

The role of advertising in the development of the project of the National Authority for Civilization Coordination Project "lived here"

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Abstract:

This project is based on documenting and creating a cultural map of the places of residence of artists and creators in Egypt. The NCCA adopted this project and launched it in September 2018.

Where the project aims to transmit information across generations through billboards on the housing units of each artist or thinker or creator and through which the public can get photographs, mobile and Internet access to know the story of each artist, thinker and creator, through QR CODE, which takes you directly to a page prepared specifically for each artist and scientist to tell his/her success story and their most important works amid an integrated information network.

The research deals with effectiveness of using advertising and its role as an important tool to bring the recipient of the most prominent personalities, artists, scientists and thinkers and try to break the traditional form, which was previously designed for this project.

Research problem:

The problem of the research lies in the shortcomings of designs for the project "lived here" so the research seeks to answer the following question:

_How to design more attractive advertisements for the recipient of the advertisements for the project "lived here" to suit each topic and artist or international celebrity?

Research aims:

- 1- Highlight the effectiveness of good design and its impact on the audience.
- 2- The research aims to activate the role of advertising design in the design of the signs of the project "lived here" and get a positive role in the definition of the recipient of the most important artists and creators in Egypt across different generations.

Research Methodology:

The research follows the analytical and applied methodology and use them to achieve the research objectives.

Keywords:

Advertising - Development - Urban Coordination.

ملخص البحث:

يقوم مشروع "عاش هنا" على توثيق وعمل خريطة ثقافية لاماكن اقامة الفنانين والمبدعين في مصر ، حيث تبني الجهاز القومي للتنسيق الحضاري هذا المشروع وقام باندشينه في سبتمبر ٢٠١٨ . حيث يهدف المشروع الى نقل المعلومات عبر الاجيال من خلال لوحات اعلانية على الوحدات السكنية الخاصة بكل فنان او مفكر او مبدع ومن خلالها يستطيع الجمهور تصويرها بالمحمول والدخول على شبكة الانترنت لمعرفة قصة كل فنان ومفكر ومبدع وذلك من خلال QR CODE والذي ينقلك مباشرة لصفحة اعدت خصيصا لكل فنان وعالم تحكي قصة نجاحه واهم أعماله وسط شبكة معلوماتية متكاملة . ويتناول البحث فاعلية استخدام الاعلان ودوره كاداة هامة لتقريب المتلقي من ابرز الشخصيات والفنانين والعلماء والمفكرين ومحاولة الخروج عن الشكل التقليدي والذي تم تصميمه مسبقاً لهذا المشروع .

مشكلة البحث :

تكمن مشكله البحث في قصور التصميمات الخاصة بمشروع "عاش هنا" لذا يسعى البحث للإجابة على التساؤل الآتي:
_كيف يمكن تصميم اعلانات أكثر جذباً للمتلقي في الاعلانات الخاصة بمشروع "عاش هنا" بما يتلاءم مع كل موضوع وفنان او عالم مشهور .

أهداف البحث :

1. إلقاء الضوء حول فاعلية التصميم الجيد وأثره على الجمهور المتلقي.
2. يهدف البحث على تفعيل دور التصميم الاعلاني في تصميم لافتات مشروع "عاش هنا" والحصول على الدور الايجابي منها في تعريف المتلقي بأهم فناني ومبدعي مصر عبر الاجيال المختلفة.

منهج البحث :

يتبع البحث المنهج التحليلي والتطبيقي لمناسبتها لتحقيق أهداف البحث .

الكلمات المفتاحية :

الاعلان –التطوير – التنسيق الحضاري .

Search limits:

Objective limits: _ limited to the use of two advertising campaigns designed by the researcher where he discusses the redesign of the signs of the project "lived here" effectively and positively.

Time limits: from 2018 to the date of completion of the research.

Age group: Young people from 18 to 30 years old.

Search procedures:

Designing a questionnaire form that measures the success of the "3ash Hona" "lived here" campaign designs in expressing the issue in question and the extent to which new designs can be employed and measure their success as a good advertising medium in spreading the campaign and achieving its goals.

First: Theoretical framework:

The project 'lived here' aims to document buildings and places where artists, cinematographers, famous writers, musicians, poets and the most important artists and historical figures who have enriched the cultural and artistic movement in Egypt through the history of modern Egypt. This project is carried out in cooperation with the technical associations and institutions, and whoever is interested in the documentation of cultural and artistic heritage of Egypt, to check the information and data collected. This project is activated by placing a sign on the building showing the name of the artist who lived in the building, and a brief overview of his most important works and art history loaded on the QR application which can be used by smart phones and tablets, which helps to spread awareness and knowledge of the history of important figures and buildings nationwide.³

Advertising campaigns:

Awareness campaigns are defined as a set of organized efforts undertaken by a specific group to disseminate ideas, facts and information on issues and problems in an objective manner within a specific period, including a series of interrelated advertising methods that strive to raise awareness, knowledge and awareness about the issue in question and stimulate change. Positive Behavior⁴

One of the most important goals that advertising campaigns seek to achieve is:

- News advertising and communication of facts and information.
- To educate and enlighten the masses with their rights and duties towards society.
- Increasing public awareness of social problems and issues.
- Persuasion and modification of opinions, attitudes and behaviors in line with the objectives of the campaign.⁵

To achieve these goals, advertising campaigns must be based on persuasion and provide the right information in the framework of respecting the freedom of individuals, community, traditions and community culture, and away from the excitement that drives reactions whether rejecting, approving or opposing the change in behavior, and the designer can achieve this by choosing the most suitable means of advertising addressing the emotion, arousing enthusiasm and attracting the attention of the largest number of the public to provide an advertising message that is closer to the mind and heart of the recipient and characterized by clarity and credibility because of its significant role in achieving the goal of the campaign, which is behavioral and directional change of individuals, especially the Youth as a dynamic force for the effectiveness of social behavioral change.⁶

Hence, the researcher believes that advertising banners designed for awareness and guidance can direct the behavior of individuals, especially young people, and create a positive impulse in an attempt to modify and change the behavior towards the desired direction in order to raise the level of general and social awareness.

1.1 Types of advertising campaigns:

Many societal issues can be a desired target for different types of advertising awareness campaigns. These campaigns aim at spreading culture, raising awareness of individuals, social and economic reformation, addressing issues related to health, violence, environmental pollution, education, road accidents and others. Providence of new ideas involving behavioral change for individuals

1.1.1 Cognitive Change Campaigns:

These campaigns aim to provide the target audience with information or increase their awareness of an issue or correct misconceptions and information. This type of campaign is one of the easiest types because it is not aiming at a radical change in behavior, but aim at increasing knowledge and awareness about an issue or a problem, such as conservation campaigns on public health or” how to prevent disease with me?”

1.1.2 Action change campaigns:

These campaigns are aimed at persuading the largest number of individuals to do a certain work during a specific time, including campaigns to vaccinate children and campaigns for early detection of breast cancer for women and campaigns to clean and preserve the environment, and it should be noted that these campaigns aim to urge the target audience to work or act as required, sometimes, efforts are wasted due to discontinuation, and some individuals may refuse to turn up.

The researcher believes that this requires the campaign-based entity to provide some incentives to encourage individuals to adopt the idea or behavior, it is required to provide some material support and facilitate the mechanisms of change.

Behavioral Change Campaigns

This type of campaign aims to encourage individuals to change patterns of behavior, and is one of the most difficult types of awareness campaigns, where it is difficult to change some patterns of behavior and habits that individuals have been doing for long periods.

The researcher believes that this change should be reflected in positive practical behavior, such as smoking cessation campaigns, violence against school students, mobile phone use, road accidents and human organs trade.

1.1.4 Values Change Campaigns:

Campaigns are aimed at changing values and beliefs, and their success rate is very low, as it is difficult to change values held by individuals for a long time, and some entities may resort to the use of laws and legislation that require individuals to change values and beliefs, which cannot be carried out voluntarily. Like early marriage campaigns, this type of campaign requires a period of time for positive behavioral change to begin.¹¹

The relationship among billboard, design and style of architecture in which the artist lived:

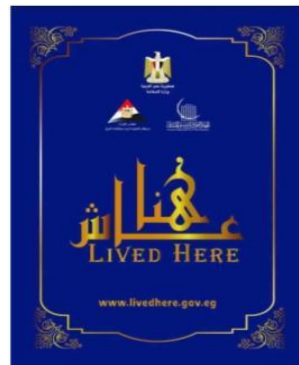
Within the framework of the plan of National Authority for Coordination of Civilization to document buildings and installations of distinctive architectural style, the most important and most distinctive ones are Cairo Khedive buildings, a group of device installed documentation signs on some of the Khedive buildings in Cairo, that carry those information such as the building documentation number as an architectural style to complete this project, a QR Code will be added to the documentation board bearing more information about the building, such as the name of the architect, and a historical overview of the building.

As a continuation of the march of authority in documenting valuable buildings in Egypt, the project "Lived here" was launched, which aims to document buildings and places where artists, cinematographers, famous writers, musicians, poets, artists and historical figures contributed to enriching the cultural and artistic movement in Egypt. Modern Egyptian History.

