

Using Intrinsic Values in Advertising Campaign: A Social Awareness Approach

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Abstract:

Materialistic values have become the primary status of most Egyptian society. This may be due to their attempts to satisfy some of their needs by owning things. Many institutions have been able to take advantage of this trend as a mean of selling points, and even using the idea of the ego. Nowadays, the concept of corporate responsibility has been widespread and it can be defined as "the foundation voluntarily by material, or moral contributions undertaken according to the response of the needs and expectations of its internal and external audiences". In addition, most institutions rely on advertising to advertise their products, services, or ideas. Accordingly, the importance of this research is attempting to add intrinsic values in advertising campaign design taking it as an advantage to play a social awareness role and achieve the communicative goals of the advertiser. Intrinsic values represent the value or meaning of the thing in itself, and the fundamental human values that emanate from the individual himself/herself and are not valuables, whereas these values serve the human benefit. The research aims to develop a strategy to help advertising campaigns use the intrinsic values which include social, personal, and environmental values in design of advertising campaign to achieve; first the advertiser's aims and second the community service of the institution maintaining the moral framework as a social awareness edge for the target audience. The research follows the descriptive approach followed by an analytical study to describe and analyze the advertising campaigns of the Egyptian telecoms companies (Vodafone, Orange, Etisalat and We) as competitive companies offering the same services and trying to attract the target audience to achieve their communication goals. The analytical sample, will be the advertising campaigns for these institutions, which was broadcast in Ramadan 2018. Furthermore, it is a month of social and religious values for the audience and a season for organizations to prepare advertising campaigns every year. The intrinsic values used in these campaigns will be monitored to develop a strategy for the use of these values, thus validating the social awareness and communicative objectives of the advertiser. In addition, a questionnaire was distributed to a sample representing academics in the fields of media and advertising design to verify the results of the analytical study.

Keywords:

Intrinsic values, extrinsic values, social awareness, corporate responsibility.

المستخلص

اصبحت القيم المادية في المرتبة الأولى عند معظم أفراد المجتمع المصري وقد يرجع ذلك لمحاولتهم إشباع بعض احتياجاتهم من خلال امتلاكهم للأشياء. وقد استطاعت العديد من المؤسسات الاستفادة من هذا التوجه كوسيلة بيعيه، بل واستغلت فكره حب الفرد لذاته – الأنا – واستطاعت تسمية وربط بعض المنتجات بالذات. وقد انتشر في السنوات الأخيرة مفهوم المسؤولية

المؤسسية وهي "المساهمات والالتزامات المادية والمعنوية التي تقوم بها المؤسسة تطوعاً واستجابة منها لبعض احتياجات وتوقعات جماهيرها الداخلية والخارجية". ولأن أغلب المؤسسات تعتمد على الوسيلة الإعلانية للإعلان عن منتجاتها، أو خدماتها، أو أفكارها، فتمثلت أهمية البحث في محاولة إضافة القيم الجوهرية في تصميم الحملات الإعلانية والاستفادة من ذلك كنوع من أنواع التوعية الاجتماعية هذا بجانب تحقيق الأهداف الاتصالية للمعلن. والقيم الجوهرية تمثل قيمة أو معنى الشيء في حد ذاته، وهي القيم الأساسية الإنسانية النابعة من الفرد نفسه وتتسم بأنها غير مثمّنه حيث تهدف هذه القيم إلى مصلحة الإنسان. ويهدف البحث إلى وضع استراتيجية تساعد مصممي الحملات الإعلانية استخدام القيم الجوهرية التي تضم القيم الاجتماعية، والقيم الثقافية، والقيم البيئية، والقيم الشخصية في تصميم الحملات الإعلانية محاوله بذلك تحقيق اولاً أهداف المعلن، وثانياً خدمة المؤسسة للمجتمع والمحافظة على الإطار الأخلاقي لها مع نشر التوعية الاجتماعية التي تتناسب مع أهداف المؤسسة للمتلقى المستهدف. ويتبع البحث المنهج الوصفي متبوعاً بدراسة تحليلية لوصف وتحليل الحملات الإعلانية لشركات الاتصال المصرية (فودافون، اورانج، اتصالات، وى) كشركات تنافسية تقدم نفس الخدمات وتحاول جذب المتلقى المستهدف لتحقيق أهدافها الاتصالية. وقد تم اختيار العينة التحليلية وهي الحملات الإعلانية لهذه المؤسسات التي تم اذاعتها في شهر رمضان ٢٠١٨، حيث أنه شهر له قيمته الاجتماعية والدينية لدى المتلقين فهو يعد موسماً تستعد له المؤسسات بالحملات الإعلانية كل عام. وسوف يتم رصد القيم الجوهرية المستخدمة في هذه الحملات وصولاً بذلك لوضع استراتيجية لاستخدام القيم الجوهرية محققه بذلك بُعد التوعية الاجتماعية والأهداف الاتصالية للمعلن. هذا بالإضافة إلى توزيع استبيان على عينة تمثل الأكاديميين في مجالى الإعلام وتصميم الإعلان للتحقق من نتائج الدراسة التحليلية

الكلمات الرئيسية

القيم الجوهرية، القيم الظاهرية، التوعية الاجتماعية، مسؤولية المؤسسات

Introduction:

