

Social Marketing Campaigns in Egypt: A Comparative Study

Shereen Aly Hussien Aly Abdou

Assistant Professor in Business Administration, Business
Administration Department

Faculty of Commerce and Business Administration, Helwan
University, Egypt.

Abstract:

The study investigates social marketing campaigns in Egypt under a descriptive analytical approach by relying on a survey of quantitative data on social marketing campaigns for the period from 2000 to 2022 based on annual data in addition to the questionnaire questions that were distributed in Arabic to a random sample of users of social media platforms in Egypt from October to December 2022. There were notable variations observed in the social marketing campaigns and promotional strategies employed for health awareness, financial awareness, environment awareness, resistance to immigration, resistance to negative discrimination, and charitable fundraising. In addition, respondents agreed that charitable fundraising campaigns are the most successful. While the least successful was resistance to immigration. This can be explained by the variation between campaigns' appeals, as charitable fundraising campaigns were using humor appeal, while resistance to immigration campaigns used fear appeal.

Keywords: social marketing, marketing campaigns, Promotional mix, Egypt.

1. Introduction:

In today's rapidly changing landscape of communication technologies and easy access to information, social marketing has emerged as a powerful force for driving positive social change. By blending traditional marketing principles with the goal of improving society, social marketing campaigns have become essential in tackling a diverse range of challenges, including public health concerns and environmental conservation. These campaigns are strategically designed to influence behavior and attitudes, making them invaluable tools in addressing various societal issues.

Social marketing campaigns are centered on using marketing strategies and tactics to accomplish social or behavioral goals. Essentially, social marketing aims to persuade individuals, groups, or entire communities to adopt behaviors that are advantageous not only for themselves but also for the overall welfare of society. Unlike commercial marketing, which focuses on generating profits, social marketing aims to generate value for society by promoting positive changes in behavior and attitudes.

In contrast, some individuals perceive a connection between social marketing campaigns and corporate social responsibility (Carrigan et. al. 2011). This study supports this notion, as it suggests that social marketing campaigns, often initiated by Non-Profit Organizations (NPOs) or government

entities, can only be funded through collaboration with the business sector.

Social marketing campaigns are based on using marketing strategies typically used in commerce to address social issues. These campaigns acknowledge that people's choices are not always based solely on rational thinking, but are also influenced by social, cultural, and psychological factors. By considering these factors when planning and executing campaigns, social marketers can effectively connect with their intended audience and motivate long-term behavior change.

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The concept and practices of social marketing have become more prevalent in industrialized countries (Marcell et al. 2004). There has been an increase in the number of papers dedicated to studying social marketing. Researchers and institutions in the United States and the United Kingdom have made significant contributions to advancing this field (Truong, 2015). In developing countries, there

are both successful experiences and failures in implementing social marketing strategies.

Emerging markets are often characterized by a lack of financial literacy and awareness, which can lead to poor financial decision-making and a lack of access to financial services. Social marketing campaigns have emerged as a promising approach to drive financial awareness and improve financial inclusion in these markets (Karim and Kassim, 2018). This article explores the use of social marketing campaigns to drive financial awareness in Egypt and presents evidence of their effectiveness in improving financial literacy and access to financial services.

Egypt is an emerging market with a large population and a significant proportion of unbanked individuals, particularly in rural areas. In recent years, the Egyptian government and various financial institutions have launched social marketing campaigns to promote financial awareness and inclusion among the population. These campaigns have used various media channels, including television, radio, and social media, to deliver messages on financial literacy, savings, and responsible borrowing (Taha and ElBarbary, 2018).

Television has been extensively used in Egypt over the past ten years to disseminate health messages, as documented by Lane (1979). During the 1980s, advertisements promoting family planning, oral rehydration solution (ORS), and vaccines were

regularly aired during evening soap operas. These health commercials have become well-known, with the catchy jingles being familiar to individuals of all socioeconomic backgrounds. Notably, renowned actors have played prominent roles, portraying rural peasants in intricate storylines and settings.

In the 2000s, a study discovered the emergence of social campaigns. These campaigns aimed to collect donations for charitable causes, such as the Children's Cancer Hospital 57357 and the Cardiology Center in Aswan for Prof. Magdy Yacoub. Additionally, there were social marketing campaigns focused on financial topics like tax and financial awareness, electronic payments, and digital transformation. Furthermore, some campaigns aimed to raise environmental awareness, while others focused on reducing human trafficking and illegal immigration.

One example of a successful social marketing campaign in Egypt is the National Council for Women's "Financial Education for Women" campaign. Launched in 2014, this campaign aimed to improve the financial literacy and economic empowerment of women in Egypt. The campaign used a variety of media channels, including television, radio, and social media, to deliver messages on topics such as budgeting, savings, and investment. The campaign reached over 1.8 million women across the country and resulted in a significant increase in the financial

literacy and economic empowerment of women in Egypt (National Council for Women, 2014).

The article examines the use of social marketing campaigns in Egypt to understand the key features of this type of marketing strategy, which has become increasingly popular in the Egyptian business landscape. The article is divided into five sections: introduction (the current section), theoretical analysis and literature review, study design, testing of hypotheses, and conclusion and recommendations.

2- Theoretical analysis:

Social marketing originated in the late 1960s and early 1970s when marketing scholars like Philip Kotler, Sidney Levy, and Gerald Zaltman advocated for applying marketing concepts to various social issues and problems (Kotler and Levy, 1969; Kotler and Zaltman, 1971). The concept was that social marketers could influence the acceptance of social ideas by creating and managing calculated social marketing programs. These programs involved activities like product planning, pricing, communication, distribution, and marketing research (Kotler and Zaltman, 1971, p. 12). Soon, a revised definition highlighted the importance of social marketers being critically aware of the social consequences of their marketing policies, decisions, and activities (Lazer and Kelley, 1973, p. 9). This emphasis meant that evaluating and auditing the processes and

outcomes of marketing activities became a vital function of social marketing. In other words, social marketing should include critical social marketing (Gordon, 2011).