This project will be prepared in cooperation with the technical facilities and institutions. Those who are interested in documenting the cultural and artistic heritage in Egypt will be used to check the collected information and data. This project is activated by placing a sign on the building showing the name of the artist who lived in the building, and a brief overview of his most important works and art history loaded on the QR application which can be used by smart phones and tablets, which helps to spread awareness and knowledge of the history of important figures and buildings nationwide.

Project Start:

The first phase of the project aimed at designing and installing 200 paintings at the entrances of buildings housing famous Egyptian scientists, artists, writers and personalities in the governorates of Cairo and Giza, where 100 paintings were installed until 2018 and the rest are being prepared and installed successively to document the largest number of symbols that include the names of the project; including the late President Anwar Sadat, singer Leila Murad, singer Abdel Halim Hafez, poet Ahmed Shawki and writer Yahya Hakki and other great celebrities to allow the youth to recognize their ancestors and what they gave to Egypt of intellect and innovative creativity.



(First design of the project)

But the 1st design has not been successful and has not been implemented.

Models for designs of the signs of the project `` Lived here '', the National Organization for Cultural Coordination 2018



Banners designed by the NCAA 2018
Using copper and wood ores.

Second: Framework of the application:

_ Two different advertising campaigns were designed, discussing the project "lived here", where the designs of the campaigns expressed different designs and modern artists, writers and scientists with the use of images that suit the trends for each individual.

The designed banners for the first campaign are bearing a design similar to the original design with the use of images of artists and scientists in the design under the slogan "lived here 1".

Figure (1)

The designed banners for the second campaign are bearing a different design from the original design under the slogan "lived here 2". Figure (7)

A questionnaire was designed to measure the extent to which the designs of the awareness campaign were successful in expressing the issue in question, the extent to which new designs can be employed for the "lived here" campaign and the extent of the campaign's reach and achievement of its objectives.

The first campaign "Lived Here 1" has 6 innovative designs:

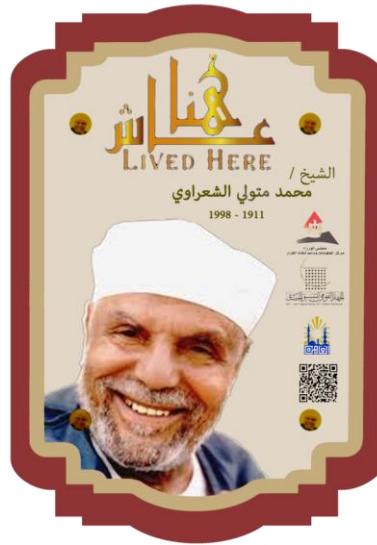


Figure 1: Sign; lived here 1 - Sheikh Mohammed Metwally Shaarawy

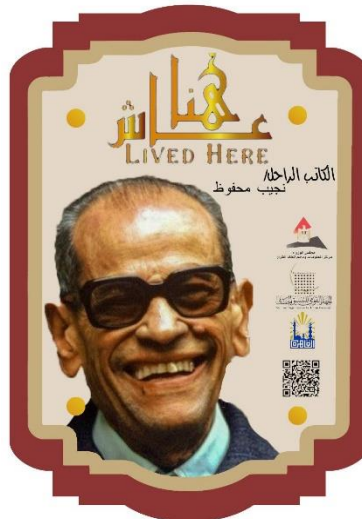


Figure 2: Sign; lived here 1 - the late writer / Naguib Mahfouz

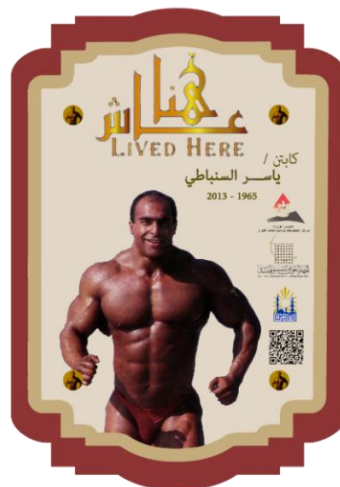


Figure 3: sign; lived here 1 - Captain / Yasser Al-Sonbati

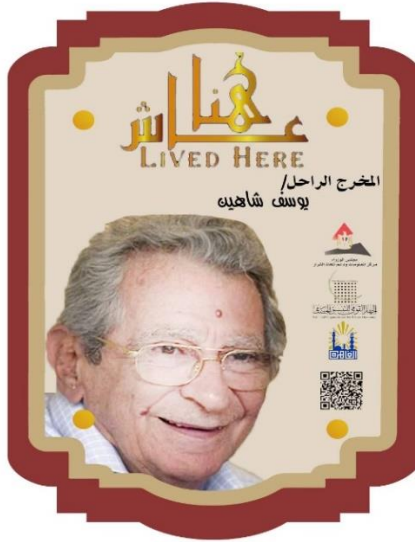


Figure 4: Sign; lived here 1 - the late director / Youssef Chahine



Figure 5: Sign; lived here 1 – the scientist/ Ahmed Zewail

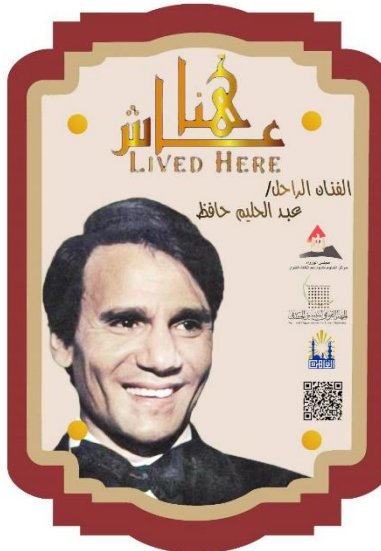


Figure 6: Sign; lived here 1 - the late artist / Abdel Halim Hafez

The second campaign "Lived Here 2" has 4 innovative designs:

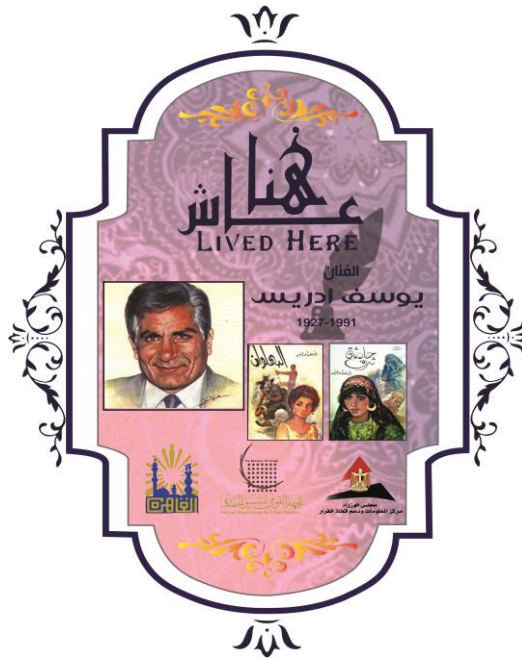


Figure 7: Sign; lived here 2 – the novelist/ Youssef Idris



Figure 8: Sign; lived here 2 – the artist / Dalida



All number 9: sign; lived here 2 - the artist / Suad Hosni



Figure 10: Sign; lived here 2 – the composer/ Sayed Darwish

"Project lived here" campaign 1 and campaign 2**Recipient data:**

Name:Age:

Job title: Specialization:

Work / Home Address:

Please tick / below your selection

Notes	Evaluation				Question	No.
	Po or	Av era ge	G oo d	Ve ry Go od		
					Has the campaign contributed to bringing the audience closer to the artist, scientist or musician through a good design?	1.
					Were the appropriate shapes, colors and phrases used for the recipient or citizen in the campaign?	2.
					Do you think that the campaign slogan (lived here) is appropriate for the basic objectives of the campaign?	3.
					The amount of common attribute to the campaign ads.	4.
					What do you think of the choice of advertising banners on each residence of an artist, scientist or musician as an effective strategy in introducing him/her and his/her most important achievements?	5.
					The sequence of presentation of information and notices within the campaign has been designed logically and orderly.	6.
					The campaign has contributed to introducing the citizen differently and has more and simpler details in the view than the campaign that has already been broadcasted in previous periods.	7.
					The appropriateness of using easy-to-understand signs and images for the recipient in the banners of each artist, scientist and musician.	8.
					The extent and relevance of the characters to the campaign for the Egyptian environment.	9.

					Say your opinion about the size of citizen participation after the display of the advertising campaign "lived here" for each artist, scientist and musician and the extent of social return.	10.
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The Validity and Reliability of the search tool

Questionnaire about

The role of advertising in the development of the project of the National Authority for Civilization Coordination - "lived here" Project

❖ Results of internal validity of the questionnaire items.

The researcher verified the internal validity of the questionnaire items by the coefficient of correlation between the scores of each item and the overall score of the questionnaire, and the results were as shown in table (1):

Table (1): Shows the correlation coefficients between the scores of each item and the overall score of the questionnaire.

