

Employing "Newsjacking" strategy in digital advertising design

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Abstract:

This research aims to explore and analyse the effectiveness of applying 'newsjacking' as a strategy in advertising and marketing campaigns on social media platforms. The study starts from the concept that associating brands and products with current events and trending news can enhance the appeal of advertisements, increase audience engagement, and achieve a wider spread of marketing messages. In addition, the research discusses the ethical considerations and potential risks associated with the application of newsjacking theory, such as the risk of insensitive exploitation of tragic or controversial events, the importance of maintaining brand credibility and avoiding misleading or opportunistic marketing messages, and provides a set of practical recommendations for advertising and marketing practitioners. The study also suggests future directions for research in this area, such as examining the impact of technological developments and social media on the effectiveness of this strategy, and how to apply the theory of news hunting effectively and responsibly, taking into account the nature of the event, the characteristics of the target audience, and brand values. Brands are always looking for new ways to attract the attention of their customers, especially in light of the various possibilities provided by social media, so many brands resort to taking advantage of the news that is widespread in society at a certain period and employing it in their favour, that is, brands keep up with the prevailing trend and is intended to attract attention to the brand by using an event or widespread news during a certain period, and the term newsjacking is associated with David Meerman Scott in 2011, when he used the term newsjacking David Meerman Scott in 2011, when he used the term "newsjacking", which means "keeping up with the news", i.e. using breaking news that occurs to attract attention to organisations and companies, and Scott believes that the news or story's life cycle should be taken into account, i.e. the faster companies respond to the news or story, the more successful they are in attracting attention, and the longer a company waits to participate in the news or story, the more companies will compete for the news.

Research problem: One of the strategies that have recently emerged in the field of marketing is the use of the method of "hijacking or catching the news", or in other words, exploiting news topics that control the interest and follow-up of members of society to inspire innovative advertising ideas, and thus the advertisement can influence the consciousness of the recipients to take a positive reaction to the advertising message, and the research issue is summarised in the following questions: - Can this strategy attract recipients and influence them positively? - How has this strategy been employed in digital advertising designs globally? - What are the controls that we should consider when employing this strategy in the design of social media advertisements?

Importance of the research: The modern recipient has become surrounded by a huge amount of advertising messages that he is exposed to while browsing social networks, which puts the advertising industry in front of a great challenge to innovate new methods of advertising messages to achieve the greatest amount of attention to the advertisement and the ability to compete with other advertisements, so it has become one of the goals of designers of advertising campaigns to create design strategies that keep pace with the rapid change in events and news that occur in society.

Conclusions: 1- Use the news hijacking strategy cautiously in marketing, as using it appropriately helps to attract the attention and interest of customers, as it can help build the brand and enhance its reputation, but when news is used in an inappropriate way, it can lead to anger or resentment by the public and thus deteriorate the company's reputation. 2- Creativity in linking the news with the brand helps in presenting the promotional content on social media platforms in an attractive way to the recipients, which positively affects the advertisements that are published on social media platforms. 3- To ensure the success of the 'news hijacking' strategy, an experienced marketing team must be available to judge the entry into the advertising campaign at the right time and choose the appropriate advertising message for the identity of the advertising company, taking into account many controls and standards.

Recommendations: 1- The need to conduct more studies related to marketing using the newsjacking strategy and study its impact on recipients in order to enrich the field of research further. 2- Designers must take into account the target audience of the advertisement, because not paying attention to the audience can lead to the futility of the strategy. 3- The need to take into account simplicity and clarity when designing marketing advertisements through the use of newsjacking strategy, taking into account that the events are known to the company's audiences and fit with the culture of society. 4- Companies and brands should be keen to create a calendar that contains the most important events and occasions that can be planned and expected to occur in order to employ them in advertisements, and pay attention to monitoring prominent trends and unexpected events to employ them in advertisements

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