elements in enhancing the effectiveness of CSR campaigns. By examining the impact of these elements in the Egyptian context, the research expands the understanding of CSR advertising practices in different cultural and business environments. The findings provide valuable insights into effective communication strategies for CSR initiatives, thus enriching the knowledge base within the field of CSR advertising. **Problem Statement:** - How effective are CSR advertising campaigns in enhancing public perceptions of companies' commitment to social responsibility in Egypt? - Which technical elements employed in CSR advertising campaigns, such as lyric advertisements, storytelling techniques, and emotional appeals, contribute to their effectiveness? - How do the public's perceptions of these technical elements influence their attitudes and behaviors towards companies and CSR initiatives? **Objectives:** - Analysis and evaluation of lyric advertisements, storytelling techniques, and emotional appeals were conducted to understand their role and contribution in enhancing the overall effectiveness of CSR campaigns in conveying CSR messages. - Evaluation of advertising campaigns for corporate social responsibility initiatives in Egypt and its effectiveness on public perceptions. **Methodology:** A mixed-methods approach was adopted, combining content analysis of CSR advertising campaigns and a questionnaire-based survey. This approach allowed for a comprehensive analysis of both the effectiveness of CSR advertising campaigns and the technical elements employed in these campaigns. **Findings:** The findings of this study highlight the effectiveness of advertisements that incorporate a diversity of scenes in conveying the intended message. Both storytelling and lyrical approaches were found to be more successful in conveying the advertising idea compared to written informational advertising formats, such as infographics. Participants showed a preference for alternative formats, emphasizing the need for engaging and immersive advertisements. Emotional appeal within advertisements was found to evoke positive affect towards the company, indicating the importance of emotional engagement in shaping consumer attitudes. Additionally, the inclusion of music in CSR advertisements was found to aid message retention and enhance the clarity of the advertising message. Lastly, participants recognized the value of CSR advertisements in differentiating the company and enhancing loyalty by informing and engaging them with the organization's commitment to social responsibility. Overall, these findings contribute to a deeper understanding of the elements and strategies that make CSR advertisements effective in communicating the company's initiatives and fostering positive consumer perceptions.

Keywords:

Corporate social responsibility, Lyric advertisement, Storytelling, Emotional appeal, Public perceptions

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1. Introduction:

Corporate social responsibility (CSR) refers to the ethical and social responsibilities it owes to society, in addition to its financial and economic obligations. An organization may integrate social

and environmental concerns into its business operations and decision-making processes with the aim of contributing to sustainable development and addressing societal issues.

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CSR has been defined and conceptualized in various ways in scientific research, reflecting the evolving nature of the concept.

This research will study the history of social responsibility initiatives and their stages of development. This research will present a questionnaire analysis to present some television advertising campaigns within the Egyptian society and conduct a questionnaire to summarize the most important influencing factors that characterize these campaigns and summarize the results to present recommendations based on the survey for these campaigns.

While some researches argue whether these CSR initiatives should be communicated or not, this research will focus on the Advertising messages and how to position the corporate brand in the eyes of consumers and other stakeholders.

Regardless of the success of CSR initiatives in achieving their desired goals or not, in the event that these initiatives are not announced, the community usually does not interact with them because it is not aware of the initiative.

Here comes the role of advertising campaigns by defining such campaigns to influence the public and show the aspects and objectives of these initiatives, and even influence the community to create an urgent need to provide solutions and the participation of some members of the community.

The importance of advertising lies in the use of artistic methods to present the problem in a humane manner, and to emphasize showing the spirit of participation and responsibility towards society while providing solutions and urging everyone to participate, even if it is a moral participation, which creates a sense of responsibility and knowledge of the problems facing society, as well as showing the role of the company responsible for the initiative and its ability to Participate in society and influence it positively.

2. Literature overview

2.1 Definition of corporate social responsibility

Corporate Social Responsibility (CSR) refers to the extent to which a company goes beyond its economic and legal obligations to address and fulfill the social, environmental, and ethical expectations of its stakeholders, including employees, customers, suppliers, shareholders, and the broader community, with the aim of contributing to sustainable development.

(Carroll, A. B. 1999)

Organizations increasingly use CSR activities to position their corporate brand in the eyes of consumers and other stakeholders, such as through their annual reports and websites. At the same time, literature debates whether organizations should

communicate about their CSR initiatives and, if organizations choose to communicate, whether traditional marketing tools are appropriate. Yet according to recent research, communicating about social activities does not always benefit the communicating organization, notably because CSR communication may trigger stakeholders'.

A systematic, interdisciplinary examination of CSR communication could offer an essential definition of the field of CSR communication that emphasizes the role of such communication and outlines key CSR communications tactics, such as social and environmental reporting, internationally recognized CSR frameworks, and different means to involve stakeholders in two-way communication processes. Key questions include what to say and then how to say about an organization's CSR programs and achievements, without appearing self-serving or risking stakeholder cynicism.

(Lindgreen, A. and Swaen, V. 2009)

2.2 History of CSR:

Evolution of a concept of CSR passed certain stages. The starting point can be considered Howard R. Bowen's "Social Responsibilities of the Businessman", which was published in 1953. It reflected the determination of the meaning of the concept, as well as opportunities for further detailed study of the CSR, where they specified the concept and content of social responsibility. (Firuza Madrakhimova 2013)

The origins of the social component in corporate behavior can be traced back to the ancient Roman Laws and can be seen in entities such as asylums, homes for the poor and old, hospitals and orphanages. This notion of corporations as social enterprises was carried on with the English Law during the Middle Ages in academic, municipal and religious institutions. Later, it expanded into the sixteenth and seventeenth centuries with the influence of the English Crown, which saw corporations as an instrument for social development. In the following centuries, with the expansion of the English Empire and the conquering of new lands, the English Crown exported its corporate law to its American colonies where corporations played a social function to a certain extent. During the eighteenth and nineteenth centuries, the Christian religious philosophy and approach to the abiding social context were seen as a response to the moral failure of society, which was visible in terms of poverty of the overall population in the English Empire and some parts of Europe. This religious approach gave way to social reforms and to the Victorian philanthropy which perceived a series of social problems revolving around poverty and ignorance

as well as child and female labor. The religious roots of the Victorian social conscience gave Victorian Philanthropists a high level of idealism and humanism, and by the late 1800's, the philanthropic efforts focused on the working class and the creation of welfare schemes with examples that could be seen in practice both in Europe as in the United States of America (USA). A clear case was the creation of the Young Men's Christian Association (YMCA), a movement that begun in London in 1844 with the objective of applying Christian values to the business activities of the time, a notion that quickly spread to the USA. During the late 1800's and early 1900's, the creation of welfare schemes took a paternalistic approach aimed at protecting and retaining employees and some companies even looked into improving their quality of life. There were clear examples that reflected the social sensitivity of businessmen, such as the case of Macy's in the USA, which in 1875 contributed funds to an orphan asylum and by 1887 labeled their charity donations as Miscellaneous Expenses within their accounting books, and the case of Pullman Palace Car Company which created a model industrial community in 1893 with the aim of improving the quality of life of its employees. Also during this period, there was a growing level of urbanization and industrialization marked by large scale production. This brought new concerns to the labor market such as: New challenges for farmers and small corporations to keep up with the new interdependent economy, the creation of unions of workers looking for better working conditions, and a middle class worried for the loss of religious and family values in the new industrial society. As a response to these new challenges, and with the aim of finding harmony between the industry and the working force, some business leaders created organizations for the promotion of values and improvement of the working conditions. Such was the case of the Civic Federation of Chicago, an organization created to promote better working conditions and where religious values merged with economic objectives with a sense of civic pride. By the 1920's and early 1930's, business managers began assuming the responsibility of balancing the maximization of profits with creating and maintaining an equilibrium with the demands of their clients, their labor force, and the. This led to managers being viewed as trustees for the different set of external relations with the company, which in turn translated into social and economic responsibilities being adopted by corporations. Later, with the growth of business during World War II and the 1940's, companies began to be seen as institutions with social responsibilities and a

broader discussion of such responsibilities began taking place. 1950's and 1960's the early days of the modern era of social responsibility. It was not until the early 1950's that the notion of specifically defining what those responsibilities were was first addressed in the literature and can be understood as the beginning of the modern definitional construct of Corporate Social Responsibility. In fact, it was during the 1950's and 1960's that the academic research and theoretical focus of CSR concentrated on the social level of analysis providing it with practical implications. The period after World War II and the 1950's can be considered as a time of adaptation and changing attitudes towards the discussion of corporate social responsibility, but also a time where there were few corporate actions going beyond philanthropic activities. Perhaps the most notable example of the changing attitude towards corporate behavior came from Bowen, who believed that the large corporations of the time concentrated great power and that their actions had a tangible impact on society, and as such, there was a need for changing their decision making to include considerations of their impact. (Mauricio Andrés Latapí Agudelo, Lára Jóhannsdóttir & Brynhildur Davídsdóttir 2019)

2.3 CSR Advertising campaigns methods:

Advertising CSR initiatives can significantly enhance a company's brand image. As consumers become increasingly conscious of the social and environmental impact of their purchases, they are looking for companies that share their values and are committed to making a positive impact. By advertising their CSR initiatives, companies can showcase their commitment to sustainability and social responsibility, which can enhance their reputation and increase brand loyalty among consumers.

A positive brand image is critical for a company's success, as it can influence consumers' purchasing decisions and ultimately drive sales. Consumers are more likely to purchase products and services from companies that they perceive as socially responsible, and advertising CSR initiatives can help to communicate this message to consumers. This, in turn, can increase brand loyalty and drive revenue growth for the company. It is known that social responsibility advertisements campaign lacks some promotional methods, as example, teaser advertisements. CSR advertisements usually rely on specific methods such as storytelling and lyrical advertisements including an appeal of emotion.

2.3.1 Lyric advertisement:

A lyrical advertisement, also known as a jingle advertisement or a musical commercial, is a form of

advertising that uses a catchy and memorable tune to advertise a product or service. It is commonly found that the song contains lyrics that convey information about the product or service being advertised in an entertaining and memorable manner. By using emotional or humorous appeals, lyrical advertisements are intended to create a strong connection between the brand and the consumer.