Items	Correlation coefficient	Sig.	Statistical significance
Did the campaign bring the recipient closer to the artist 'the world or the musician through good design?	0.83	0.01	SN
Were the appropriate shapes, colors and phrases used for the recipient or citizen in the campaign?	0.71	0.01	SN
Do you think the campaign slogan " Lived Here "is appropriate for the main campaign objectives?	0.89	0.01	SN
How much common features in the campaign ads?	0.53	0.01	SN
What do you think of the choice of advertising banners on each residence of an artist, scientist or musician as an effective strategy in introducing him/her and his/her most important achievements?	0.78	0.01	SN
The sequence of displaying information and notices within the campaign was made logically and systematically	0.81	0.01	SN
The campaign has contributed to introducing the citizen differently and has more and simpler details in the view than the campaign that has already been broadcasted in previous periods.	0.75	0.01	SN

The appropriateness of using easy-to-understand signs and images for the recipient in the banners of each artist, scientist and musician.	0.79	0.01	SN
The extent and relevance of the characters to the campaign for the Egyptian environment.	0.62	0.01	SN
Say your opinion about the size of citizen participation after the display of the advertising campaign "lived here" for each artist, scientist and musician and the extent of social return.	0.84	0.01	SN

Table (1) shows the correlation coefficients between the scores of each item and the total scores of the questionnaire, which ranged between (0.53 - 0.89) and all of them statistically significant at the level of significance (0.01) and thus the questionnaire items are true to what was set to measure.

❖ Results of questionnaire reliability.

The researcher verified the stability of the questionnaire through the Cronbach's alpha coefficient method and the results were as shown in table (2):

Table (2): Shows the results of the Cronbach's alpha questionnaire test.

The search tool	Items	Cronbach's alpha
Media campaign questionnaire	10	0.91

Table (2) shows the questionnaire reliability factor of (0.91), which is a high reliability rate, which assures the researcher about the results of the application of the questionnaire.

Analysis of survey results

In this paper, the responses of the study sample from the specialist between the faculty member and the designer in the field of advertising in Egypt are presented and analyzed in a questionnaire about "**The role of advertising in the development of the project of the National Authority for Civilization Coordination. "lived here" Project.**

The Frequencies, weighted averages, weighted ratio and the Chi-square test were used to denote the differences between specialist evaluations of the questionnaires on a quadratic scale as follows:

Corrected on "very good, good, moderate, weak" scale with weights (4, 3, 2, 1) respectively, and the range was calculated, subtracting the smallest weight from the highest weight in the scale ($4 - 1 = 3$), then dividing Range (3) to (4) in order to determine the actual length of each level, and was ($3 \div 4 = 0.75$), which means that the level "weak" falls between the value (1) and less than ($1 + 0.75 = 1.75$), and that the level "moderate" falls between the value (1.75)

and less than ($1.75 + 0.75 = 2.50$), the "good" level falls between the value (1.75) and less than ($2.50 + 0.75 = 3.25$), and the level "very good" between the value (3.25) To (4.0).

The weighted weight for each of the terms is thus as follows:

- 1 – 1.74 (Weak)
- 1.75 – 2.49 (Moderate)
- 2.50 – 3.24 (Good)
- 3.25 – 4 (Very good)

The used statistical methods:

In this study, the researcher used the Social Science Statistical Packages (SPSS 25) to perform statistical analyses and methods used in the research:

- 1- Pearson Correlation coefficient.
- 2- Cronbach's alpha coefficient .
- 3- Average, standard deviation and relative weight.
- 4- Chi-square test

Statistical results of the research

First campaign: symmetrical design contains images and drawings

The researcher used both the scientist Ahmed Zewail and the artist Abdel Halim Hafez as a model for the first campaign, and the results of the first campaign as shown in table (1):

Table 1: Frequencies, weighted averages, weighted ratios, and Chi-square test results for evaluations of the first campaign items for a symmetrical design containing images and drawings.

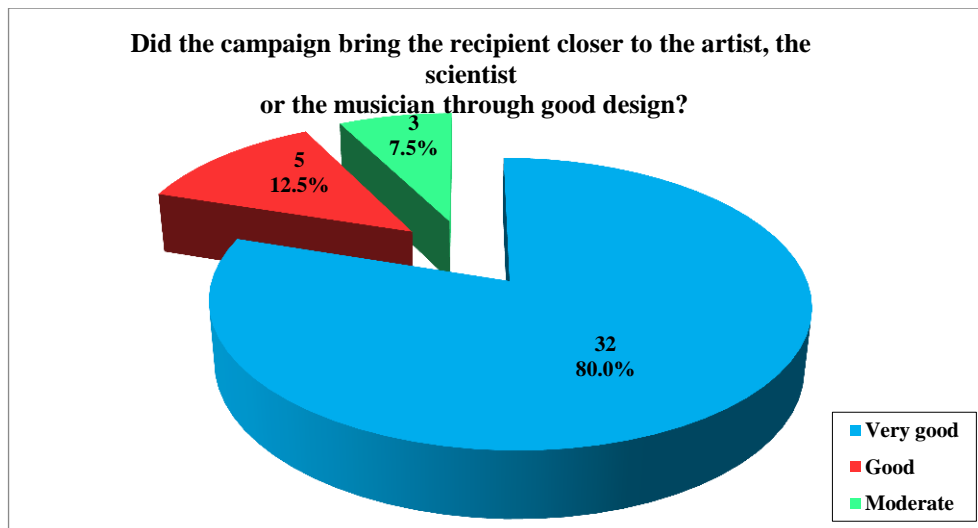
Items	Evaluation					Total weights	Weighted average	Weighted ratio (%)	Chi-square	Sig.	Evaluation level	Ranking
	very good	Good	Moderate	Weak								
1- Did the campaign bring the recipient closer to the artist, the world or the musician through good design?	32	5	3	-		149	3.73	93.13	65.8	0.001	Very good	8
2- Appropriate shapes, colors and phrases used for the recipient or citizen in the campaign.	33	6	1	-		152	3.80	95.00	72.6	0.001	Very good	4
3- Do you think the campaign slogan "Lived Here" is appropriate for the main campaign objectives?	40	-	-	-		160	4.00	100.0	120.0	0.001	Very good	6
4- How many common features in the campaign ads?	30	7	3	-		147	3.68	91.88	55.8	0.001	Very good	10

