

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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