Lyrical advertisements can be an effective marketing tool for several reasons:

- Differentiation: In a crowded marketplace, lyrical advertisements can help a brand stand out from its competitors. A unique and catchy

Examples of CSR Lyrical advertisements:

1- **Banque Misr:** Bean nassy metamen - Reassured among my own.

Group 1



It is a lyrical advertisement, a compilation that displays many of the goals that have already been achieved in the form of drawings of the actual projects. The advertisement displays projects supported by individuals through the bank, as well as the Banque Misr Foundation for Community Development. The advertisement touched on national projects funded by Banque Misr, and at the

jingle can differentiate a brand and make it more memorable to consumers.

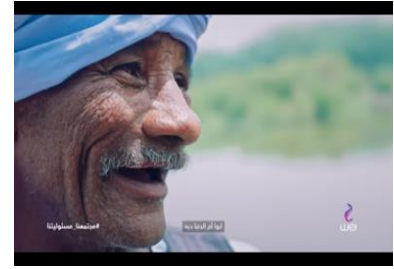
- Versatility: Lyrical advertisements can be used across different media platforms, including TV, radio, and social media. This versatility allows brands to reach a wide audience and target their message to specific demographics.
- Cultural relevance: In certain markets, such as Egypt, the use of Arabic language and cultural references in lyrical advertisements can be particularly effective in connecting with consumers and increasing the likelihood of purchase.

end it presented a bank account number for donations to individuals.

The song's lyrics convey reassuring hope, about the individual's trust between his own people, and the ability to achieve social solidarity through the assistance of all members of society. 15 million Views on YouTube

2- "WE": Elasl Masry - The origin is Egyptian.

Group 2



A lyrical advertisement, aimed at raising the national spirit and emphasizing the magnanimity of citizens. The song's lyrics call for optimism and confidence in the members of society and its values. The visual scenes were filmed on a boat (faluka) in the Nile River, with the participation of different members of society, from the north to the south of Egypt, as well as children with special needs (disability). At the end of the advertisement, some of the company's social responsibility initiatives were presented. 40 million Views on YouTube

2.3.2. Storytelling Advertisements:

Storytelling advertisements are a type of marketing communication that use a narrative or story to promote a product or service. Unlike traditional advertisements that simply list features and benefits, storytelling advertisements create an emotional connection with the audience by telling a story that showcases how the product or service can

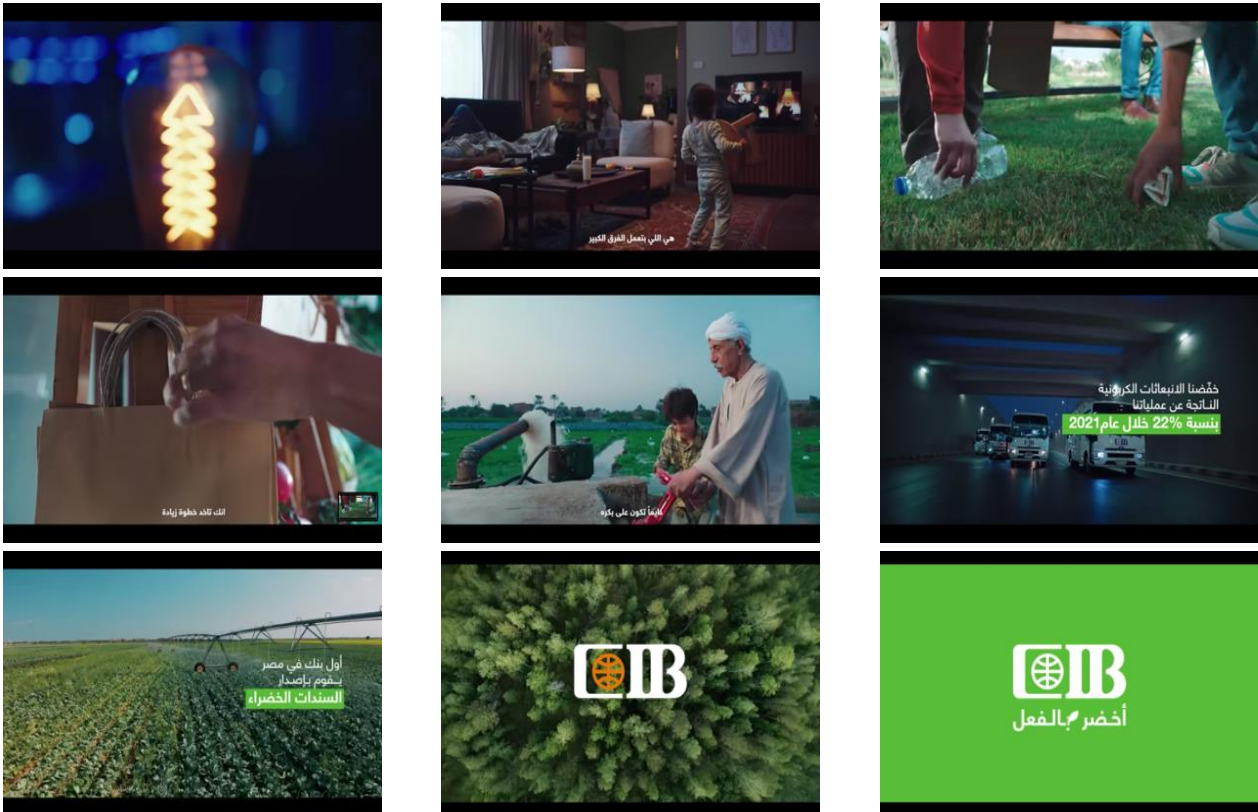
enhance their lives or solve a problem they may be facing.

The goal of storytelling advertisements is to engage and captivate the audience, making them more receptive to the message being conveyed. By creating a compelling narrative, advertisers can create a memorable and impactful message that resonates with their target audience and encourages them to take action, such as making a purchase or sharing the advertisement with others.

Successful storytelling advertisements typically follow a classic narrative structure, with a clear beginning, middle, and end. The beginning of the story introduces the main character and establishes the problem or challenge they are facing. The middle of the story builds tension and shows how the product or service can solve the problem, and the end resolves the story with a positive outcome that highlights the benefits of the product or service.

Examples of CSR Storytelling advertisements:
 1-CIB Egypt: Akhdar belfea'al – Already green

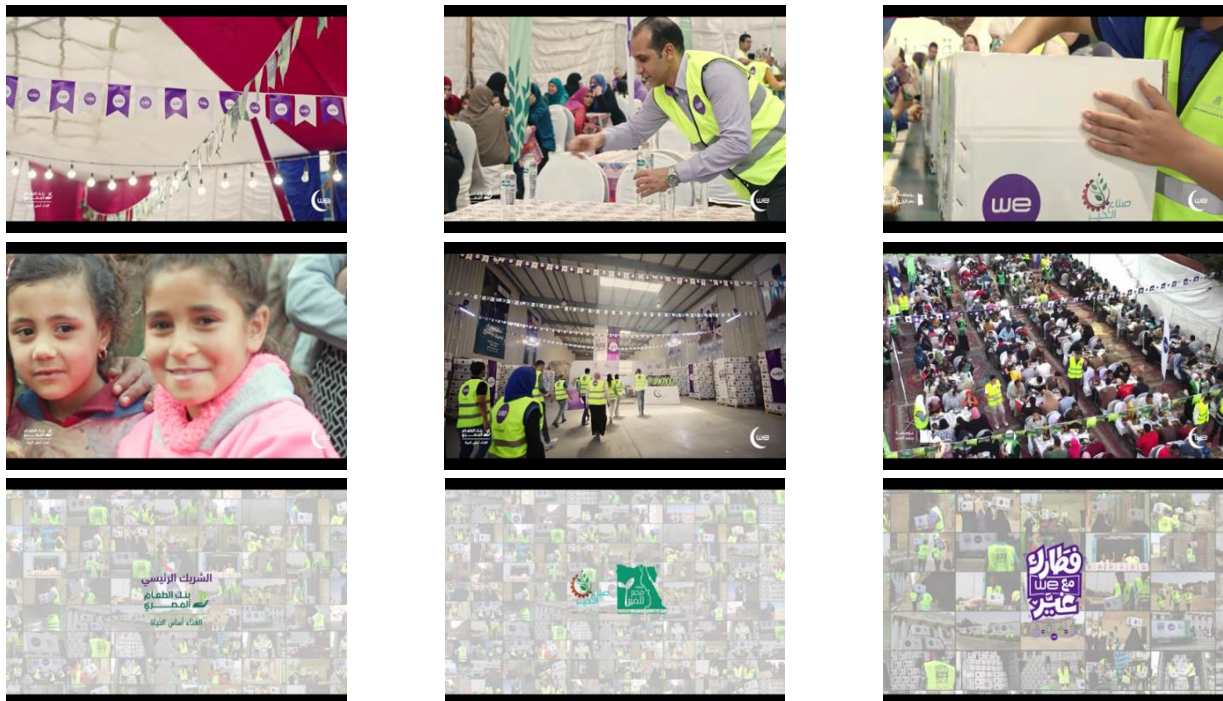
Group 3



Storyteller advertisement. Urges changing daily small habits to preserve the environment, noting that these small changes make a big difference. The announcement also showed the Bank's initiatives to take the same approach, and that it has become a role model for change to preserve the environment

and use sustainable energy. It also indicated that in order to change the world and reach a better future, you must start by changing yourself first. 3.8 million views on YouTube
 2- "WE": Ftarak ma'a "WE" gheer fe shar alkhair your Iftar with "WE" is different in the holy month

Group 4



Storyteller advertisement, the initiative is based on supporting those who are below the poverty line in the holy month of Ramadan in the different governorates of Egypt. The advertisement used the storyteller method. The advertisement displays some real scenes and other advertisements for Iftar preparations and boxes for the month of Ramadan, the narrator discusses the importance of gatherings in the holy month of Ramadan and the joy they bring to all those who participating them and those who work on them. He also announced in an inexplicable manner about one of his initiatives, which is the “WE” School of Applied Technology. 2200 views on YouTube.