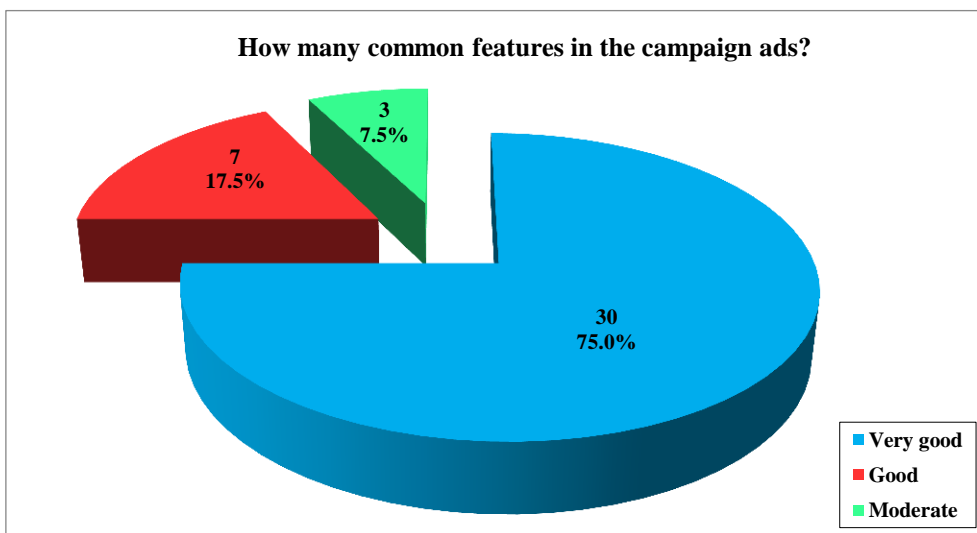
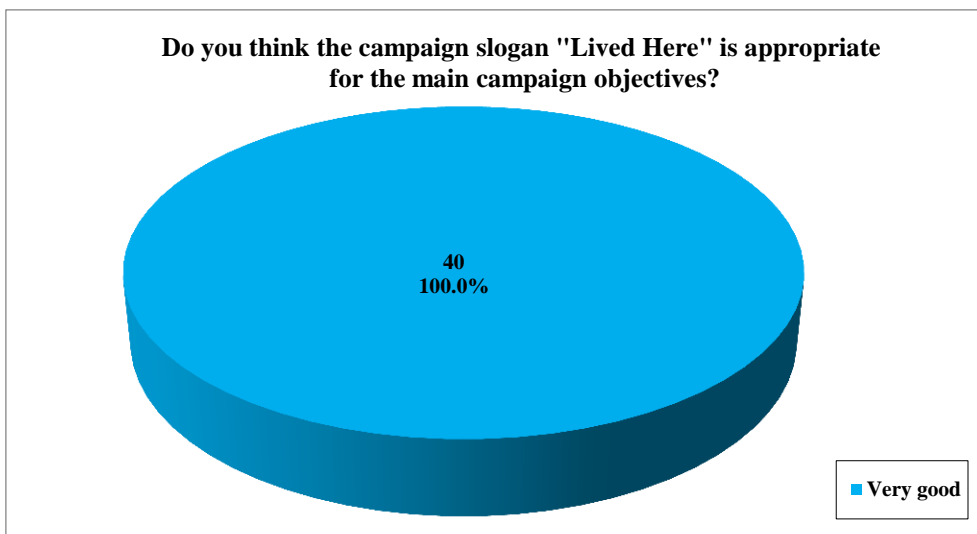
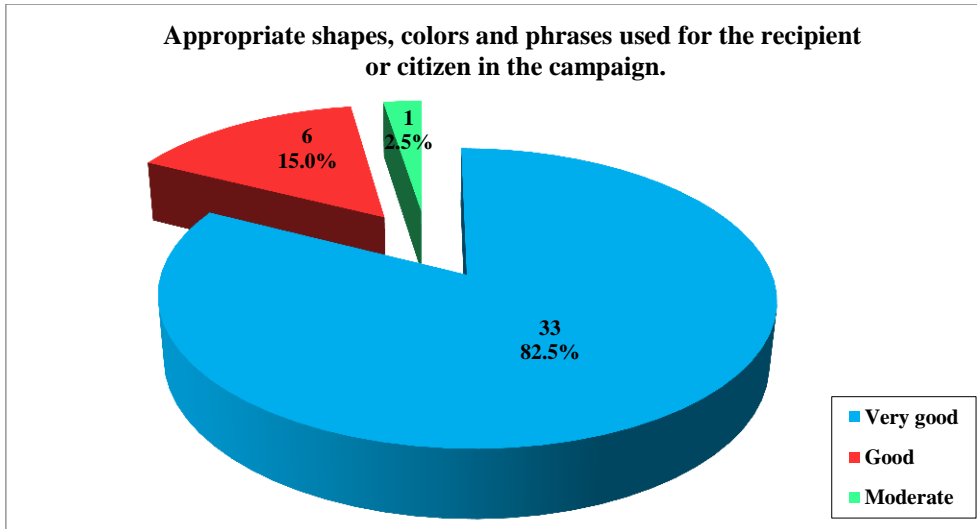
5- What do you think about choosing advertising banners on each residence of an artist or scientist or musician as an effective strategy in introducing him/her and his/her most important achievements?	38	2	-	-	158	3.95	98.75	104.8	0.001	Very good	4 rep.
6- The sequence of displaying information and notices within the campaign was made logically and systematically	34	5	1	-	153	3.83	95.63	78.2	0.001	Very good	3
7- The campaign has contributed to introducing the citizen differently and has more and simpler details in the view than the campaign that has already been broadcasted in previous periods.	37	2	1	-	156	3.90	97.50	97.4	0.001	Very good	6 rep.
8- The appropriateness of using easy-to-understand signs and images of the recipient in the banners of each artist, scientist and musician	38	2	-	-	158	3.95	98.75	104.8	0.001	Very good	2
9- The extent to which the personalities are connected to the campaign for the Egyptian environment.	37	2	1	-	156	3.90	97.50	97.4	0.001	Very good	1
10- Say your opinion about the size of citizen participation after the display of the advertising campaign "lived here" for each artist, scientist and musician and the extent of social return.	38	1	1	-	157	3.93	98.13	104.6	0.001	Very good	8 rep.
Symmetric design with images and graphics						3.87	96.63			Very good	

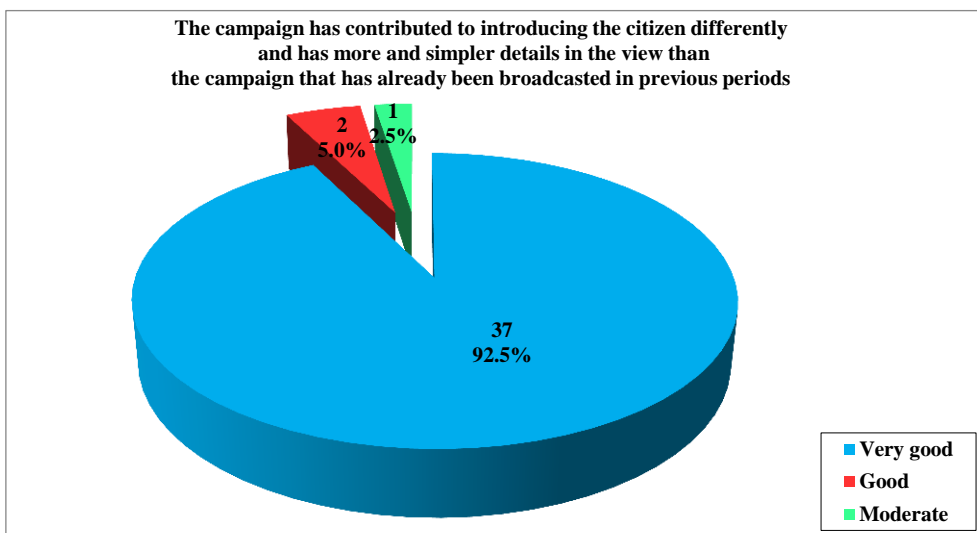
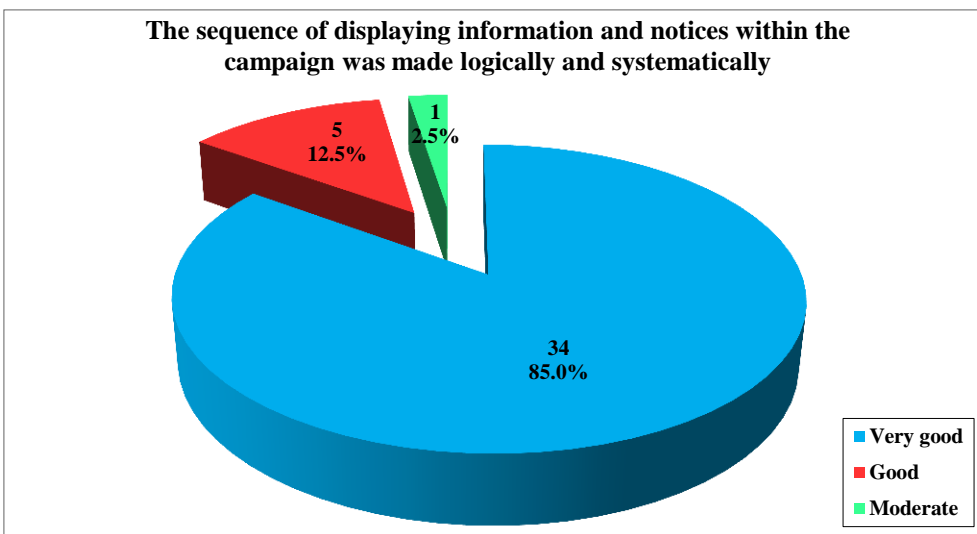
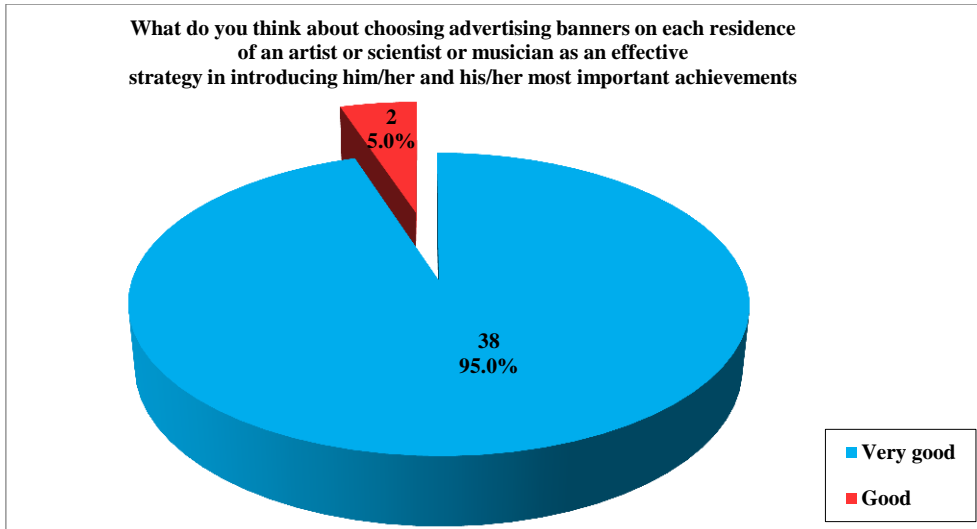
Table (1) shows that all the values of Chi-square for the first campaign items of a symmetrical design containing images and drawings came statistically significant, where the values of "T" for the campaign items ranged between (55.80 - 120.0) and the level of significance (0.001) for all values of "T", which shows differences among levels of evaluations for each item. All opinions in a very good level standard for all items, where the weighted average values ranged between (3.68 - 4.0) and the weighted ratio ranged (91.88% - 100%). And shows the relevance of the campaign slogan (lived here) to the basic goals of the campaign with a success rate (100%), the choice of advertising banners on each residence of an artist, scientist or musician as an effective strategy in the definition of the most important achievements, the appropriate use of signs and images easy to understand the recipient in the banners of each artist, scientist and musician with a success rate (98.75%) for both of them, the success of the advertising campaign for each artist, scientist and musician in "lived here" is increasing the volume of citizen participation and increase the social return of them with a success rate (98.13%), the campaign succeeded in demonstrating the relevance and personalities of the campaign to the Egyptian environment, the campaign also contributed to the definition of the citizen differently and in more detailed and simpler way. In the presentation of the campaign previously broadcasted in previous periods with a success rate (97.50%) for both of them, the success of the presentation of information and notices within the campaign in a sequential, logical and organized rate of success (95.63%), the appropriate forms, colors and phrases used for the recipient or citizen in the campaign Success (95.0%), the campaign succeeded in bringing the audience closer to the artist, scientist or musician through good design with a success rate (93.13%), and achieved common attributes to campaign ads with a success rate (91.88%).