The advertising campaigns of institutions, with no awareness dimension, have managed to play a vital role in spreading the intrinsic values in the society and to achieve the communicative objectives of the advertiser. The advertisement is considered one of the developmental communicative types on all political, economic, social and cultural levels. Moreover, it has an impact on consumer's behavior, whether negative or positive. Due to the values, concepts, terms, and songs that the advertisements present, they have gained much attention from their recipients to the extent that they sometimes knew the advertisements by heart for long durations till they become part of their memories. This requires from the designers of the ads to pay great attention to the ethical responsibility of their work, in addition to the social and cultural dimensions, and to incorporate positive meanings in the advertisement conveyed to the recipients via messages boosting moral values. Using intrinsic values in advertising campaigns is an objective that stimulates the recipients to follow the behavior shown in the campaigns. Many research papers have pointed at the importance of the values in general, and the intrinsic values in particular, like Rayan's research paper "Intrinsic and Extrinsic motivations: Classic definitions and New Directions" which tackles the intrinsic and focuses on extrinsic and distinguishes their differences, and their motivations. The research findings were that the behaviors resulting from the intrinsic values are stimulated by the desire to fulfill the innate psychological needs. Furthermore, in their research papers, Abdou (2013), Yehia (2017, 2018) have agreed on the impact of the advertisements of the institutions that motivate the positive values and the behavioral impact in order to keep the institution's reputation and its positive

image, and that the advertisement plays an essential role in boosting changes that take place in the society and enhances societal communication values.

This research paper suggests a strategy to use the intrinsic values in the designing of the advertising campaigns to promote the reputation of the institutions and the advancement of society. The research includes the theoretical framework, followed by a methodological framework. Whereas the former defines the intrinsic values and their types, focuses on the concept of the social responsibility of the institutions and its significance, and suggests a strategy of intrinsic values determining the institution's role, the mass media planning and the advertisement design, the latter applies the analytical study on selected samples from the advertisement campaigns, and a questionnaire addressing media and advertising specialists to investigate the results of the analytical study.

Research Problem:

The research problem centers on studying how to add the intrinsic values in the design of advertising campaigns and to use these values in social awareness in addition to achieving the communicative goals of the advertiser.

This can be achieved via answering the following two questions:

- To what extent can a strategy based on the use of intrinsic values in the design of advertising campaigns to be implemented in order to have an awareness dimension?
- How can intrinsic values be used in the design of advertising campaigns to add the awareness dimension?

Research Objectives:

The research aims at developing a strategy that helps designers of advertising campaigns use the intrinsic values, which include social, cultural, environmental and personal values, Anastasiu (2018), in the design of advertising campaigns in an attempt to first achieve the goals of the advertiser, and secondly to maintain the ethical framework of the institution and serve the community through raising social awareness that conforms with the objectives of the institution and achieves the awareness dimension of the target recipient.

Research Hypothesis:

The research assumes that adding intrinsic values to the design of advertising campaigns, whether advertising products, concepts or services, will achieve the advertiser's communication objectives as well as contributing to the social awareness of the target audience.

Research Importance:

The importance of the research lies in attempting to make use of advertising campaigns to spread social awareness to the target recipient through the use of intrinsic values.

Research Methodology:

This research relies on the descriptive approach followed by an analytical study to describe and analyze the content of advertising campaigns based on the theoretical framework of the research, and the questionnaire, which is designed via the Google Forms program, and includes a set of specialized questions in the design of advertising campaigns and was directed to academics in the fields of media and advertising design to verify the results of the analytical study.

Research Timeframe:

The analytical sample was selected as the advertising campaigns of the telecommunications companies that were broadcast in Ramadan 2018, as it is a month of social and religious value to the recipients and it is a popular season in which organizations prepare advertising campaigns every year.

Research Analytical Sample:

Egyptian telecommunication companies (Vodafone, Orange, Etisalat, WE) have been selected as competitive institutions that offer the same services and try to attract the target audience to achieve the communicative objectives. The TV advertisements that were broadcast during Ramadan 2018 for the advertising campaigns of the Egyptian telecommunications companies were monitored. The result came as such: "Vodafone-Egypt" with five ads during the month, "Etisalat-Egypt" with one ad during this month, and "Orange-Egypt" with one ad during this month and finally "WE" company with two ads during the month and was followed by one ad that was broadcast after the end of Ramadan and was complementary to the advertising campaign.

First: Theoretical Framework

Advertising plays an active role in promoting changes within the community and to make a positive impact through the creation of new human values according to the needs of society, Gber (2019). Advertising campaigns use a set of values that motivate the recipient towards a certain behavior, whether these values are organization-specific or target-specific. Value is generally defined as the set of beliefs, ideas, and principles agreed upon by a community about what is good or bad, and what is true or false, Anastasiu (2018). Value is also known as goals that the individual strives to achieve or reach, Yehia (2017). Moreover, it is a motivation that urges an individual to conduct a certain behavior to achieve a goal. Since advertising campaigns are means to motivate values, they direct the recipients' behavior to achieve the communicative goals of the advertiser. Values vary according to societies, cultures and social classes. In addition, values can be classified into two types: extrinsic values and intrinsic values. Many researches have dealt with them as being different in the types of values included in each, and their method of motivating and directing the behavior of the recipients. While extrinsic values lie in material values, intrinsic values include social, cultural, environmental, and personal ones. Most advertising campaigns have used material values to motivate recipients to do the desired behavior, but in the past few years, it has been observed that the intrinsic values were used in some advertising campaigns. As the research aims at adding an awareness dimension to ad campaigns, the focus will be on the use of intrinsic values in ad campaigns, and on recognizing social responsibility of organizations.