2.3.3 Emotional appeal:

Emotional appeal is a type of advertising or messaging that aims to evoke an emotional response in the audience in order to persuade them to take a particular action or adopt a certain viewpoint. Emotional appeals can take many different forms, such as inspiring hope or joy, provoking fear or anger, or appealing to a sense of nostalgia or sentimentality. Advertisers often use emotional appeals to create a strong connection between the audience and the product or service being advertised, which can increase the likelihood of the audience taking the desired action, such as making a purchase or donation.

By using emotional appeals, CSR campaigns can engage audiences on a deeper level and create an emotional connection to the cause. For example, a CSR campaign that highlights the impact of climate change on future generations can use emotional appeals to evoke feelings of concern or responsibility in the audience, which may motivate them to take actions such as reducing their carbon footprint or supporting initiatives that promote sustainability.

Emotional response in advertising: Emotion can be generated as a result of many different advertising stimuli, as it may be in response to a physiological stimulus or to a mental stimulus. Just as the generation of Emotion does not require that there be an external reason, it is easy to be aroused. (Ahmed Sharkawy 2022)

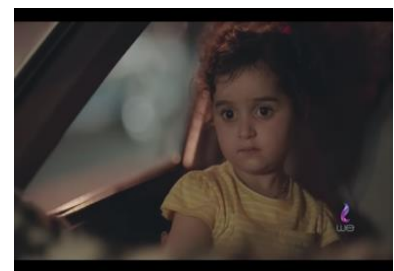
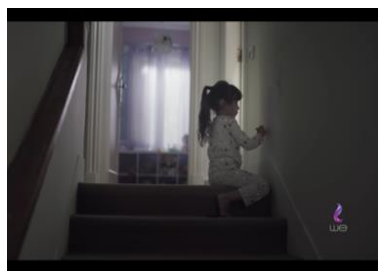
Emotional appeals in CSR campaigns can take various forms, such as showing images or videos of people or animals affected by the issue, using storytelling or lyrical approach to illustrate the impact of the problem on individuals or communities, or emphasizing the personal benefits of taking positive actions. The use of emotional appeals in CSR campaigns can help to raise awareness, inspire action, and build support for social causes. However, it is important to ensure that emotional appeals are used ethically and responsibly, and that they are backed up by accurate information and evidence.

Emotional appeal advertisements can take many forms, including lyricists, storytellers, and others. The appeal of emotion does not necessarily have to be negative or sad feelings, such types of advertisements can be motivational or encourage optimism. This type of advertisement boils down to choosing scenes or words that will influence the recipient's emotion or draw his attention to a cause. And because social responsibility advertisements are non-profit, so here comes the role of emotion to influence the recipient and leave a positive impact on the advertiser.

Example of CSR Emotional appeal advertisements:

1-We: We ma'ak hanesma'ak wa tesma'anaa
“WE” With you, we will hear you and you will hear us

Group 5



Emotional appeal advertisement. A group of children talk about situations such as breaking a mobile phone, drawing on the wall, not sleeping at night, not eating, sadness and not expressing it. It is known that all these habits are typical of children. However, the children's speech ends with the phrase "I am the one who did not hear the speech," referring to the inability to hear. The company then announces a campaign to eliminate waiting lists for cochlear implants for children. 3.8 million views on YouTube

2.4 CSR in Egypt

Egyptian society differs from the aforementioned societies in terms of social responsibility initiatives, due to its religious background, customs, and traditions. It is worth mentioning could be traced back to ancient Egyptian era, As the writer, Safaa Muhammad, mentioned in her book: Literature of Wisdom in Ancient Egypt, the teachings of "Annie" (the 18th family, a modern state in the era of the ancient Egyptians) urged the application of social solidarity, as mentioned in some papyri, including the Bulaq Papyrus in the Egyptian Museum, and other preserved papyri in the National Museum Of Asian art, (Guime Museum) in Paris, and the Chester Beatty Papyrus in the British Museum, in addition to Ostraca pieces found in "Deir el-Medina" (Luxor). These documents record Annie's advice to his son, Khons-Hotep, including: "Do not eat bread if someone else is suffering from hunger without reaching out to him God created humans; of them wealth; Among them is the poor, The rich today may become poor tomorrow" to reduce the burden on the poor of the society at that time. (8)

Social responsibility initiatives have existed within Egyptian society since ancient times, in the form of individual or civil initiatives. Later, charitable societies began to appear, they were and still depend on donations, and part of these donations goes to those in charge of these initiatives in the form of salaries, expenses and they initially relied on word of mouth to announce them.

The most prominent of which is a different reality of CSR practice in Egypt than the one offered by literature. There is a substantive gap between Western CSR theory and practice, and what is actually happening on the ground in Egypt. For instance, members of the CSR community believe that the philanthropic side of CSR was practiced in Egypt centuries ago by both individuals and businessmen mainly for religious purposes. Members of the CSR community in Egypt perceive CSR as a long-standing charitable, informal, paternalistic, voluntary practice, associated with religious beliefs. On the other hand, the modern,

secular, and corporate concept of CSR emerged in Egypt in the early 2000, thanks to MNEs (Multinational Enterprises) who introduced the concept in Egypt. (6)

2.4.1 CSR examples from Egyptian companies and the most important aspects of their social responsibility initiatives:

-Orange Telecom:

Focuses on vital areas that serve the goals of sustainable development, such as health, education (basic and technical), support for entrepreneurship and people with special needs, in addition to supporting Egyptian women. The opening of 3 new women's digital centers in Aswan governorate, as part of its sponsorship and support for the initiative to spread women's digital centers in Upper Egypt, in partnership with the Childhood and Development Association in Assiut and the "Orange International" Foundation, and empower them within the community. The most important initiative of 2021 was the opening of the seventh Orange Digital Center in Africa and the Middle East, in partnership with the German Agency for International Cooperation "GIZ".

-“WE” Telecom Egypt:

Telecom Egypt's social responsibility strategy aims to improve the quality of life of individuals and advance the process of sustainable development through various telecommunication solutions and services. It is based mainly on supporting the health and education sectors, in addition to implementing some initiatives and activities in other sectors to support the neediest groups. The volume of Telecom Egypt's spending on the social responsibility sector amounted to approximately 475 million Egyptian pound between 2018 and 2022, and the allocations for the year 2022 are estimated at about 100 million, of which 45% was directed to support the education sector, and the rest of the allocations to the health sector, support for people with special abilities, and a number of other initiatives and activities.

The company works to improve the technical education system in order to prepare a generation of qualified technical workers. Telecom Egypt also supports a number of hospitals that serve the community free of charge, including "Baheya" and some university hospitals. To establish a center for sterilization and shredding of medical waste, "Shifaa Al-Orman" Hospital, in line with the climate summit to reduce emissions resulting from the burning of these wastes.

-Vodafone Egypt:

The company mainly focuses on education Searching for smart solutions to facilitate irrigation through mobile phones, and this is done through the

Internet of Things, which helps in improving the quality of crops. An “educational platform” to provide digital content that includes school curricula, as well as connecting the Internet to schools to complete the integrated system of digital education. Vodafone is a key partner in the new health insurance program, as it provides advanced technological solutions that work to help the residents of the governorates of the Republic, and also aims to develop society and improve the life of citizens through digital transformation technology.

-Etisalat Egypt:

The company mainly aims to develop the Egyptian society, especially the health and environment sectors, in line with Egypt's strategy and vision 2030 for sustainable development. The Very Happy Nile initiative to clean the Nile, extract plastic materials, and restore homes, under the auspices of the Ministry of Environment.

-QNB ALAHLI Bank:

The most important axes of work are health and education. 45 million pounds as a contribution to the initiative of the Union of Banks to support the provision of the Corona vaccine to the eligible groups of the elderly and the most needy groups, and 25 million pounds to the Long Live Egypt Fund to develop the Vaxera factory for the production of the Corona vaccine. The bank also donated 15 million pounds to the Long Live Egypt Fund for the Fund for Honoring the Martyrs, Victims, Missing and Injured of Terrorist and Security Operations and their families, and donated 7.9 million pounds to the social sector, 7.8 million pounds to the health sector, 7.7 million to the education sector, and 1.4 million to the field of care such as sponsored.

3. Public perceptions:

Public perceptions in advertising refer to how people view and interpret the messages conveyed in advertisements. Advertisements are designed to persuade and influence people's behaviors, beliefs, and attitudes towards a product, service, or idea. Therefore, understanding public perceptions is crucial for advertisers to create effective advertising campaigns that resonate with their target audience.

Public perceptions in advertising can be influenced by a variety of factors such as cultural norms, social values, personal experiences, and beliefs. For example, advertisements that are deemed offensive or insensitive to certain groups of people may be perceived negatively and lead to backlash and boycotts. On the other hand, advertisements that promote inclusivity, diversity, and social responsibility may be viewed positively and enhance the brand's reputation and image.

Moreover, public perceptions can vary depending on the medium used for advertising. For instance,

online ads may be perceived as intrusive and annoying, while print ads may be viewed as more credible and informative. The tone and message of the advertisement, as well as the context in which it is presented, can also affect public perceptions.

In general, a number of studies addressing multiple CSR initiatives (i.e. a CSR program) have mainly found company-favoring effects of CSR from customers. So, assuming an awareness of a company's CSR program, it was proven - in experimental settings – that it often has a favorable influence on customers' attitudes, such as toward the brand, toward the company and through the influence of the overall evaluation of the company also toward this company's products. Moreover, it leads to an identification with the company, i.e. customer-company identification (=C-C identification) which increases the likelihood of other positive CSR-related. CSR research also indicates its positive effect on customers' CSR beliefs, i.e. their assessment of the extent to which a company is socially responsible whereby CSR belief was mostly discovered to mediate the relationship between an awareness of CSR and other outcomes like C-C identification, also in case of inconsistent information about CSR. In addition, beneficial impacts like a greater intent to purchase the company's products were detected. In a study focusing particularly on the retailer environment, the perception of CSR directly lead to corporate benefits such as store loyalty, emotional attachment to the store and store interest which was also reached indirectly through C-C identification as a mediator. Those perceptual benefits, in turn, translated into behavioral outcomes like purchases done at the store. It was also discovered that customers are more sensitive towards negative CSR information than they do approve of a positive perception of CSR and that they are even ready to sanction socially irresponsible companies by, for example, boycotting them. Report that CSR forwards customer satisfaction, which in turn increases a company's financial performance and with this its market value. This is mainly achieved through more sustained patronage of the socially responsible company on the part of customers in the form of loyalty, positive word-of mouth or a willingness to pay premium prices. Beyond that, CSR has been proven to result in customers' resilience in the light of negative information about a company like in a product harm-crisis. Heike Löber (2010)

In the context of social responsibility, a questionnaire was conducted to find out the opinions of the recipients and analyse some of the results to conclude what the audience likes, what

advertising direction the recipient prefers, and what can be recommended for this type of advertisement. The questionnaire was presented to a random sample of both genders, whose ages ranged between 20 to 70 years old. All participating individuals are from Egypt.

