Digital Interactive Advertising Campaigns using QR Codes to Promote Pharaonic Women's Fashion

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Abstract:

Interactive digital advertising campaigns using QR codes can be a very effective way to promote pharaonic women's fashion products, and QR codes are two-dimensional codes that can be scanned using a smartphone camera, which can then direct the user to a website or other digital content, and in this type of advertising campaign, QR codes can be placed on promotional materials such as billboards, posters or printed advertisements in fashion magazines, and when the user scans the code, they are directed to a specific page or microsite that displays pharaonic themed women's fashion products, providing a very interactive and engaging experience, and this type of campaign can also include social media components, such as encouraging users to share photos of themselves wearing products on social media, using a branded hashtag, which helps to build buzz and generate excitement around the products, and can also help increase Brand awareness, hence the research problem is how to benefit from the design of interactive digital advertising campaigns using QR codes to promote pharaonic women's fashion in the West, Where the importance of the research lies in the effectiveness of interactive digital advertising campaigns using QR codes, and the extent of their ability to promote women's fashion of a pharaonic character in the West, and from here the research was interested in following the experimental approach of a group of advertising campaigns based on the use of QR codes, to promote pharaonic women's fashion, with a questionnaire to measure the extent of response to the designs under study, as the results show that interactive digital advertising campaigns using QR codes, play an important role in promoting pharaonic women's fashion in the West, through an interactive experience that attracts the user.

Research problem : The research problem is summarized in answering the following questions:

• How can the design of interactive digital advertising campaigns using QR codes can be used to promote pharaonic women's fashion?

Importance of the Research Paper:
The importance of the research lies in: • The effectiveness of interactive digital advertising campaigns using QR codes, and their ability to promote pharaonic women's fashion in the West

Research Paper methodology: The research follows the experimental approach of a set of advertising campaigns based on the use of QR codes, to promote pharaonic women's fashion, with a questionnaire to measure the extent of response to the designs under study.

Research Hypothesis: The research assumes that: - The use of QR codes in advertising campaigns contributes to the promotion of pharaonic women's fashion . - Advertising campaigns based on the use of QR codes provide an attractive and interactive experience for users and also help increase brand awareness. -Interactivity in advertising campaigns has a great impact on the development of the communication process of the recipient of the advertisement.

Results: After presenting a questionnaire form to measure the experimental study and how to affect the awareness of the recipient of the proposed advertising campaigns, and then analyzing the statistical results (before and after) of the sample under study, the statistical results showed the following: - QR codes allow users to easily access digital content, helping to increase interaction with the brand and its products. - QR codes can be used to track user interaction and measure campaign success, allowing for improvement and development over time. - Enhancing brand awareness by displaying pharaonic fashion in an interactive way that attracts attention to the campaign. - QR codes can be placed in specific locations to target the intended audience, helping to ensure that the campaign reaches the target audience. - Interactive digital advertising campaigns using QR codes play an important role in promoting pharaonic women's fashion in the West, through an interactive experience that attracts the user.

Keywords:

 Interactive Advertising Campaigns - Digital Advertising - Quick Response Codes – Marketing Promotion .

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