Intrinsic Values:

Intrinsic value is the value or meaning of the object itself. These intrinsic values are also the fundamental human values that stem from the individual and they are priceless, as they target the interests of the individual, the society and the environment, Bayram (2012). Intrinsic values are characterized by positivity and this helps the individual to realize what is positive or negative whether in a saying, or action, or behavior. The procedural definition of intrinsic values can be proposed as such: they are the basic human values, which can be acquired, evaluated and

agreed upon by individuals and communities, and they include social, cultural, environmental, and personal values. The research paper defines them as:

- **Social values:** they are the values that represent the relationship of the individual to others in a society, such as family relations, friendship, neighborhood, companionship and others.
- **Cultural values:** they are the values associated with the cultural context to which the individual belongs and the certain ideas or ideologies such as freedom, equality, security, honor and others he/she adopts.
- **Environmental values:** they are the set of ideas, attitudes, and behaviors that the individual adopts towards the surrounding environment, such as values of rationalizing consumer behavior, aesthetic and healthy values of the environment, Anagrah (2018). Environmental values are linked to preserving environment and being aware of its importance.
- **Personal Values:** they are the values related to the individual, i.e. the personal qualities such as faithfulness, honesty, courage, wisdom and others.

Procedural definitions of intrinsic values will be considered the criteria that determine the type of value, and accordingly the values used in the analytical sample will be classified. The researcher believes that intrinsic values can be used and expressed through the design of advertising campaigns to motivate recipients to adopt two types of behavior:

- The first behavior: is the behavior of the recipient towards the institution and this can be measured through the behavior towards the product, the service, or the idea.
- The second behavior: is the behavior of the recipient towards the society and this can be achieved through stimulating social, cultural, environmental, and personal values.

Accordingly, the research presents the concept of social responsibility as each individual, entity, organization or institution has a responsibility towards the state, society and the individual, and it highlights the advantages that encourage these institutions to fulfill their social responsibility.

Corporate Social Responsibility:

Corporate social responsibility (CSR) has been a common term for years, and the international and local institutions are becoming more careful of its implementation. Social responsibility of institutions is defined as the ethical or financial role of the institution – that is done voluntarily - to achieve the common interest of both the institution trying to build long-term competitive advantage and maintaining loyalty, Nakhill (2019), and community services by giving a hand to help the society, Elgomei (2012). There are advantages that stimulate institutions to perform their role towards society

and they are:

- Strengthening the reputation of the institution and the status of the product.
- Building a strong relationship with governments.
- Strengthening the economic status of the institution.
- Raising institutions' capacity for learning and innovating, Yehia (2019).

The reputation of institutions is one of the most important privileges that they are concerned with and this is due to the strong and direct impact of reputation on their interests, either positive or negative. Institutions' reputation is primarily based on external evaluation of beneficiaries, users, or stakeholders. Thus, institutions are keen on preserving and disseminating their values among beneficiaries, as well as to strengthening their relationship with governments in order to achieve common interests and society benefit, Yehia (2018). When the institution achieves a

positive reputation in which it relies on highlighting some of its values such as trust, good performance and quality, it can strengthen its economic status and thus the ability to develop, compete and innovate, Orozco-Toto (2019).

Here advertising campaigns play a vital role in achieving the mutual interest of institutions, governments, and society. Advertising campaigns is a mean through which the institution can achieve its communicative objectives. The researcher believes that this can be achieved through two main phases:

-The first stage: media planning of the values sought to be emphasized or spread, in addition to how to choose the subject of these advertising campaigns, the verbal messages, and the choice of sentences and phrases.

-The Second Stage: Design of advertising campaigns where the expression of these selected values is achieved through the choice of characters, and their movements, body language, the use of sentences and phrases, colors, surroundings, and the relationship between the characters. Based on the theoretical framework, the research can propose a strategy to use the intrinsic values in advertising campaigns in order to have an awareness role in the society, and the research illustrates it as follows:

Intrinsic Values Strategy:

Through the theoretical framework, the research has proposed a strategy based on the use of intrinsic values in the design of advertising campaigns to have an awareness dimension and to achieve the communicative goals of the advertiser. As shown in Figure (1), it is the institution that selects the intrinsic values used in advertising campaigns with an awareness dimension in accordance with promoting its reputation and performing social responsibility. After that, the role of the mass media came to the fore, represented in the advertising campaigns that are planned and designed to reflect these intrinsic values, employing all elements of the design to stimulate the target recipient in an attempt to guide the behavior to achieve the communicative goals desired by the institution and awareness goals.

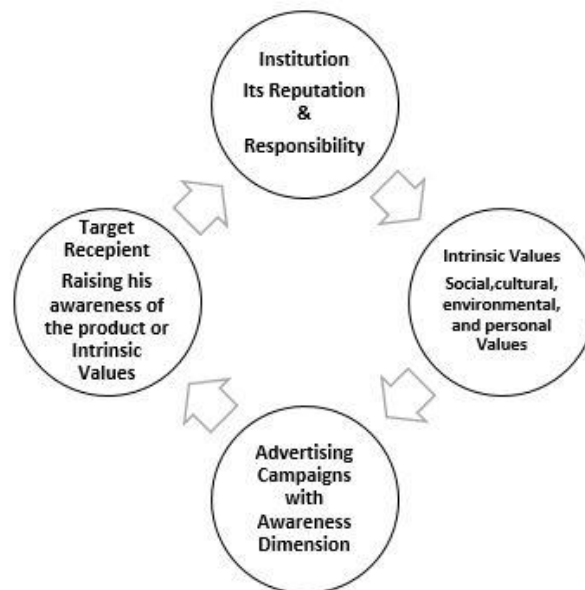


Figure (1) Explains the proposed intrinsic values strategy in the design of advertising campaigns with an awareness dimension.