Advertisements featuring a storyteller, lyrical ads, and emotional appeal were presented. "The World Business Council for Sustainable Development" definition of the CSR has been included. The questionnaire participants were asked about their opinion if to change the advertisements from lyrical to storytelling and vice versa. And whether the words of the advertisement communicate the advertising message or not. Also, participants were asked their opinion on social responsibility initiatives and their impact on the reputation of companies, whether positively or negatively.

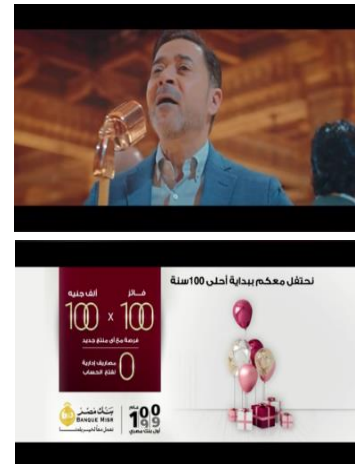
Q1: The advertisement was able to deliver the message through visual scenes

Q2: The Advertisement words were able to communicate the advertising purpose

Advertisements that were included in the questionnaire:

1- Banque Misr - Ibn Misr

Group 6



The advertisement works to raise morale and patriotism. The advertisement used the lyrical style. The advertisement deals with explaining the situations that the ordinary recipient is exposed to, such as stumbles, then overcoming this situation and getting up again. This ad spread widely, and the

2-Mobinil - always together

Group 7



Q3: You agree if the advertising style changes from lyrical to storyteller and vice versa

Q4: The emotional state inside the advertisement was able to deliver positive affect towards the company

Q5: Social responsibility advertisement contributed in Increasing your loyalty towards the company

Q6: Failure to advertise social responsibility initiatives reduces loyalty towards the company

Q7: The music in the advertisement had an impact on the acceptance of the advertising idea

Q8 The advertisement was able to clarify the social responsibility aspect of the company

Q9: The advertisement was able to explain the concept of social responsibility

Q10: The advertisement was able to distinguish the company from others

Q11: Advertising was able to create new social values

viewership on YOUTUBE reached 55 million views. The words of the advertisement were carefully chosen and are now resonating with the general audience. (I am the son of Egypt, I am unbreakable).

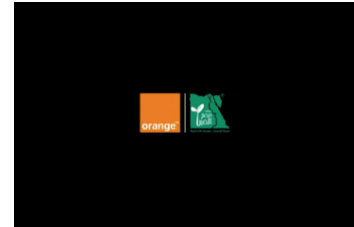


The advertisement works to raise morale and patriotism. The advertisement used the lyrical style. This advertisement came after a political debate that lasted for a period, and its aim was to unite Egyptians. This lyrical advertisement spread

widely, and the viewership on YOUTUBE reached 19 million views. The words of the advertisement were carefully chosen and are now resonating with the general audience. (Because we have to be together).

3- Orange initiative for developing community schools in Upper Egypt

Group 8



This initiative supports the axis of education. The advertisement used the storytelling method mixed with the appeal of emotion from real people. The heroes of this advertisement presented their suffering and demands, and Orange, in cooperation with "Misr El Kheir", renovated the school and its

equipment. With the presentation of the opinions of teachers and students after the renewal. It is part of a campaign to renovate schools in Upper Egypt. The viewership on YOUTUBE has reached 87,000 views.

4- Coca-Cola - its magic is real

Group 9

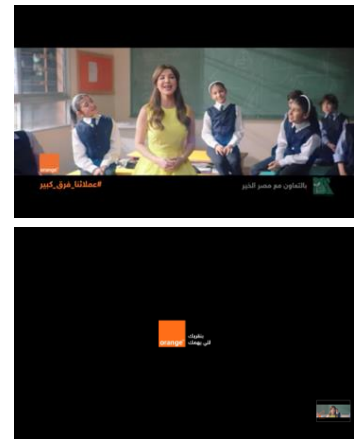
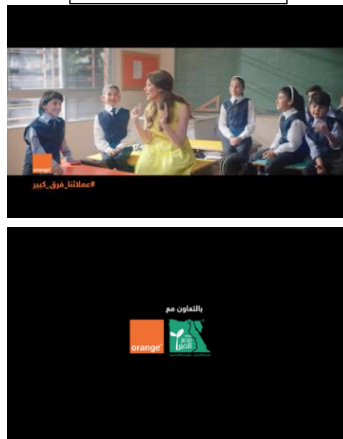


The ad used the lyrical style. The ad monitors gatherings, whether family, at work or among friends, displaying various Coca-Cola products and emphasizing the spirit of participation. The last part of the ad shows a one-pound initiative for each

bottle of Ramadan breakfast. The viewership on YOUTUBE has reached 20 million views. The advertisement is characterized as a promotional advertisement and at the same time a community initiative.

5- Orange - big difference

Group 10

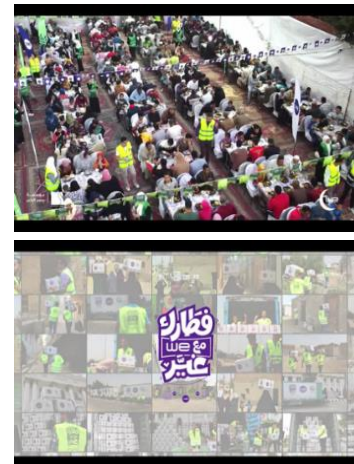


The advertisement used the lyrical style, and it is part of the campaign to renew the schools of Upper Egypt. The viewership on YOUTUBE has reached 1.9 million views. The heroine of the advertisement

sits among the students, in a state of excitement, singing about the renovation of schools in an atmosphere of joy. (Our schools looking more joyful, and our children are also smart).

6- "WE" - Your Iftar with "WE" is different in the month of goodness

Group 11

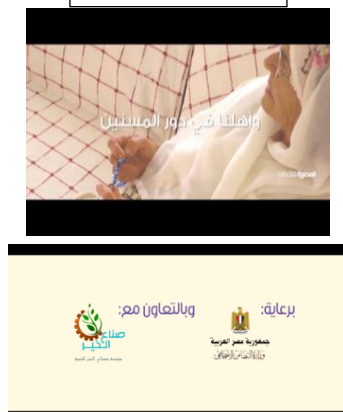


Storyteller advertisement, the initiative is based on supporting those who are below the poverty line in the holy month of Ramadan in the different governorates of Egypt. The advertisement displays some real scenes and other videography for Iftar preparations and boxes for Ramadan, the narrator

discusses the joy they bring to all those who participating them and those who work on them. He also announced in an inexplicable manner about one of his initiatives, which is the "WE" School of Applied Technology. The viewership on YOUTUBE has reached 2200 views.

7-"WE" - "Hemaya" initiative in cooperation with "sunaeh alkhayr"

Group 12

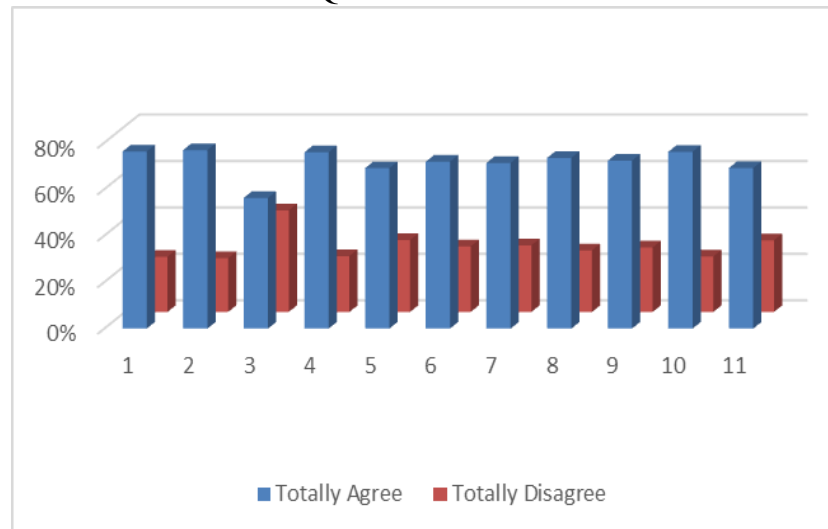


An initiative to support children of orphanages and elderly in nursing homes to protect them from the dangers of corona during the pandemic. The advertisement used the method of appealing to emotion. The advertisement showed real scenes of

preparations to support orphanages and the elderly, with the use of influential music and the use of words to explain the problem and how the initiative solved part of it. Viewing on YOUTUBE has reached 1500 views.