The success rate of the first campaign for a similar design with successful images and graphics (96.63%).

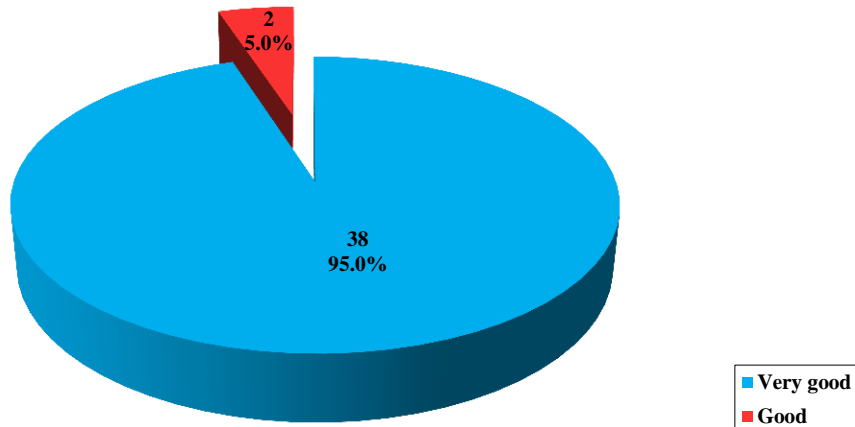
The following diagrams illustrate this:



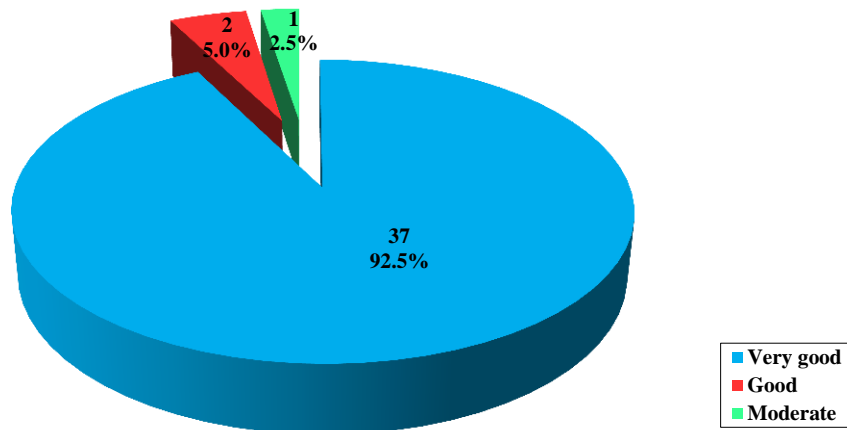




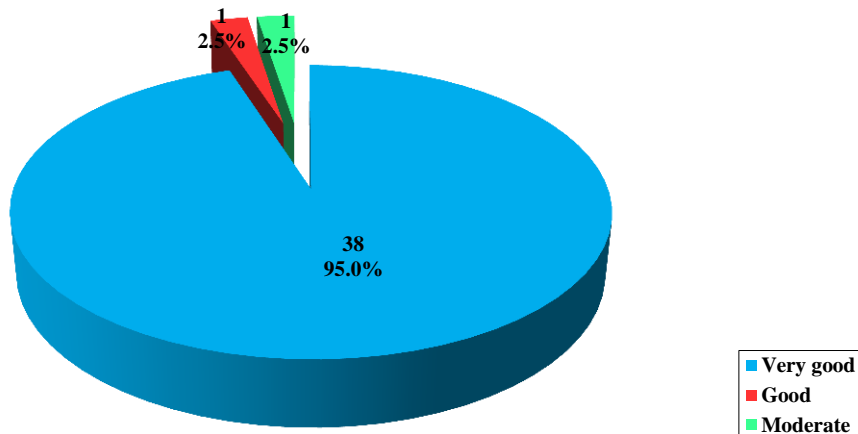
The appropriateness of using easy-to-understand signs and images of the recipient in the banners of each artist, scientist and musician

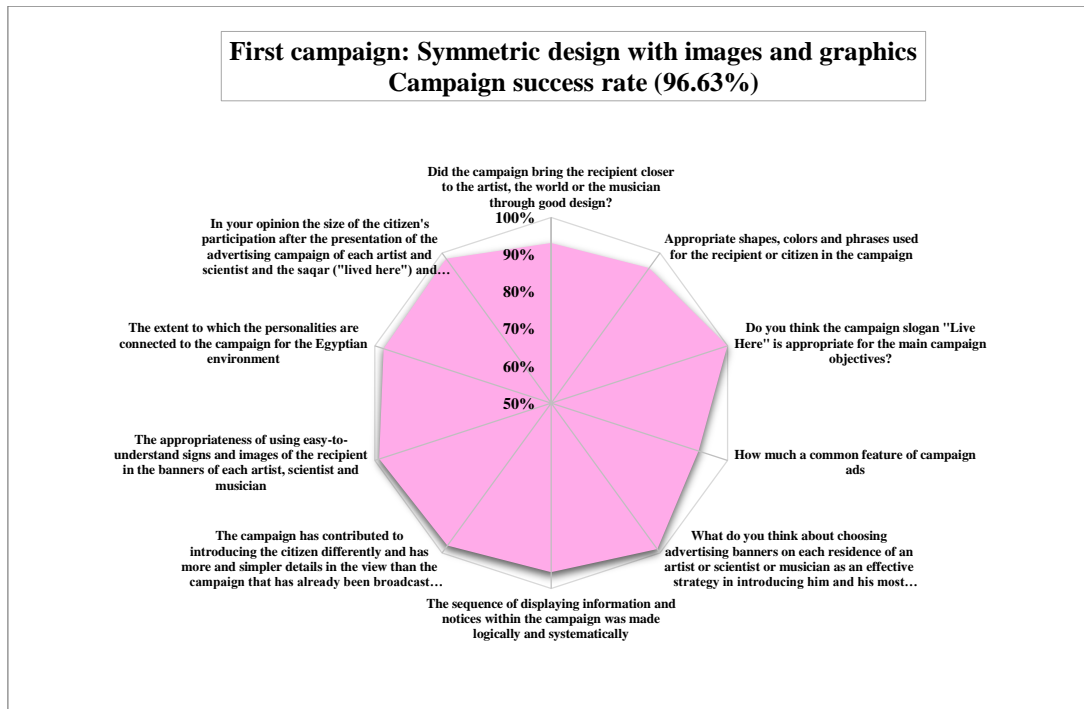


The extent to which the personalities are connected to the campaign for the Egyptian environment.



In your opinion the size of the citizen's participation after the presentation of the advertising campaign of each artist and scientist and the saqar ("lived here") and the extent of the social return from it





Second campaign: Changeable design contains images and drawings

The researcher used both artists Dalida and Souad Hosni as models for the second campaign, and the results of the second campaign as shown in Table (2):

Table (2): Frequencies, weighted averages, weighted ratios, and Chi-square test results for evaluations of the second campaign items for a variable design containing images and drawings.

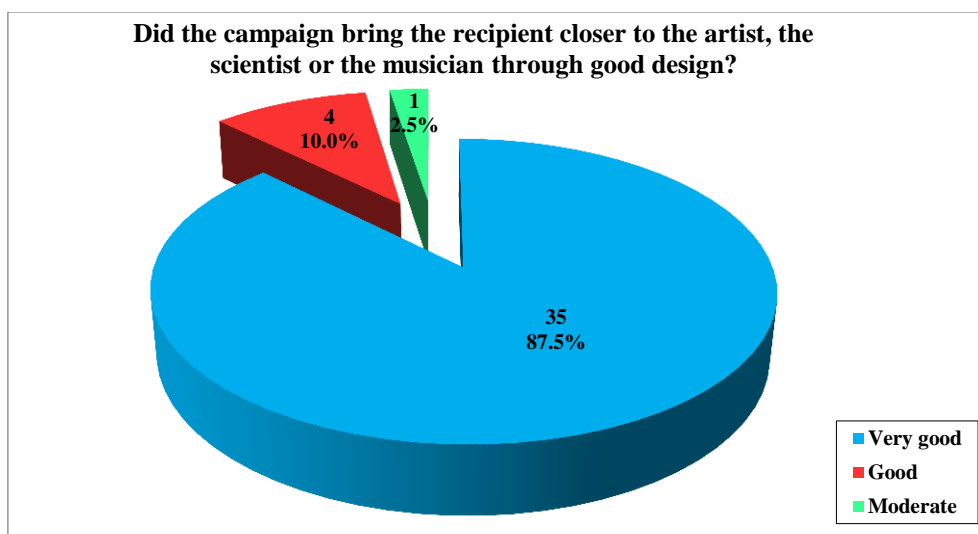
Items	Evaluation					Total weights	Weighted average	Weighted ratio (%)	Chi-square	Sig.	Evaluation level	Ranking
	very good	Good	Moderate	Weak								
11- Did the campaign bring the recipient closer to the artist, the world or the musician through good design?	35	4	1	-	154	3.85	96.25	84.2	0.001	Very good	8	
12- Appropriate shapes, colors and phrases used for the recipient or citizen in the campaign.	38	1	1	-	157	3.93	98.13	104.6	0.001	Very good	4	
13- Do you think the campaign slogan "Lived Here" is appropriate for the main campaign objectives?	37	2	1	-	156	3.90	97.5	97.4	0.001	Very good	6	