Second: the methodological framework of the study

The methodological framework of the study is divided into an analytical study and a questionnaire. The analytical sample of the competing Egyptian telecom companies (Vodafone, Orange, Etisalat, and WE) was selected as being institutions that provide the same services and try to attract the target recipient to achieve their communicative goals. The TV ads that were broadcast during Ramadan 2018 for the advertising campaigns of the Egyptian telecom companies were monitored. Then a questionnaire was designed and distributed for academics in the fields of media and advertising design through "Google Forms" program to verify the results of the analytical study.

Analytical study:

The content analysis form of the advertising sample was designed based on the intrinsic values strategy as follows:

- First: Description of the advertisement, through the name of the institution, the number of campaign ads, the duration of the ad, and the vision and mission of the institution and this is achieved by referring to the official pages of these institutions.
- Second: the intrinsic values that are used, namely social, cultural, environmental, and personal values. These values were specified based on criteria that determine the type of intrinsic values.
- Third: Media planning: and it includes the subject of the campaign, the advertising message, the slogan of the campaign, sentences and phrases expressing the intrinsic values.
- Fourth: The design of the advertising campaign, in terms of using characters, the environment, drawings, shapes, images, and music.

Table (1) Analysis of "Vodafone" Egypt Advertising Campaign

First: Describing the Ad Campaign	
The Name of the Institution	Vodafone Egypt.
Number of Ads	Five Ads.
Duration of the AD:	First Ad: 2:12 min. Second Ad: 0:42 sec. Third Ad: 0:49 sec. Fourth AD: 0:54 sec. Fifth Ad: 0:14 sec.
Vision and Mission of the institution	The reputation of the institution and its business value, based on its commitment to responsible, ethical and honest behavior within societies. Supporting NGOs and CSOs to implement the development project in the areas of health, children's education, society development, use of mobile technology and communication development, Vodafone (2019).
Second: Intrinsic Values Used	
Social Values	Solidarity, tolerance and belonging

Cultural Values	Belief, and joy
Environmental Values	nothing
Personal Values	Tolerance, chivalry
Third: Media Planning	
Campaign Theme	<p>The FIFA World Cup is an important event, and as the Egyptian football team was participating in the world cup, the event was used in the Vodafone Advertising Campaign, Ramadan 2018.</p> <p>- A debate takes place among football players and artists, whether by playing football or acting, and in the end captain Medhat Shalaby comments on the game among them, ending the ad with the idea that the Egyptians are supporting the Egyptian team in the World Cup in Russia 2018.</p> <p>- It includes Ramadan offer.</p>
The advertising message	“Those who represent Egypt in Russia can score anywhere.”
Campaign Slogan	“The best is yet to come.”
Sentences and phrases expressing intrinsic values	We are together because of you, and for you. Do your best in the game. We will pray for you, our heroes. Those players are Ramadan Stars this Year.
Fourth: Ad Campaign Design	
Characters	<p>A: Chosen Characters</p> <p>-Large group of actors including Amro Youssef, Lotfy Labib, Yasmeen Sabry, Amir Karara, Ena'am Salousa, Ahmed Salah Hosney, Shiko, Hesham Maged, Sherry Adel, Dalal Abd Elaziz, and from football players: Ahmed Fathy, Ahmed Heggazi, Saad Samir, Mamoud Kahraba, in addition to sport TV presenter Medhat Shalaby.</p> <p>-They were able to express the theme of the campaign, whether the competition or the failure of both teams to play the role of the other team, and express the idea of supporting the Egyptian football team.</p>
	<p>B: Relation among Characters:</p> <p>It is divided into two phases: the first stage is competition among the football players and the actors, then their reconciliation for Egypt's sake.</p>
	<p>C: Body Language</p> <p>It was expressive in the two phases where the looks and movement of the head, hands and legs show the rage and anger in the first stage; they</p>

		reflect reconciliation and wishes for success which appear in the second stage.
Environment		The areas are suitable for the situations shown in the ad.
Drawings and Shapes		The drawings reflected the theme of the campaign in terms of shapes showing football, film industry and Ramadan motifs.
Images		Most of the medium-sized shots expressed actors and football players competition and confidence and long shots were reduced to mitigate the feeling of competition.
Music		It was reflecting the competition and joy by Ramadan and the participation of Egypt in the World Cup.
Colors & Lighting		Vodafone has maintained its identity by contrasting its distinctive red color with backgrounds that are harmonious with shades of colors and lighting. This contrast emphasizes the competition.
Design Basics		<ul style="list-style-type: none"> - Balance: Symmetrical balance is predominant all over the ad. - Contrast: appears in opposite situations that shows kindness and cruelty among the relations. - Emphasis: appears in the red color of the logo. - Movement: reflects friendly feelings among the groups during the ad. - Pattern: is shown in the repetition of similar situation with different character. - Rhythm: exists in the song words and it creates interest. - Unity: appears in the friendly way the characters react with each other.
Commentary		One of the goals of the company is to support organizations, honesty and to spread ethical awareness. Through its advertising campaign, Vodafone has been able to support and encourage the Egyptian football team that was qualified for the World Cup and this has been achieved through the message and the logo. However, the intrinsic values used are few and occupy a short period of advertising, whereas most of the ad contained competitive meanings,

anger and frustration for players by actors and vice versa. The intrinsic values were as follows:
 A) Social, cultural, and personal values but they appeared in the last few seconds of advertising which may weaken their impact on recipients.
 B) The environmental values were absent in the ad as scenes of violence, destruction, and lack of interest in the surrounding environment dominated the ad.