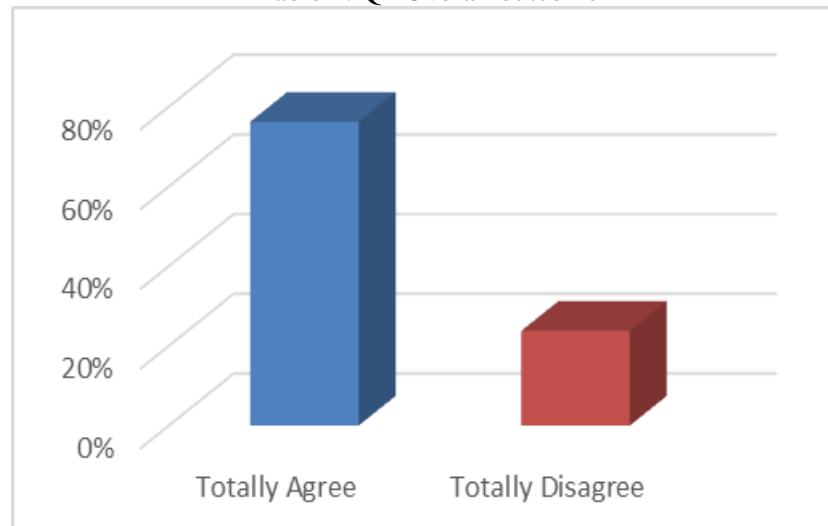
Results and discussion:

Table 1: Questioner overall outcome



Q1 - The advertisement was able to deliver the message through visual scenes:

Table 2: Q1 Overall outcome

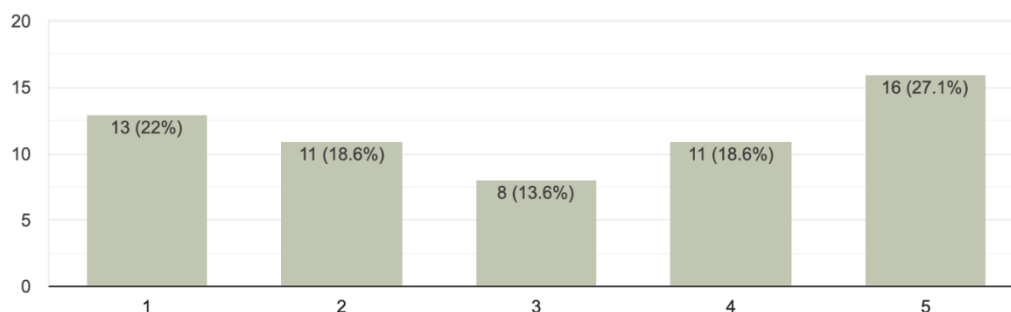


76% has agreed that the advertisement was able to deliver the message through visual scenes.

24% has disagreed that the advertisement was able to deliver the message through visual scenes.

(Banque Misr - Ibn Misr) and (Orange - big difference) advertisement was the least clear to explain the advertising idea through visual scenes. As the visual scenes were limited to the singers only:

Totally Disagree



Totally Agree

Figure 1: The advertisement was able to deliver the message through visual scenes Banque Misr - Ibn Misr

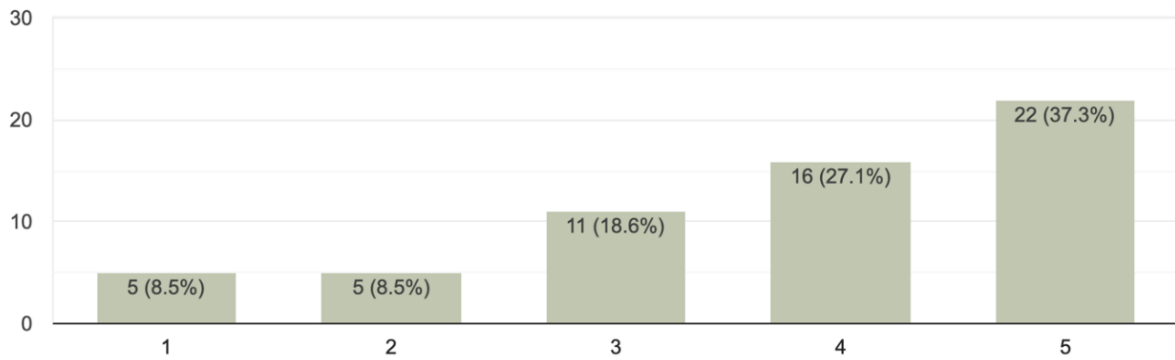


Figure 2: The advertisement was able to deliver the message through visual scenes - Orange - Big Different Mobinil - always together advertisement was the most to explain the advertising idea through visual scenes because of the diversity of scenes:

Totally Disagree Totally Agree

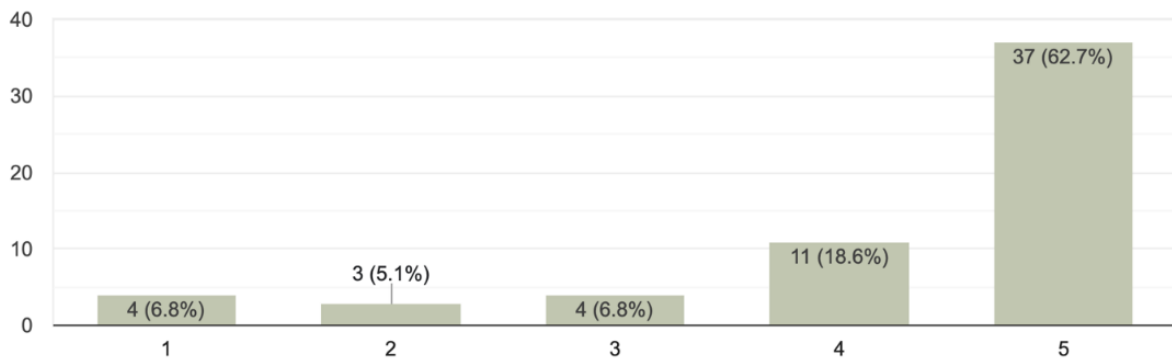


Figure 3: The advertisement was able to deliver the message through visual scenes - Mobinil - always together

Orange's advertisement for the development of community schools in Upper Egypt was also able to deliver the message through visual scenes, due to

the consistency of the visual scenes with the advertising purpose:

Totally Disagree Totally Agree

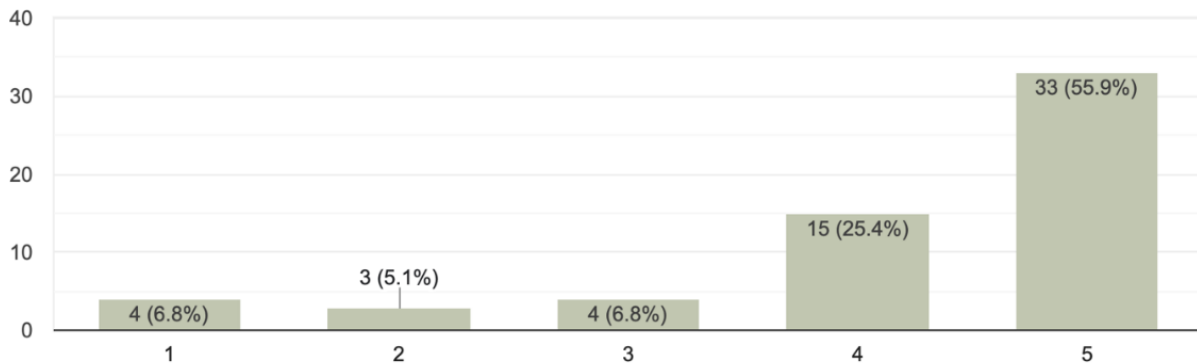


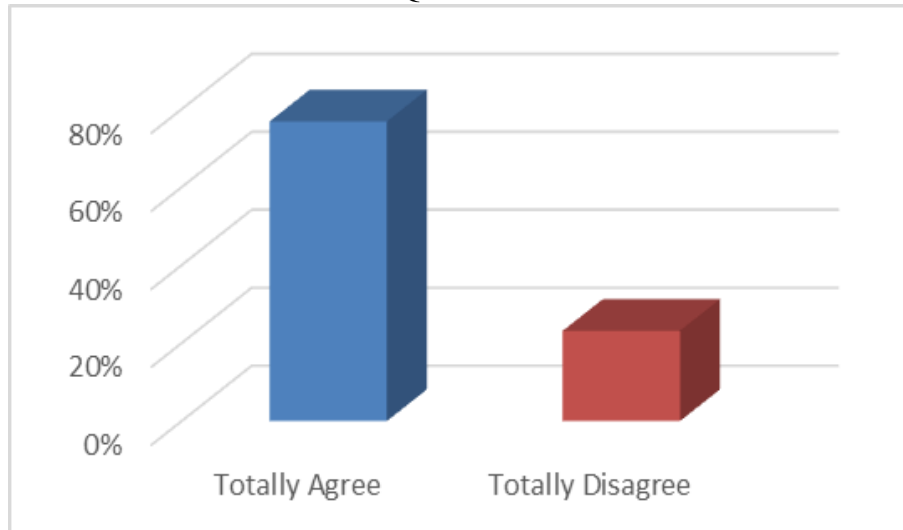
Figure 4: The advertisement was able to deliver the message through visual scenes - Orange - school development in Upper Egypt

Conclusion: The diversity of scenes in the lyrical advertisement had a greater effect than the ads with limited visual scenes on the audience receiving the questionnaire.

While Storyteller's ads are more clear, due to their reliance on multiple scenes and words together.

Q2: The Advertisement words were able to communicate the advertising purpose

Table 3: Q2 overall outcome



77% has agreed that the advertisement words were able to communicate the advertising purpose. 23% has disagreed that the advertisement words were able to communicate the advertising purpose.