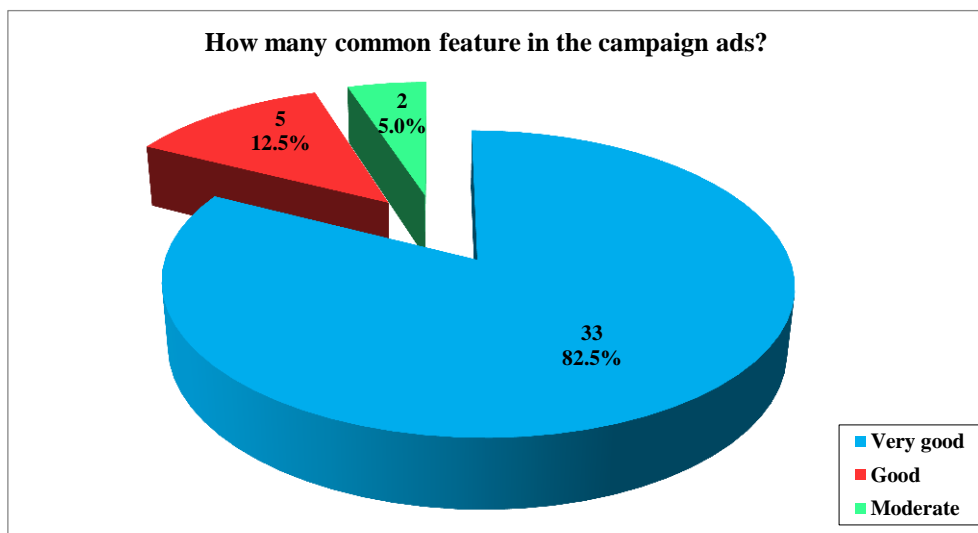
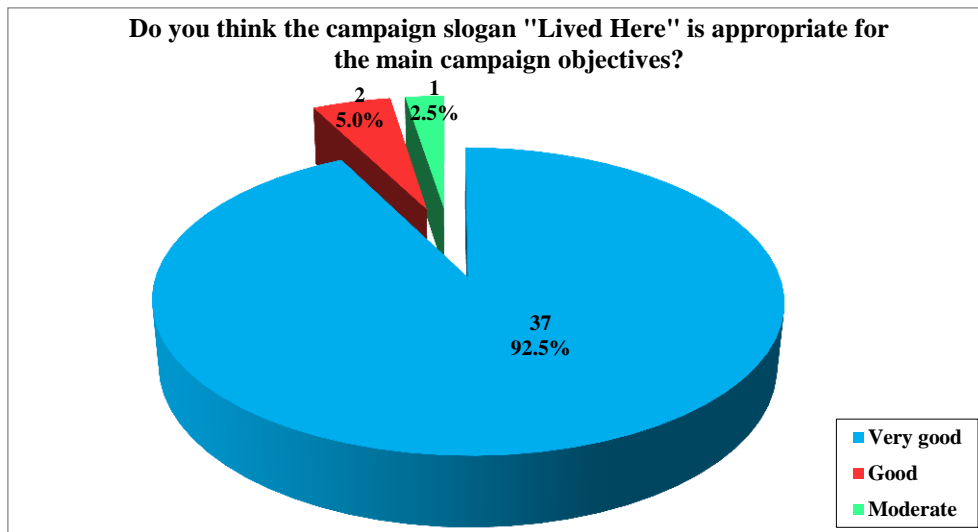
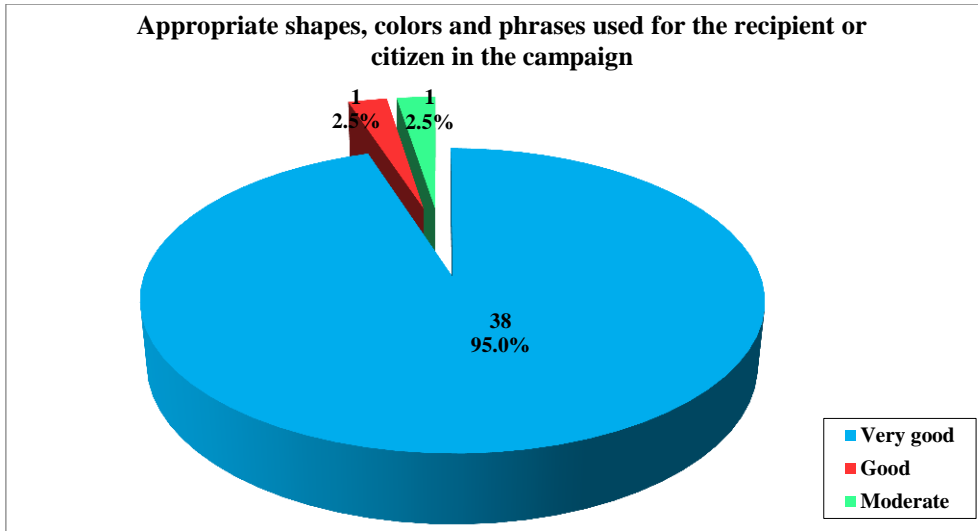
14- How many common features in the campaign ads?	33	5	2	-	151	3.78	94.38	71.8	0.001	Very good	10
15- What do you think about choosing advertising banners on each residence of an artist or scientist or musician as an effective strategy in introducing him/her and his/her most important achievements?	37	3	-	-	157	3.93	98.13	97.8	0.001	Very good	4
16- The sequence of displaying information and notices within the campaign was made logically and systematically.	36	4	1	-	158	3.95	98.75	89.3	0.001	Very good	3
17- The campaign has contributed to introducing the citizen differently and has more and simpler details in the view than the campaign that has already been broadcasted in previous periods.	37	2	1	-	156	3.90	97.50	97.4	0.001	Very good	6
18- The appropriateness of using easy-to-understand signs and images of the recipient in the banners of each artist, scientist and musician.	39	1	-	-	159	3.98	99.38	112.2	0.001	Very good	2
19- The extent to which the personalities are connected to the campaign for the Egyptian environment.	40	-	-	-	160	4.00	100.0	120.0	0.001	Very good	1
20- In your opinion the size of the citizen's participation after the presentation of the advertising campaign of each artist and scientist and musician in ("lived here") and the extent of the social return from it	36	2	2	-	154	3.85	96.25	90.4	0.001	Very good	8
Variable design with images and graphics						3.91	97.63			Very good	