Figure (2) The First Model Advertising Campaign of "Vodafone" Egypt, Vodafone (2018).

Table (2) Analysis of "Etisalat" Egypt Advertising Campaign

First: Describing the Ad Campaign	
The Name of the Institution	Etisalat Egypt.
Number of Ads	One Ad.
Duration of the AD:	2:05 min.
Vision and Mission of the institution	-Etisalat Misr has maintained its technological leadership and serving millions of customers inside Egypt with the best products and services, Etisalat (2019). - It aims at becoming the preferred brand in the telecom market.
Second: Intrinsic Values Used	
Social Values	nothing
Cultural Values	nothing
Environmental Values	Encouraging to preserve the environment
Personal Values	Optimism & trust
Third: Media Planning	
Campaign Theme	-The Strongest Exclusive offer in Ramadan. -The campaign cared only for the offer of the company being promoted.
The advertising message	"We got too far away."
Campaign Slogan	"Imagine Tomorrow."
Sentences and phrases expressing Intrinsic values	"Better days are coming."
Fourth: Ad Campaign Design	
Characters	A: Chosen Characters -Group of actors appears in the ad including Samira Saeed, Ahmed Famy, Nelly Karim, Shereen Reda, Aly Elhaggar and Mohamed Ramadan. They have managed to reflect the campaign theme with their confident attitude, and their high self-esteem and the sense of uniqueness that the company aims to express.
	B: Relation among Characters: It was weak, and the ad did not rely on it.
	C: Body Language Sometimes, it was not reflecting the meanings of words through the looks and movement of the head, hands, and legs; however, it highlights more the ego and self-esteem.
Environment	The areas are suitable for the situations shown in the ad, with some exaggeration.

Drawings and Shapes	The drawings reflected the theme of the campaign in terms of shapes and Ramadan motifs.
Images	The ad included close up and middle shots that served to emphasize the meaning of the self and the competition, while the long shots were fairly few in the ad.
Music	The music was mixed and included parts of different musical schools.
Colors & Lighting	The colors are matching and were dyed with green lighting to preserve the identity of the institution.
Design Basics	<ul style="list-style-type: none"> - Balance: Symmetrical balance is predominant all over the ad. - Contrast: appears in opposite situations that shows kindness and cruelty among the relations. - Emphasis: it is hardly appearing according to the shots that were dyed with green which represents the green color of the logo. - Movement: reflects self-confidence feelings that appears during the ad. - Pattern: is shown in the repetition of similar situation with different character. - Rhythm: exists in the song words and it creates interest. - Unity: appears in the friendly way the characters react with each other.
Commentary	<p>The advertising campaign supported the goal of the company in its services only and did not pay attention to corporate responsibility.</p> <ul style="list-style-type: none"> - The intrinsic values were expressed as follows: <ul style="list-style-type: none"> A) Personal values, which supported optimism and confidence through body language, words and the theme of the campaign. B) The environmental values appeared in the advertisement through the cleanliness and coordination of places, their decorations, and trees and roses, which supported the interest in the environment. C) It ignored social and cultural values. <p>Furthermore, it uses inappropriate meanings, words and movements; that don't have values</p>





Figure (3) Second Model Advertising Campaign of "Etisalat" Egypt, Etisalat (2018)

Table (3) Analysis of "Orange" Egypt Advertising Campaign

First: Describing the Ad Campaign	
The Name of the Institution	Orange Egypt.
Number of Ads	One Ad.
Duration of the AD:	Two minutes.
Vision and Mission of the institution	Working on the speed of digital development in the Egyptian society by providing innovative solutions to make their customer experience unprecedented, Orange (2019).
Second: Intrinsic Values Used	
Social Values	Neighborly relations, safety, gallantry.
Cultural Values	Happiness, joy.
Environmental Values	Encouraging to preserve the environment.
Personal Values	Generosity, tolerance.
Third: Media Planning	

Campaign Theme	-Neighborhoodly relations, and how to deal nicely with your neighbors and to tolerate his flaws. -It includes Ramadan offer.
The advertising message	“Ramadan is the most generous month on all of us.”
Campaign Slogan	“We are here for you.”
Sentences and phrases expressing Intrinsic values	-You are missed in this gathering. - Ramadan- The holy month- spreads happiness, and you should be happy as well. -My lovely neighbor is animals’ friend. -You are better than a hundred doctors in solving problems. - when we are in troubles, you are the first who offers help. - It is high time to get closer and reunite.
Fourth: Ad Campaign Design	
Characters	A: Chosen Characters -Appearance of group of actors including Donia Samir Ghanem, Hind Sabry, Dhafer Abdeen, Nicole Saba, Mohamed Mounir and the football player Hossam Ghaly. -They were able to express the theme of the campaign via words, body language, as neighbor flaws are mentioned, followed by their good traits. Here comes the role of the reunion to get the situation in hand. Reunion becomes a goal in itself for which individuals ignore negative attributes.
	B: Relation among Characters: Intimate relations, tolerating the annoying traits from others, and dealing with them nicely.
	C: Body Language It was expressive whether in mentioning the negative traits or when being disregarded and remembering the positive traits of the neighbor. The looks and movement of the head, hands, and legs have expressed feelings of distress and resentment when mentioning negative traits, while also expressed happiness, love and good feelings when positive qualities are mentioned.
Environment	The areas are suitable for the situations shown in the ad.
Drawings and Shapes	The drawings reflected the theme of the campaign in terms of shapes, and Ramadan motifs and decorations used in the houses.