“WE” - "Hemaya" initiative in cooperation with “sunaae alkhayr” had the lowest percentage of approval for communicating the required message throughout the words due to the infographic message:

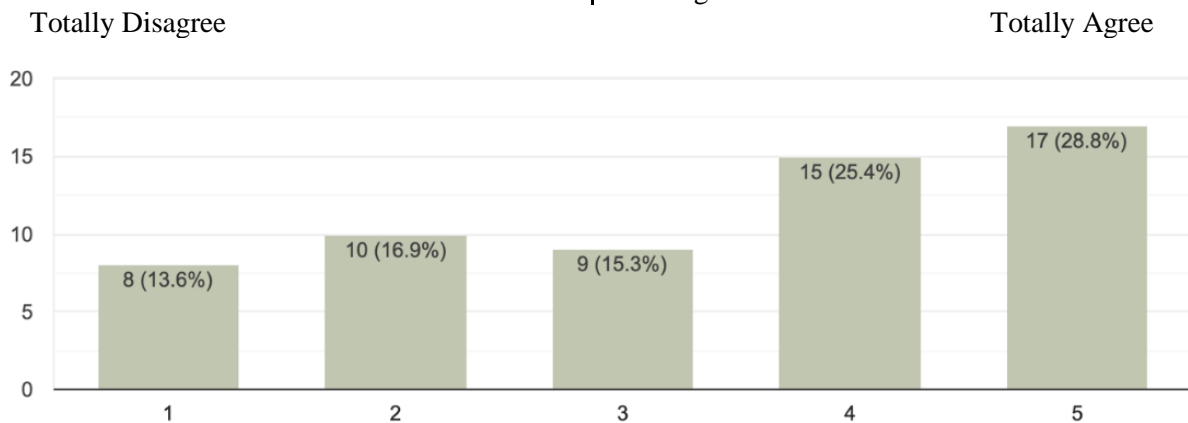


Figure 5: The Advertisement words were able to communicate the advertising purpose - “WE” - Hemaya initiative

Mobinil - always together advertisement words was the most to communicate the advertising purpose:

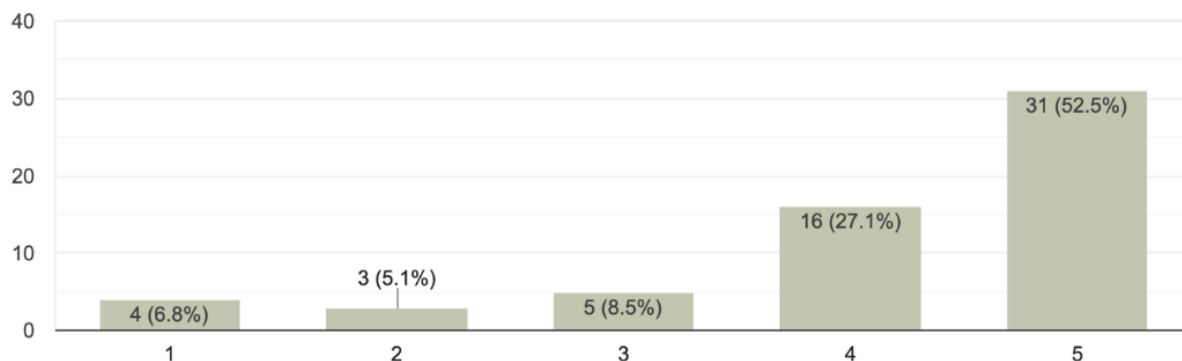


Figure 6: The Advertisement words were able to communicate the advertising purpose - Mobinil - Always together

Orange's advertisement for the development of community schools in Upper Egypt advertisement words was also the most to communicate the advertising purpose:

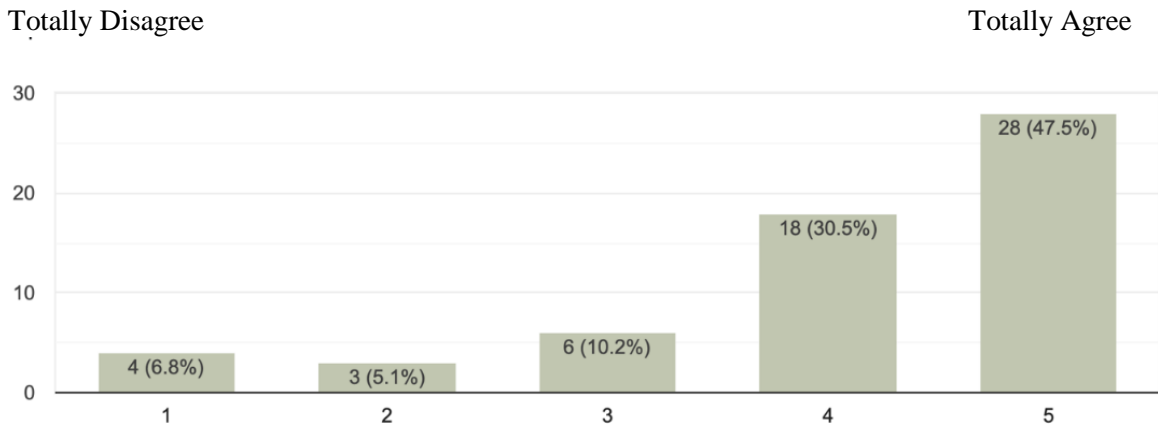
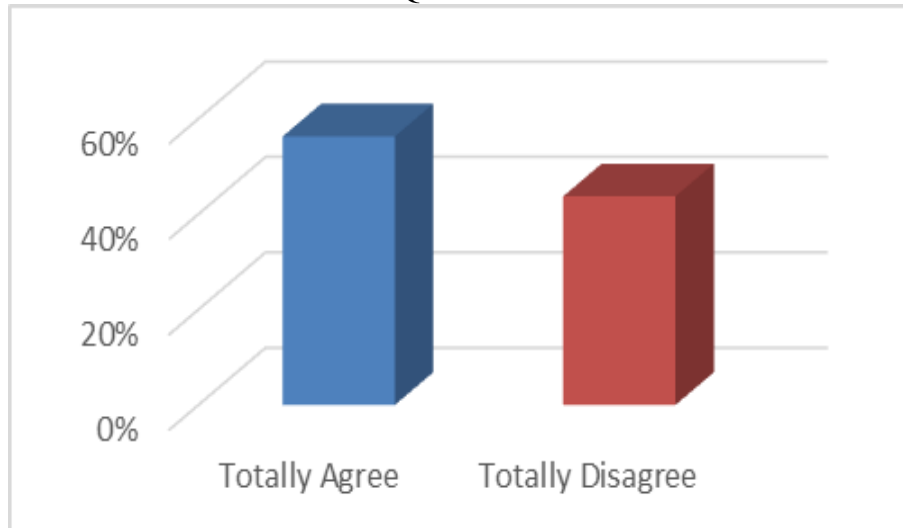


Figure 7: The Advertisement words were able to communicate the advertising purpose - Orange - school development in Upper Egypt

Conclusion: In terms of words, Lyrical and storyteller advertisements were able to deliver the advertising message more clearly than the written informational advertising (infographic) to the audience receiving the questionnaire.

Q3: You agree if the advertising style changes from lyrical to storyteller and vice versa

Table 4: Q3 overall outcome



56% has agreed to change the advertising style from Lyrical to storyteller and vice versa.

44% has disagreed to change the advertising style from Lyrical to storyteller and vice versa.

“WE” - Your Iftar with “WE” is different in the month of goodness was the most voted to keep the advertising style (Storyteller).

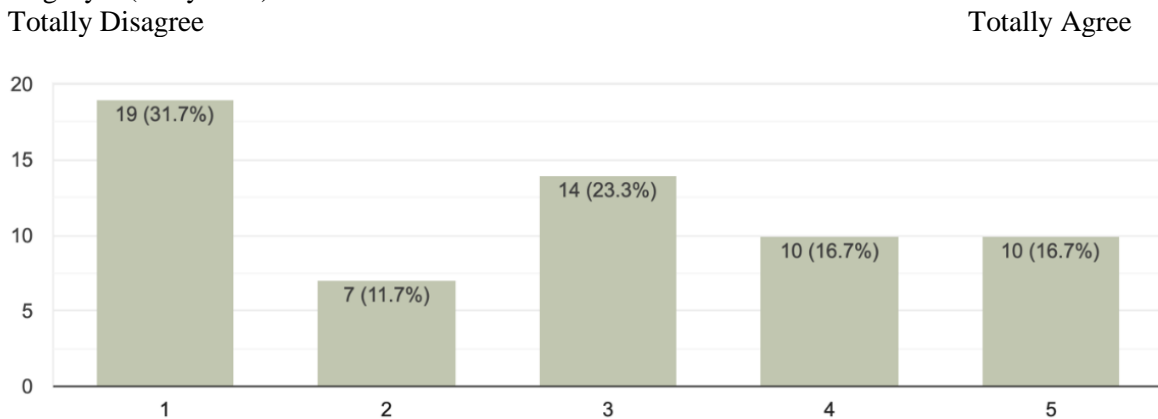


Figure 8: You agree if the advertising style changes from lyrical to storyteller and vice versa – “WE” – Your Iftar with “WE” is Different in the month of goodness

Orange's advertisement for the development of community schools in Upper Egypt had equal opinions.

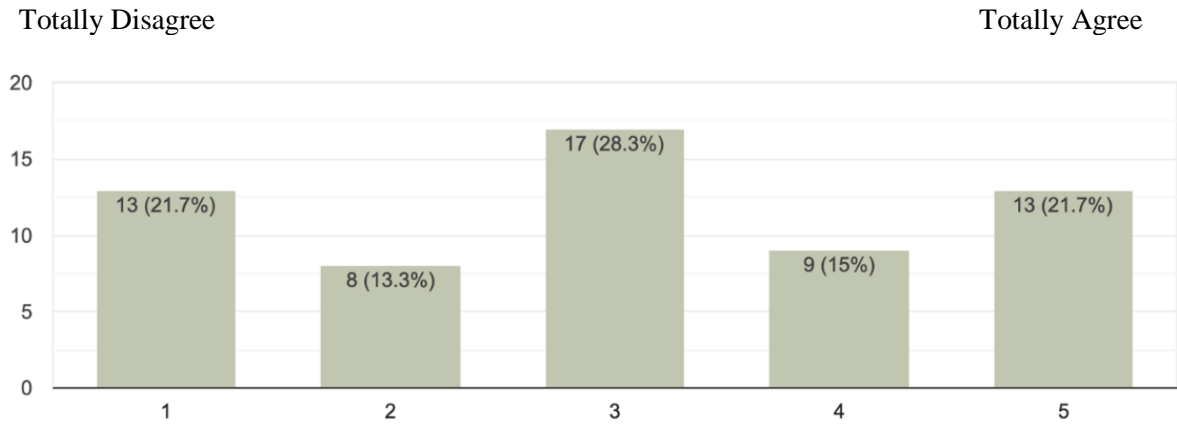


Figure 9: You agree if the advertising style changes from lyrical to storyteller and vice versa – Orange – School Development in Upper Egypt
 “WE” - "Hemaya" initiative in cooperation with “sunaae alkhayr” was the most agreeable to change the advertising style to Storyteller or lyrical advertisement.