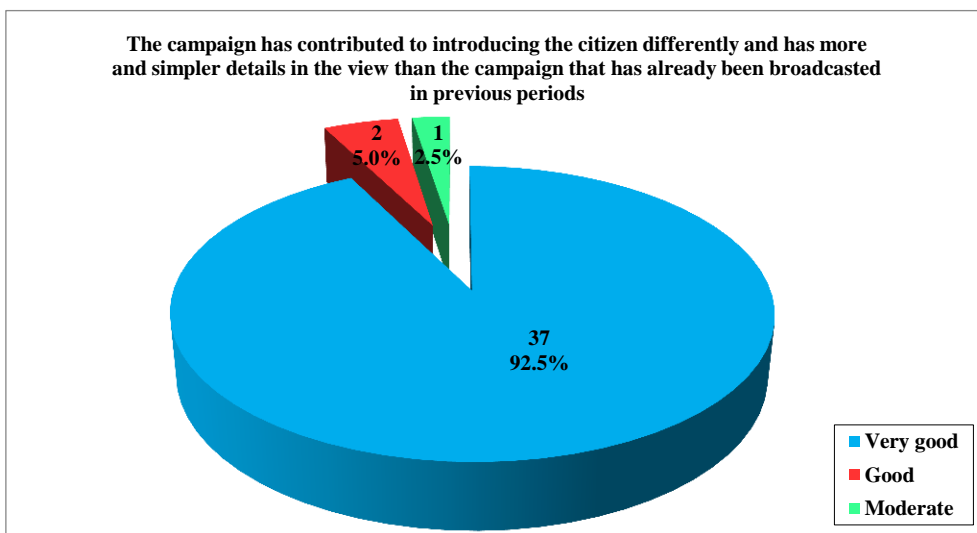
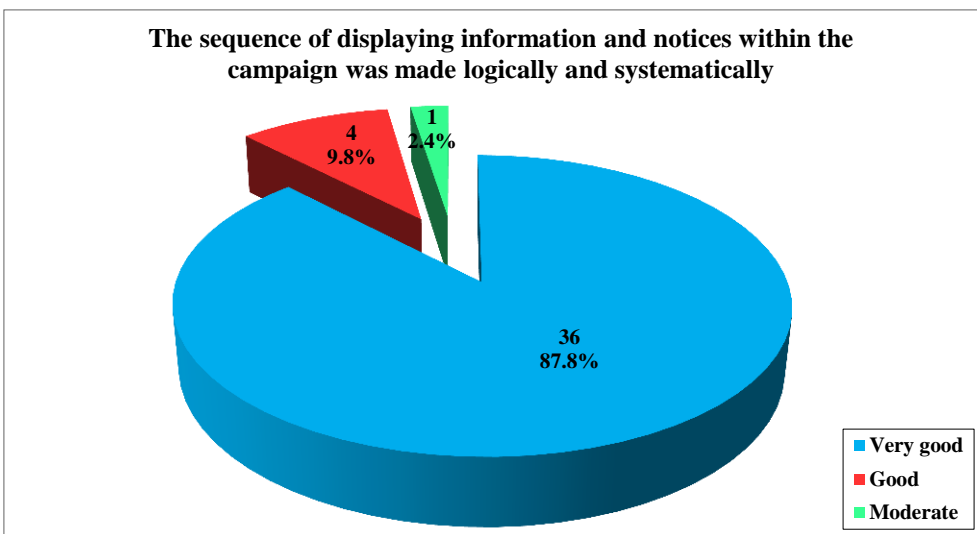
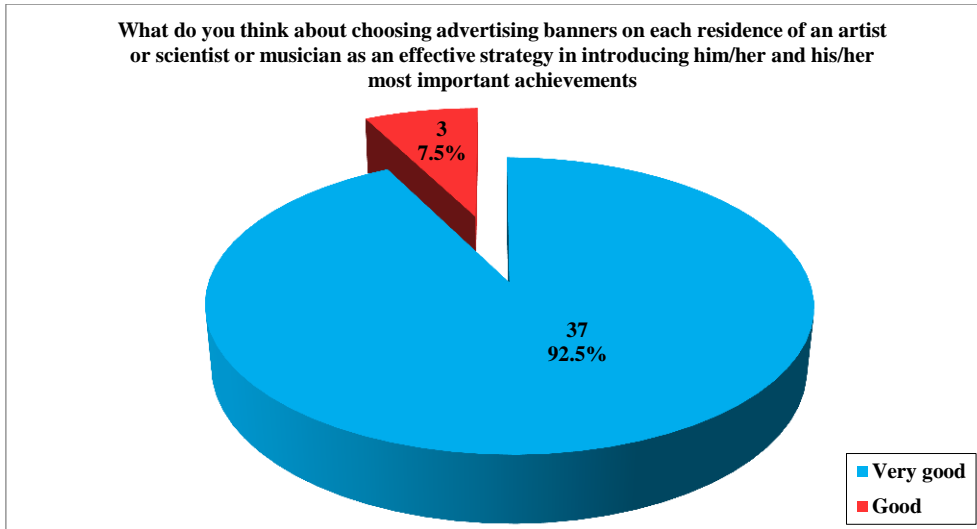
Table (2) shows that all the values of Chi-square for the second campaign items of Changeable design contains images and drawings came statistically significant, where the values of "T" for the campaign items ranged between (71.80 - 120.0) and the level of significance (0.001) for all values of "T", Which shows differences between the levels of evaluations for each item. And the responses in the **"very good"** level for all items, where the weighted average values ranged between (3.78 - 4.0) and the weighted ratio ranged (94.38% - 100%). And shows that the campaign succeeded in demonstrating the relevance and personalities of the campaign to the Egyptian environment with a success rate (100%), the use of easy-to-understand signs and images of the recipient in the banners of each artist, scientist and musician is appropriate with a success rate (99.38%), the success of the presentation of information and mentions within the campaign in sequence, being logical and organized with a success rate (98.75%), Appropriate forms, colors and phrases used for the recipient or citizen in the campaign, and the selection of advertising banners on each residence of an artist, scientist or musician as an effective strategy in introducing him/her and his/her most important achievements with a success rate (98.13%) for each of them, the campaign logo (lived here) is appropriate for the main objectives of the campaign, and the campaign has contributed to introducing the citizen differently and in more details than the campaign that has already been broadcasted in previous periods with a success rate (97.50%) For each of them, the campaign helped to bring the recipient closer to the artist, the scientist or the musician through good design, and the success of the advertising campaign of each artist, scientist and musician in "Lived Here" to increase the size of the citizen's participation and increase the social return from it with a success rate (96.25%) for each of them, and the campaign succeeded in achieving a common feature among the campaign ads with a success rate of (94.38%).

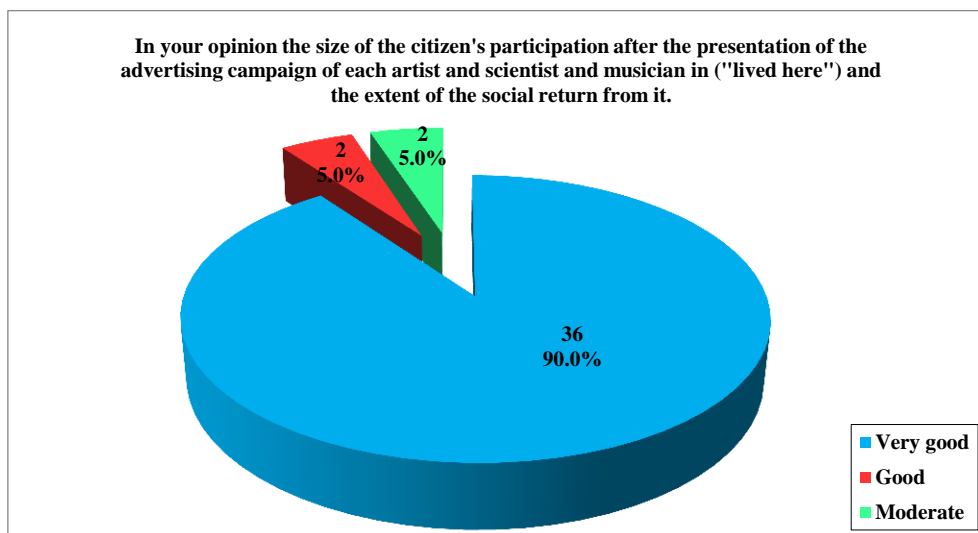
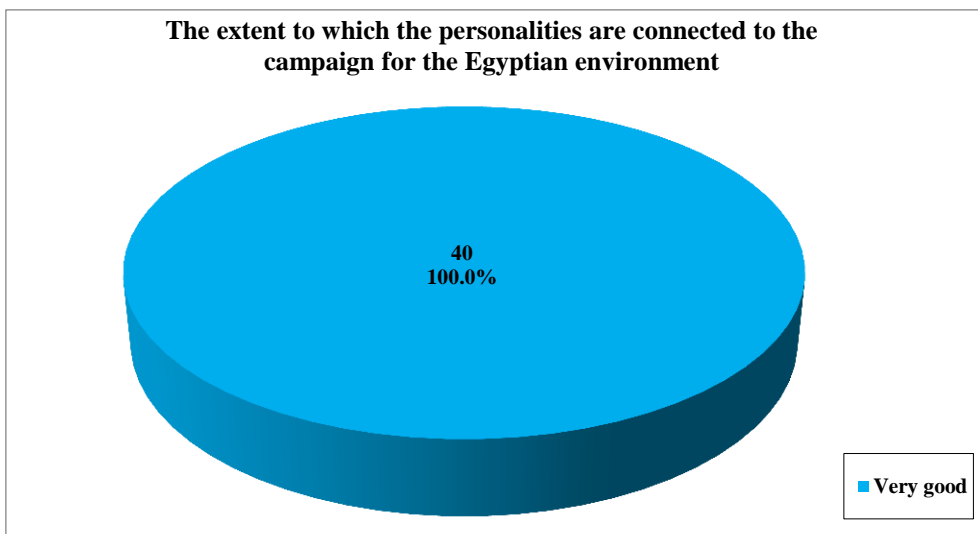
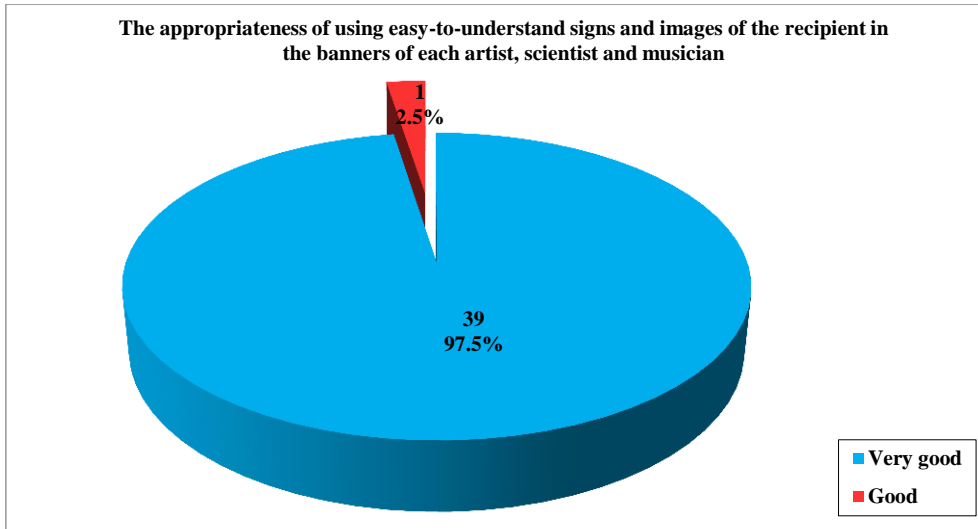
The success rate of the second campaign for variable design with successful images and graphics (97.63%).