Images	The shots varied between medium and long ones and this confirmed comfort and happiness.
Music	Harmonious reflecting relaxation, and happiness.
Colors & Lighting	The colors are harmonious to express intimacy while preserving and emphasizing the distinctive orange color of the company. The lighting is characterized by its bright and neutral stability.
Design Basics	<ul style="list-style-type: none"> - Balance: Symmetrical balance is predominant all over the ad. - Contrast: appears in opposite situations that shows kindness and cruelty among the relations. - Emphasis: appears in the orange color of the logo. <ul style="list-style-type: none"> - Movement: reflects friendly feelings appear during the ad. - Pattern: is shown in the repetition of similar situation with different character. - Rhythm: exists in the song words and it creates interest. - Unity: appears in the friendly way the characters react with each other.
Commentary	<p>A) The advertising campaign supported the organization's goal that Orange customers are distinguished by their ethics and tolerance. The message and logo emphasized the idea of generosity and the importance of the neighbor, and the used intrinsic values are:</p> <p>B) The environmental values appeared in the advertisement through the cleanliness and coordination of places and decorations, trees and roses, which support the interest in the surrounding environment.</p>





Figure (4) Third Model Advertising Campaign of "Orange" Egypt, Orange (2018)

Table (4) Analysis of "WE" Egypt Advertising Campaign

First: Describing the Ad Campaign	
The Name of the Institution	WE Egypt
Number of Ads	2 Ads that were broadcast in Ramadan, and One after the end of the holy month. The study focuses on the ads broadcast in Ramadan according to the study's timeframe
Duration of the AD:	The first ad: 0:35 sec. The second ad: 1:11 min.
Vision and Mission of the institution	-Shaping the future of telecommunications services in Egypt and the region by focusing on customer service in a professional manner, attracting outstanding competencies and maximizing value.

		-Mission: The company is committed to being the best integrated communications solutions operator in Egypt, as it devotes its resources to provide a better future for its employees and the local community through its honest and fast commercial practices in responding to all variables, We (2019).
Second: Intrinsic Values Used		
Social Values		Belonging.
Cultural Values		Encouragement.
Environmental Values		Encouraging to preserve the environment.
Personal Values		Confidence.
Third: Media Planning		
Campaign Theme		Teaser advertising campaign for WE.
The advertising message		“100 million say Egypt.”
Campaign Slogan		“nothing.”
Sentences and phrases expressing Intrinsic values		There are no statements that support intrinsic values as the ad relies on music and sounds
Fourth: Ad Campaign Design		
Characters	A: Chosen Characters	-No-famous characters in the first advertisement, and some actors participated in the second ad like Kareem Abdel Aziz, Ahmed Ezz, and Ahmed Abdel Aziz. - They were able to express the theme of the campaign which is the suspense, excitement and mystery.
	B: Relation among Characters:	Family relations in the first ad; and formal relations in the second one.
	C: Body Language	It expresses seriousness, action and suspense through body movements, hands, legs, head, and eye looks.
Environment		The areas are suitable for the situations shown in the ad.
Drawings and Shapes		The appearance of some inscriptions and historical shapes only.
Images		The ad included close and far shots to express the excitement and suspense, while the medium shots were fairly few in the ad.

Music	Characterized by suspense, excitement and mystery.
Colors & Lighting	Diverse to express excitement. The distinctive color of the company did not appear, either through the used colors or through lighting.
Design Basics	<ul style="list-style-type: none"> - Balance: Symmetrical balance is predominant all over the ad. - Contrast: appears among the long shots of deserts and the other of greenery. - Emphasis: appears in the Purple color of the logo. - Movement: reflects action feelings appears during the ad - Pattern: is shown in the repetition of similar shots with different character. - Rhythm: exists in the song words and it creates interest. - Unity: appears in some senesce according to the place of the elements.
Commentary	<p>The advertising campaign did not clarify the objectives of the company. Intrinsic values were only reflected in the text message of the ad, which included:</p> <p>A) Social, cultural, and personal values.</p> <p>B) The environmental values appeared in the advertisement through some shots showing the palm trees in the middle of the desert places, which encourage attention to the surrounding environment.</p>





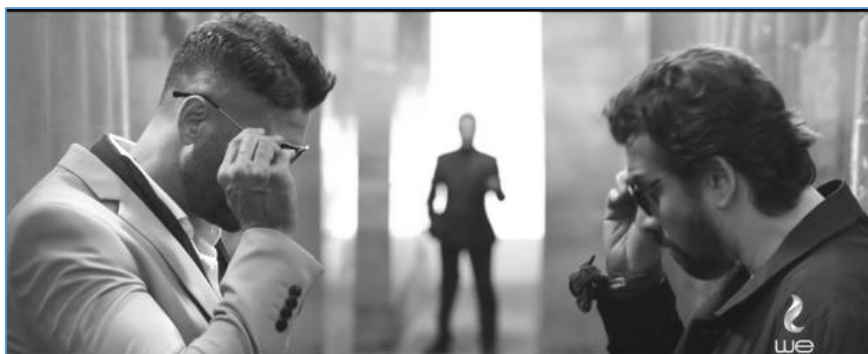


Figure (5) Fourth Model Advertising Campaign of "WE" Egypt, We (2018)