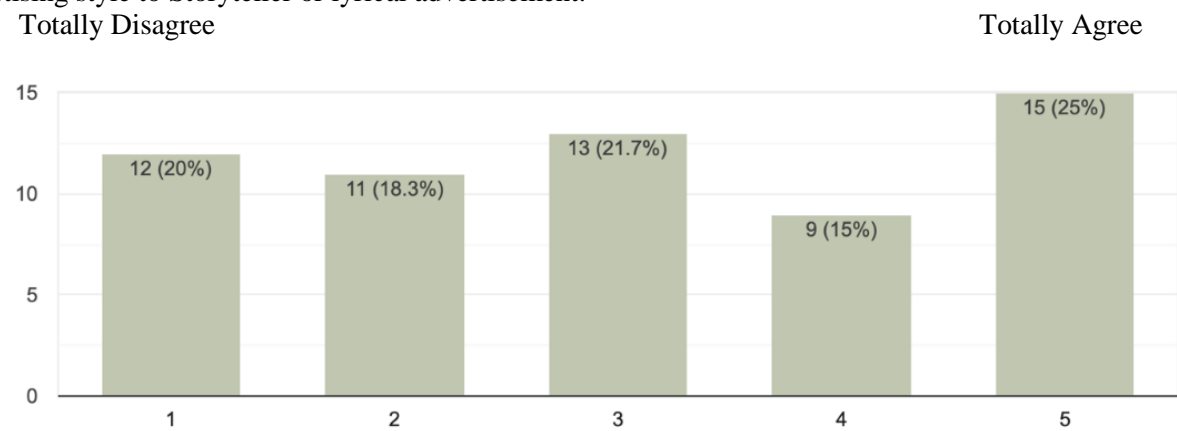


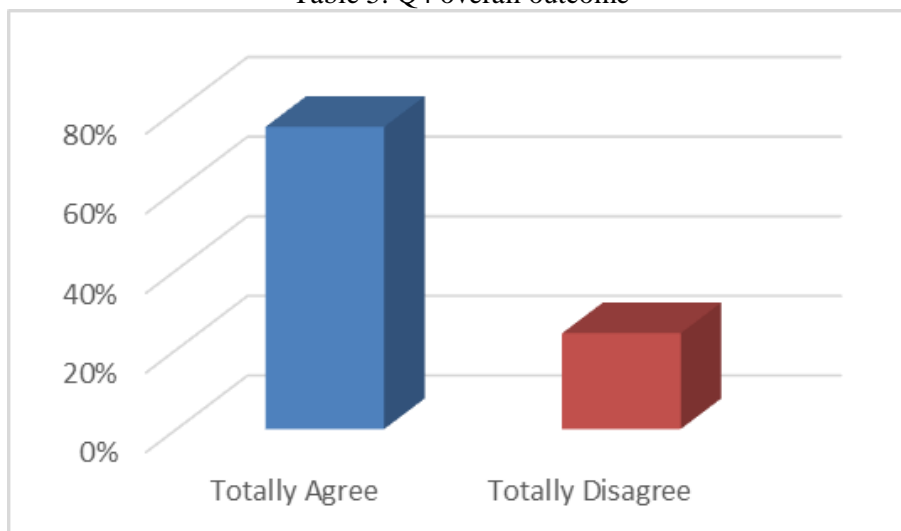
Figure 10: You agree if the advertising style changes from lyrical to storyteller and vice versa - “WE” - Hemaya initiative

Conclusion: The storytelling ads were the clearest, followed by the lyrical advertisements in terms of the advertising message for the audience receiving the questionnaire.

Advertisements that depend on writing style (infographic) were the least chosen in terms of the advertising message for the audience receiving the questionnaire.

Q4: The emotional state inside the advertisement was able to deliver positive affect towards the company

Table 5: Q4 overall outcome

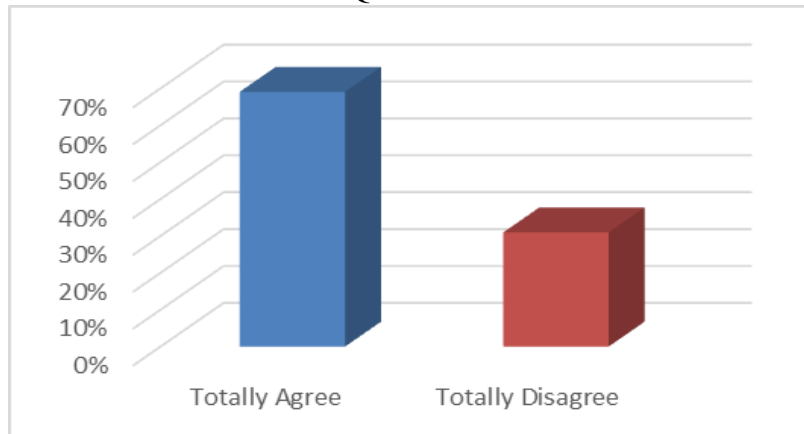


76% has agreed that the emotional state inside the advertisement was able to deliver positive affect towards the company.

24% has disagreed that the emotional state inside the advertisement was able to deliver positive affect towards the company.

Q5: Social responsibility advertisement contributed in increasing your loyalty towards the company

Table 6: Q5 overall outcome

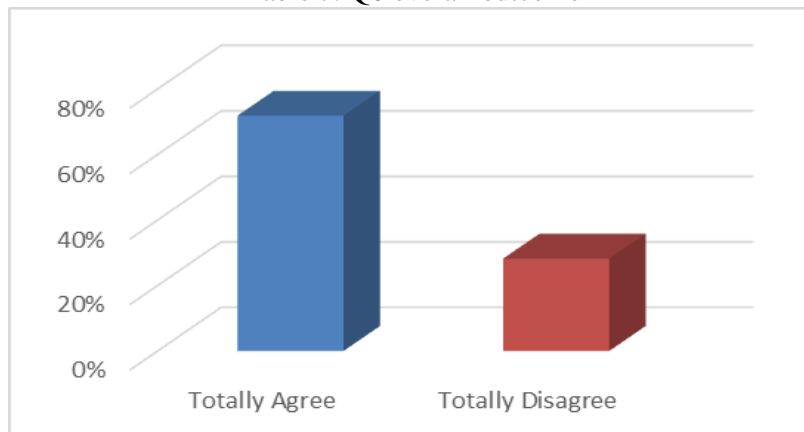


69% has agreed that social responsibility advertisement contributed in increasing your loyalty towards the company.

31% has disagreed that social responsibility advertisement contributed in increasing your loyalty towards the company.

Q6: Failure to advertise social responsibility initiatives reduces loyalty towards the company

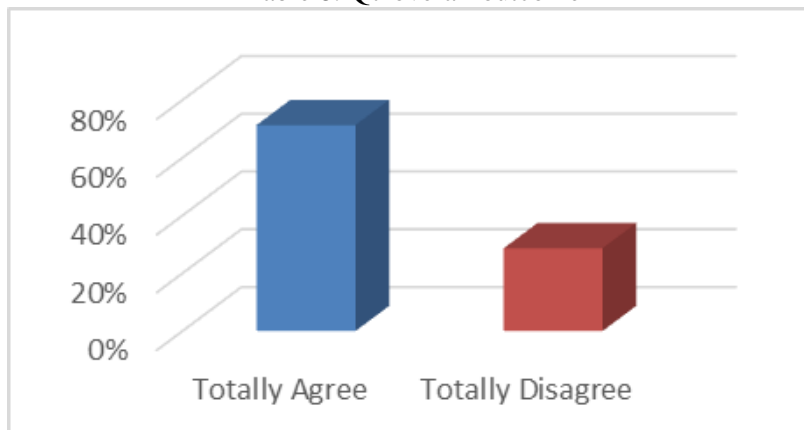
Table 7: Q6 overall outcome



72% has agreed that failure to advertise social responsibility initiatives reduces loyalty towards the company. 28% has disagreed that failure to advertise social responsibility initiatives reduces loyalty towards the company.

Q7: The music in the advertisement had an impact on the acceptance of the advertising idea

Table 8: Q7 overall outcome

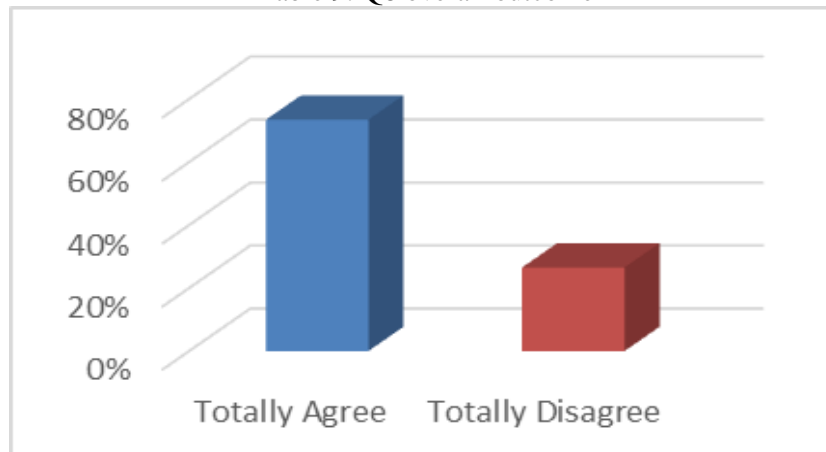


71% has agreed that the music in the advertisement had an impact on the acceptance of the advertising idea.

29% has disagreed that the music in the advertisement had an impact on the acceptance of the advertising idea.