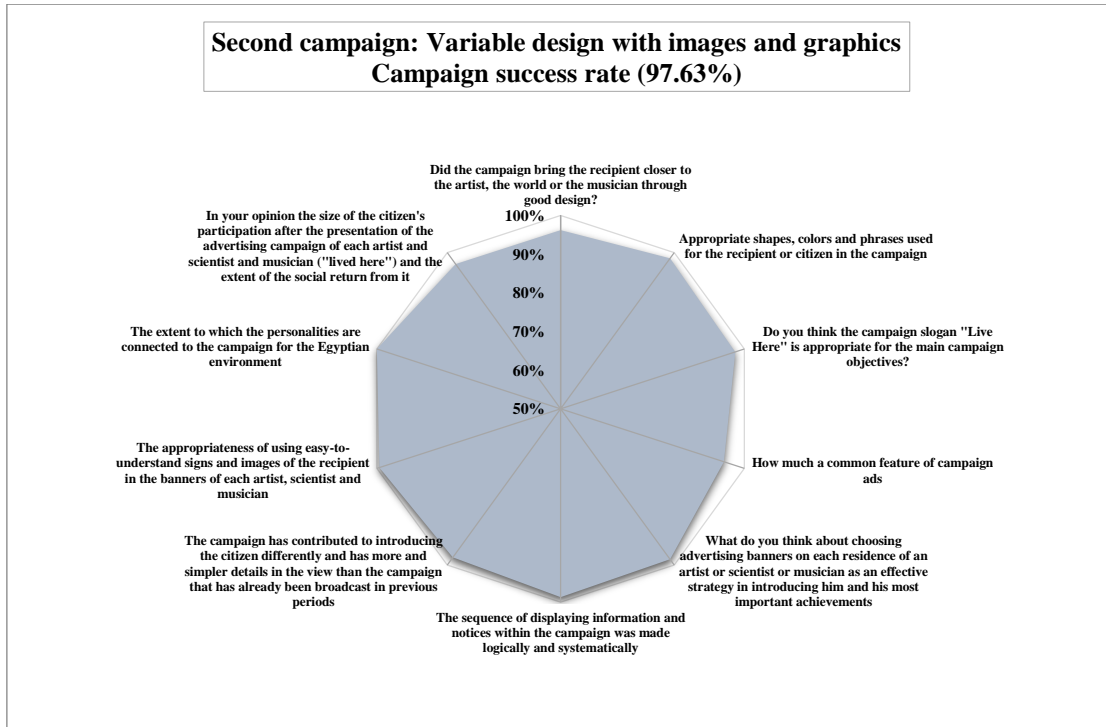
The following diagrams illustrate this:











❖ Overall evaluation of media campaigns

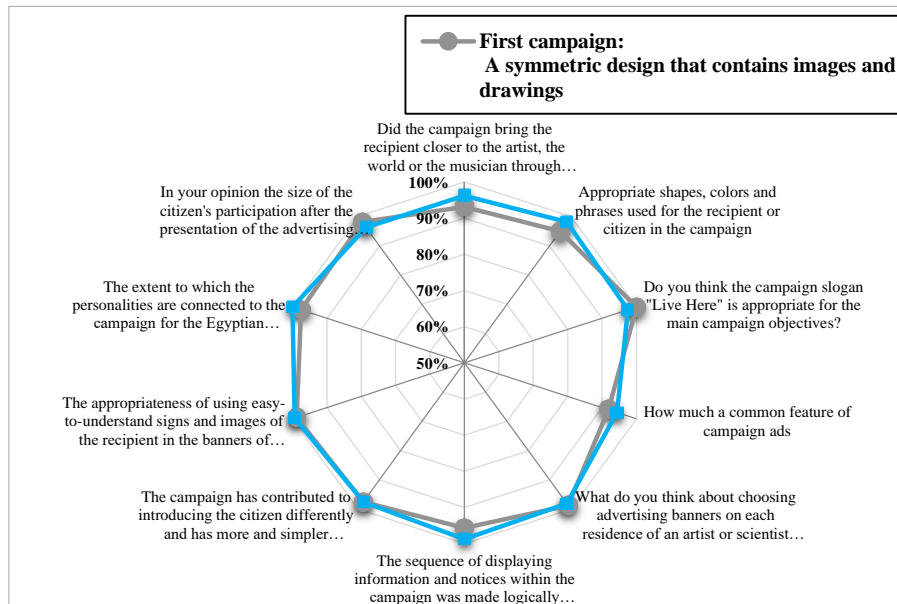
Table 3: Shows the success rates of media campaigns in the overall evaluation.

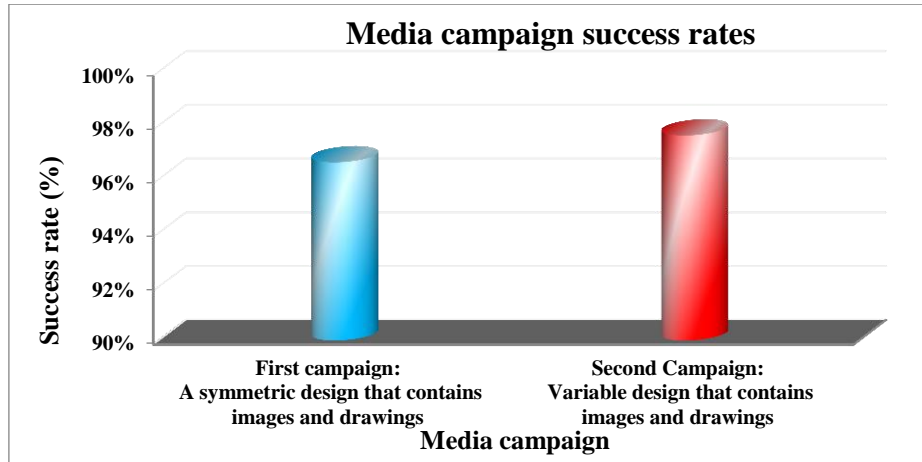
Items	First campaign: A symmetric design that contains images and drawings	Second Campaign: Variable design that contains images and drawings
1- Did the campaign bring the recipient closer to the artist, the world or the musician through good design?	93.13%	96.25%
2- Appropriate shapes, colors and phrases used for the recipient or citizen in the campaign.	95.00%	98.13%
3- Do you think the campaign slogan "Lived Here" is appropriate for the main campaign objectives?	100.00%	97.50%
4- How many common feature in the campaign ads?	91.88%	94.38%
5- What do you think about choosing advertising banners on each residence of an artist or scientist or musician as an effective strategy in introducing him/her and his/her most important achievements?	98.75%	98.13%

6- The sequence of displaying information and notices within the campaign was made logically and systematically	95.63%	98.75%
7- The campaign has contributed to introducing the citizen different details in the view than the campaign that has already been broadcasted	97.50%	97.50%
8- The appropriateness of using easy-to-understand signs and images of the recipient in the banners of each artist, scientist and musician.	98.75%	99.38%
9- The extent to which the personalities are connected to the campaign for the Egyptian environment.	97.50%	100.00%
10- In your opinion the size of the citizen's participation after the presentation of the advertising campaign of each artist and scientist and musician in ("lived here") and the extent of the social return from it.	98.13%	96.25%
Success rate	96.63%	97.63%

Table (3) shows the success of advertising campaigns and the second campaign for a variable design with images and higher fees with a success rate (97.63%), and then the first campaign for a symmetric design containing images and drawings with a success rate (96.63%).

The following two graphs illustrate this:





□ Results:

1. The success of the design of the campaign advertisements (lived here 1 and 2) as an awareness advertising tool in achieving the goals of awareness and its social spread is an indicator of its potential use as an effective means.
2. The employment of the ads of my campaign (lived here 1, 2) is an intellectual and design direction that comes out of the stereotype to open new horizons in the field of awareness.
3. There is a relationship between the use of images and graphics and between the advertising message and behavior change and trends between the target audience.
4. There is a strong correlation between the success of the advertising message of my campaign ads (lived here 1 and 2) and how to use them on the appropriate means to achieve interaction and to achieve the required response.

□ Recommendations:

1. The use of images and graphics in awareness-raising advertisements should be utilized to obtain greater benefit for awareness-raising advertisements.
2. Establishing a culture of change, and graphic design achieves its goals through the thoughtful and good use of images and drawings, which achieves a positive return among the categories of society.

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