The Results of the Analytical Study:

- 1- There is less reliance on the use of intrinsic values in the advertising campaigns of the Egyptian telecommunications companies.
2. The intrinsic values contained in the advertising campaigns are expressed through texts, body language, and design elements.
3. Intrinsic values can be arranged from the most to the least used ones: social values, cultural values, personal values, and finally environmental values.
4. Ad campaigns can be arranged from the most to the least using and expressing the intrinsic values clearly and for most of the duration of the ad as follows:
 - A) "Orange" Advertising Campaign.
 - B) "Vodafone" Advertising Campaign.
 - C) "WE" advertising campaign.
 - D) "Etisalat" Advertising Campaign.

The Questionnaire:

The campaigns of Orange and Etisalat were selected to design the questionnaire. The first campaign has the most extensive use of the intrinsic values while the second one is the least in using the intrinsic values based on the analytical study. The questionnaire was designed to be sent to academics in the fields of media and advertising design to verify the results of the analytical study. Thus, the questions were designed based on the strategy of suggested intrinsic values, and content analysis of analytical samples. The questionnaire was refereed by professors in both fields of media and advertising design. The questionnaire was answered by fifteen media specialists from Cairo University, Misr International University, Advertising Design Department from Helwan University, and the Higher Institute of Applied Arts. The percentage

of participants according to their scientific degree was as such: 26.7% professors, 40% assistant professors, 13.3% lecturers, 13.3% assistant lecturers, and 6.7% teaching assistants, from 1/6/2019 to 7/6/2019. The questionnaire included sixteen questions that were repeated but with different choices according to the theme of each campaign as follows:

Table (5) clarifies the questionnaire questions and it results with percentage

Presentation of the AD				
	“Orange”		“Etisalat”	
Question	Choice	Percentage	Choice	Percentage
Choose the social values that the ad supported (you can choose more than one item)	gallantry	66.7%	gallantry	0%
	Neighbory relations	100%	Safety	0%
	safety	33.3%	belonging	20%
	nothing	0%	nothing	80%
	others	0%	others	0%
Choose the cultural values that the ad supported (you can Choose more than one item).	joy	60%	Joy	46.7%
	mercy	53.3%	Belief	0%
	love	73.3%	Mercy	0%
	nothing	0%	nothing	60%
	others	0%	others	0%
Choose the personal values that the ad supported (you can choose more than one item).	tolerance	80%	confidence	13.3%
	generosity	73.3%	optimism	26.7%
	confidence	33.3%	generosity	6.7%
	nothing	0%	nothing	46.7%
	others	0%	others	0%
The ad’s support to environmental values (you can choose more than one item)	Natural scenery	33.3%		13.3%
	Behavior of keeping the place.	40%	No need for changing the options.	0%
	Place organization	66.7%		20%
	nothing	13.3%		66.7%
	others	0%		0%
The advertisement campaign (neighbory relations).	The ad includes negative relations only.	0%	The ad theme reflects uniqueness.	6.7%

	The ad includes positive relations only.	20%	The ad theme reflects exaggeration.	46.7%
	The ad includes both	73.3%	The ad reflects both	26.7%
	The ad does not include any relations.	6.7%	The ad does not reflect any point.	20%
	others	0%	others	0%
The ad message "Ramadan is the most generous month on all of us."	The message includes values verbally.	0%		26.7%
	The message includes values in its content.	6.7%	No need for changing the options	6.7%
	The message includes values in both ways.	86.7%		13.3%
	No values included.	0%		53.3%
	others	0%		0%
Campaign logo "We are here for you."	The logo includes values verbally.	20%	No need for change the options	
	The logo includes values in its content.	13.3%		6.7%
	The logo includes values in both ways.	53.3%		20%
	No values included.	6.7%		53.3%
	others	0%		0%
Sentences & phrases used (you can choose more than one item).	The ad includes varied sentences about values.	46.7%	No need for change the options	6.7%
	The ad uses contrast to emphasize the value.	60%		6.7%

	The ad uses repetition.	60%		13.3%
	The ad does not include sentences about values.	0%		73.3%
	others	0%		0%
Role of characters in conveying values used in the ad	The characters achieve credibility in conveying values.	26.7%	No need for change the options	6.7%
	The characters manage to boost values.	53.3%		13.3%
	The characters reflect values in a fake manner.	13.3%		40%
	The characters cannot reflect values.	6.7%		40%
	others	0%		0%
Relation among characters	They achieved credibility in conveying values.	33.3%	No need for change the options	0%
	They boost values	46.7%		6.7%
	They reflect values in a fake manner.	13.3%		40%
	They do not reflect values	6.7%		53.3%
	others	0%		0%
Body language	Used well in reflecting values.	60%	No need for changing the options	0%
	sometimes	33.3%		26.7%
	Fake & unnatural	6.7%		60%
	Ignored & no values	0%		13.3%