Q8 The advertisement was able to clarify the social responsibility aspect of the company

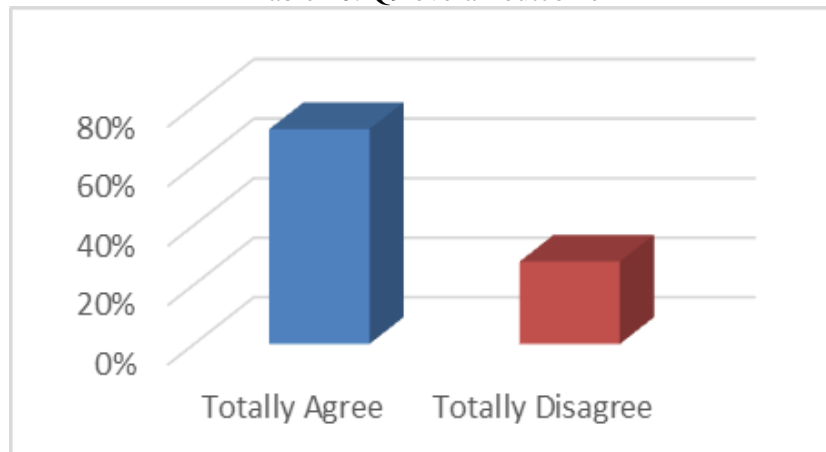
Table 9: Q8 overall outcome



73% has agreed that the advertisement was able to clarify the social responsibility aspect of the company. 27% has disagreed that the advertisement was able to clarify the social responsibility aspect of the company.

Q9: The advertisement was able to explain the concept of social responsibility

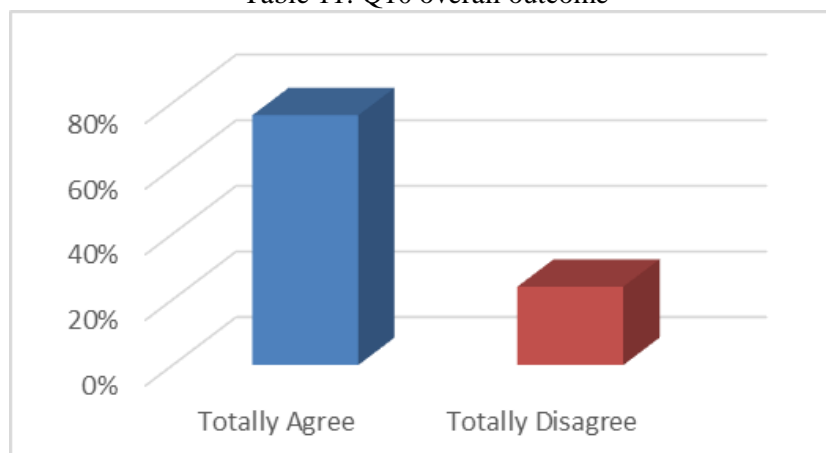
Table 10: Q9 overall outcome



72% has agreed that the advertisement was able to explain the concept of social responsibility. 28% has disagreed that the advertisement was able to explain the concept of social responsibility.

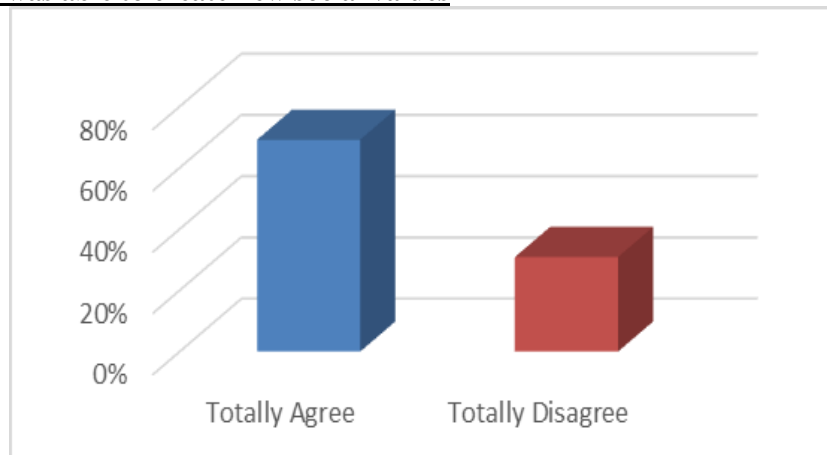
Q10: The advertisement was able to distinguish the company from others

Table 11: Q10 overall outcome



76% has agreed that the advertisement was able to distinguish the company from others. 24% has disagreed that the advertisement was able to distinguish the company from others.

Q11: Advertising was able to create new social values



69% has agreed that the advertisement was able to create new social values.

31% has disagreed that the advertisement was able to create new social values.

Questioner findings:

Advertisements featuring a wide range of scenes depicting diversity have proven more effective in conveying their intended messages through visual means when compared to those with limited scenes. Specifically, the employment of a storytelling approach in advertisements has emerged as the most adept method in elucidating the underlying advertising concept through a diverse array of visual scenes, seamlessly integrating the advertising message. Likewise, the utilization of lyrical advertisements has been found to effectively articulate the advertising idea by leveraging the diversity of scenes, thereby encouraging the incorporation of diverse scenes in all corporate social responsibility (CSR) advertisements in line with the CSR objectives.

Empirical findings indicate that both lyrical and storyteller advertisements outperformed written informational advertising, such as infographics, in effectively conveying the intended advertising message to the audience who participated in the survey. Within this context, the storytelling approach emerged as the most effective method, garnering the highest clarity ratings, followed closely by lyrical advertisements. Conversely, advertisements exclusively reliant on a written style, such as infographics, received the least favorable reception in terms of effectively communicating the advertising message.

A notable observation was that participants displayed a clear preference for transforming infographic advertisements into either storyteller or lyrical formats. This inclination underscores the participants' desire for alternative advertising approaches that prioritize narrative or poetic elements over the static nature of infographics. This finding suggests a perceived need for more engaging and immersive advertisement formats that

can effectively captivate and resonate with the audience.

The consensus among the majority of participants was that advertisements imbued with emotional appealing were successful in evoking positive affect towards the company, in contrast to advertisements lacking emotional appeal. The findings highlight the significance of emotional engagement within advertisements as a key determinant in cultivating favorable attitudes and perceptions towards the promoted company. The recognition of emotional resonance as an influential factor underscores the potential of emotional appeals to shape consumer attitudes and foster stronger connections with brands.

In addition, factors such as the presence of music in CSR advertisements exerted a significant influence on the participants of the questionnaire. Specifically, in the case of lyrical advertisements, the inclusion of music played a pivotal role in enhancing participants' ability to memorize the advertising message. On the other hand, in the context of storyteller advertisements, the utilization of music contributed to the clarity and effectiveness of the message delivery. This finding underscores the influential role of music as a complementary element in CSR advertisements, serving to aid participants in message retention and reinforce the overall impact of the advertisement.

The majority of participants has agreement with the notion that corporate social responsibility (CSR) advertisements effectively differentiated the company from those entities that do not actively promote their CSR initiatives. This finding highlights the perceived value and impact of CSR advertising in establishing a distinctive brand identity and positioning the company as one that prioritizes ethical practices and community engagement. By actively communicating and showcasing their CSR efforts, companies are able

to set themselves apart and enhance their reputation among consumers who value socially responsible business practices.

Significantly, the respondents who partook in the questionnaire exhibited a favorable perspective towards corporate social responsibility (CSR) initiatives and recognized the influential role of advertising in acquainting them with various aspects and undertakings of the company. This noteworthy discovery implies that advertising CSR initiatives possess the potential to bolster loyalty among the majority of participants by effectively informing and engaging them with the organization's steadfast dedication towards social responsibility.

Conclusion:

- 1- Advertisements featuring a diversity of scenes are more effective in conveying the intended message visually compared to those with limited scenes. The storytelling approach in advertisements is the most effective method in elucidating the advertising concept through a diverse array of visual scenes and integrating the advertising message.
- 2- Lyrical advertisements effectively articulate the advertising idea by leveraging the diversity of scenes, encouraging the incorporation of diverse scenes in all CSR advertisements.
- 3- Lyrical and storyteller advertisements outperform written informational advertising, such as infographics, in effectively conveying the advertising message.
- 4- Participants prefer transforming infographic advertisements into storyteller or lyrical formats, indicating a need for more engaging and immersive advertisement approaches.
- 5- Advertisements with emotional appeal successfully evoke positive affect towards the company compared to those lacking emotional appeal.
- 6- The inclusion of music in CSR advertisements enhances participants' ability to memorize the advertising message in lyrical advertisements and contributes to message clarity in storyteller advertisements.
- 7- CSR advertisements effectively differentiate the company from entities that do not promote their CSR initiatives, establishing a distinctive brand identity and emphasizing the organization's commitment to social responsibility.
- 8- Participants show a favorable perspective towards CSR initiatives and recognize the influential role of advertising in informing and engaging them with various aspects of the company, suggesting the potential for enhanced loyalty.

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- 10- Group 2: “WE”: Elasl Masry - The origin is Egyptian. https://www.youtube.com/watch?v=HLnKVkrsvxM&ab_channel=TelecomEgypt
- 11- Group 3: CIB Egypt: Akhdar belfea'al - Already green. https://www.youtube.com/watch?v=5zN3Qt_SDeQ
- 12- Group 4: “WE”: Ftarak ma'a “WE” gheer fe shar alkhair - your Iftar with “WE” is different in the holy month.

- <https://www.youtube.com/watch?v=5p6NUG73k6s>
- 13- Group 5: “WE”: “WE” ma’ak hanesma’ak wa tesma’anaa - “WE” With you, we will hear you and you will hear us.
<https://www.youtube.com/watch?v=y8oVQSySR0w>
- 14- Group 6: Banque Misr - Ibn Misr.
<https://www.youtube.com/watch?v=jRRW4vZ1wYE>
- 15- Group 7: Mobinil - always together
<https://www.youtube.com/watch?v=G-eWMIgZkJo>
- 16- Group 8: Orange initiative for developing community schools in Upper Egypt.
<https://www.youtube.com/watch?v=SzK4JkM5QX8>
- 17- Group 9: Coca-Cola - its magic is real.
<https://www.youtube.com/watch?v=yY08dOW1wv8&t=9s>
- 18- Group 10: Orange - big difference
https://www.youtube.com/watch?v=FwV_Fg7vnA0
- 19- Group 11: “WE” - Your Iftar with “WE” is different in the month of goodness
<https://www.youtube.com/watch?v=5p6NUG73k6s>
- 20- Group 12: “WE”- "Hemaya" initiative in cooperation with “sunaae alkhayr”
<https://www.youtube.com/watch?v=5p6NUG73k6s>