	others	0%		0%
Environment surrounding the ad (you can choose more than one item)	Suits the theme	86.7%	No need for changing the options	33.3%
	unsuitable	0%		26.7%
	Supports environmental values.	40%		13.3%
	Does not support environmental values.	6.7%		33.3%
	others	0%		0%
Drawings & shapes	They support Ramadan atmosphere.	40%	No need for changing the options	20%
	They support values only.	0%		6.7%
	They support both.	53.3%		6.7%
	They did not support any.	6.7%		66.7%
	others	0%		0%
Images	Shots expressed values used in the ad.	60%	No need for changing the options	6.7%
	Expressed to some extent.	33.3%		20%
	Expressed the opposite meaning sometimes.	6.7%		26.7%
	Shots did not express values used in the ad.	0%		46.7%
	others	0%		0%
Music	Harmonious	80%	No need for changing the options	20%
	diverse	0%		53.3%
	exciting	20%		26.7%
	melancholy	0%		0%
	others	0%		0%
	Harmonious	73.3%		26.7%
	diverse	0%		33.3%

Colors & lighting (you can choose more than one item).	shining	46.7%	No need for changing the options	33.3%
	dark	0%		13.3%
	others	0%		0%

Discussing the Results of the Questionnaire:

Based on the above table, the results of the questionnaire appear as follows:

In the two campaigns, the choice of "Other" was void without any suggestions. The results of the types of intrinsic values will be discussed from the highest to the lowest in percentage terms. As for the remaining answers, the study will focus on discussing only influential and useful choices for research purposes in each ad as follows:

“Orange” Advertising Campaign:

The ad includes all kinds of intrinsic values and even characterized by more than one value in each type. The social values used in the campaign were represented in neighborly relations, followed by gallantry, then safety; as for cultural values, they were love, then joy, then mercy. Regarding personal values, they are tolerance, then generosity, then confidence. Finally, environmental values give the priority to the organization of the place, then the behavior of the preservation of the place, then the landscape. Through the media planning of the advertisement, the theme of the advertisement contains both positive and negative values. The advertising message was characterized by expressing the values in their content and formulation. The campaign's logo included the values in its content and formulation as well, and the contrastive and repeated statements were used to emphasize the value. In addition, various expressions of value are apparent. Through the design of the ad, the characters were able to enhance the values, achieved credibility, and strengthened the relations among the characters. As for the body language, it was used well, and the ad theme supported the environment and environmental values to some extent, and conveyed the atmosphere of Ramadan, which was confirmed by the used drawings and shapes. The shots expressed meaning of the values. Finally, harmonious and interesting music played a role in conveying the meanings and values in addition to the colors, the harmony and the bright lighting.

“Etisalat” Advertising Campaign:

The ad lacked some types of intrinsic values, where the choice of "none" was the highest in the social values, cultural values and personal values used in the campaign; however, the value of joy came less than 50%. As for personal values, the choice of "none" is the highest, only optimism was as low as 20%, while environmental values confirmed the answers to “none” as the previous values and the choice of place organization was very low. Through the media planning of the ad, its theme expressed exaggeration and then uniqueness, and the advertising message and the logo of the campaign did not include any values. In addition, the ad did not include sentences and phrases that express any of the intrinsic values. Through the design of the advertising, characters and relationships expressed values artificially, body language appeared fake and abnormal, and did not support the environment of the theme or environmental values. Regarding the drawings and shapes, they did not support values or the atmosphere of Ramadan, and shots did not reflect the meanings of the values, and the music used was mixed

and this gave a sense of separation, and the lighting and colors were diverse and bright with equal degrees.

Research Findings:

1. The proposed intrinsic values Strategy focuses on the role of the institution, media planning and advertising design in the design of advertising campaigns with an awareness dimension.
- 2 - The application of the intrinsic values strategy works to support the communicative goals of the advertiser or institution or company.
- 3 - The results of the questionnaire confirmed the results of the analytical study. While "Orange" ad expresses the intrinsic values where it met all the analytical points, the "Etisalat" ad lacks any intrinsic values and this is confirmed by the results of the analytical study as the order of the ads based on the intrinsic values was ranked by the ad "Orange" at the top of the list, while Etisalat's ad was at the bottom.
- 4 - The analytical study investigated that there is little use of intrinsic values in advertising campaigns, and there is frequent use of negative ideas and expressing them verbally and dynamically.
5. Advertising campaigns for non-awareness institutions or companies can play an active role in spreading the intrinsic values and social awareness for the advancement of society.
6. More than one intrinsic value can be expressed in advertising campaigns. This can be achieved by choosing many things including: the theme and the message of the ad, the campaign logo, the use of sentences and phrases, the role of the characters and their relationships, the body language, the choice of expressive shapes and drawings, the size and type of shots, type of music, and finally choice of colors and lighting.
- 7 - The use of environmental values in advertising campaigns is limited to the landscape and organization of the place, and no campaign concerned with the use of environmental conservation behaviors.

Recommendations:

1. Urging advertising companies to use innovative advertising ideas that support the intrinsic values and work to achieve the communicative goals of the advertiser.
- 2- Taking into account that the institutions and companies have certain responsibilities towards the society. This can be done through advertising campaigns that are considered a good mean to achieve this commitment.
- 3 - Encouraging the ad designer to adhere to the work ethics and recognize the danger of negative advertising messages and to replace them with advertising messages that carry the intrinsic values for the society's advancement, in addition to achieving the communicative goals of the advertiser.
- 4- Considering the use of the strategy of intrinsic values in the design of advertising campaigns to raise awareness as it works to achieve both the goals of the advertiser, and that of social awareness.

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