Later on, Andreasen made an effort to explain the purpose of social marketing by suggesting that social marketing involves utilizing techniques commonly used in commercial marketing to develop programs that aim to influence the voluntary actions of specific groups of people. The goal is to enhance their individual well-being and contribute to the betterment of the larger society to which they belong (Andreasen, 1994, p. 110).

Andreasen's definition had a significant impact on the field by emphasizing the use of marketing concepts to influence the behaviors of specific target audiences, rather than solely promoting universal social ideals. This definition has had such a profound impact that it is still included in most mainstream definitions of social marketing today. For instance, the current definition put forth by the International Social Marketing Association (ISMA) , European Social Marketing Association, and Australian Association of Social Marketing (2014) states: Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good. The practice of Social Marketing is guided by ethical principles. It aims to integrate research, best practices, theories, audience

insights, and partnerships to inform the implementation of competitive and segmented social change programs that are effective, efficient, fair, and sustainable.

Andresean's definition brought focus and clarity to the direction of social marketing efforts. However, adopting this definition may have led social marketers to prioritize their skills in behavior change or influence, rather than their ability to ultimately achieve greater social good (Gordon, 2011). In essence, social marketers transformed into agents of behavior change, prioritizing measurable behavioral outcomes over social outcomes. This shift in focus also led to a decrease in efforts to influence "upstream" stakeholders and the larger economic and socio-political framework in which all stakeholders are involved (Dann, 2010).

The Andresen definition also led to a focus on encouraging voluntary behavior change, which continues to be a key objective of social marketing (Wood, 2012). However, it would be unrealistic to believe that the use of marketing principles, even within the context of social marketing, can completely achieve voluntary behavior change on its own (Donovan, 2011).

In both commercial marketing and social marketing, the strategy of behavior change can lead to involuntary physiological and psychological reactions that are outside of an individual's control (Wilson et al. 2008). These reactions "nudge" individuals towards a specific direction as predetermined (Thaler and

Sunstein, 2008). It is reasonable to assume that the majority of social marketers strive to implement social change programs in a fair, just, and sustainable manner. The field of social marketing follows established ethical guidelines (Andreasen, 2001). As a result, social marketers are dedicated to creating and executing initiatives that prioritize the rights of individuals and communities to choose whether or not to participate. They also strive to ensure fair, equitable, and sustainable social change for all (Lefebvre, 2011).

McKenzie-Mohr (2011) and other researchers have effectively incorporated this mindset into community-based social marketing. However, Lefebvre (2011) points out those concerns regarding fairness, equity, and sustainability as noted by (ISMA) are still unresolved in social change initiatives. These issues have not been thoroughly discussed or debated by social marketers.

Andreasen (2002) proposed that social marketing involves the application of commercial marketing strategies to analyze, plan, execute, and evaluate initiatives that aim to promote desired behaviors within a particular group of individuals. The primary objective is to improve the well-being of both the individuals and the society to which they belong.

Social marketing has played a crucial role in promoting social progress through marketing strategies. It has influenced governments, policy experts, and social organizations in

developing programs that aim to change consumer behaviors for the betterment of society. While the concept of social marketing is constantly evolving, its core remains rooted in applying commercial marketing principles to strategically drive behavior change (Lee and Kotler, 2011).

Social marketing relies on a set of fundamental principles and commercial marketing strategies in order to achieve success. These principles and strategies encompass exchange theory, audience segmentation, target market research, competition, the four Ps (price, place, product, and promotion), consumer orientation, and evaluation of the marketing campaign (Donovan, 2011; Grier & Bryant, 2005).

In addition, it is important to view social marketing not just as a tool, but as an ongoing and evolving process (Donovan, 2011). Its impact in the realm of public health is substantial and has been demonstrated through its widespread application over time (Lefebvre & Flora, 1988). Prominent instances of its effectiveness can be seen in the promotion of mosquito net usage in Africa, the addressing of cancer screenings in Japan, and the increase in seat belt usage in California (Lee & Kotler, 2011; Snyder et al. 2004).

Social marketing has been widely used in the health field to address issues such as smoking and family planning (Cheng et al. 2011). It has also been utilized to promote sustainable behaviors

and conservation initiatives, including recycling (McKenzie-Mohr, 2011) and fisheries management (Andriamalala et al. 2013). However, despite its use in conservation efforts, there is a lack of comprehensive evaluations regarding the effectiveness of social marketing (Veríssimo et al. 2018).

Among the four Ps employed in social marketing, the aspect that garners the most attention is the promotion of the campaign. Noar (2006) provides a list of various channels that have been utilized for this purpose, including televised media, short films, radio, print media, community-based activities, billboards, toll-free lines, and internet websites. Additionally, a previous review conducted by Noar, Palmgreen, Chabot, Dobransky, and Zimmerman (2009) highlights that many of these campaigns have evolved from solely raising awareness and utilizing a single communication channel to actively seeking behavioral change by utilizing multiple communication channels.

In recent times, social marketing scholars have put forward suggestions that adhering strictly to the concept of influencing people's behaviors towards positive social outcomes and following a predetermined process may have its limitations. This viewpoint implies that social marketing may place more emphasis on evaluating its own success in implementing a technical strategy to influence behaviors, rather than making a significant contribution to effecting social change (Lefebvre,

2012). Scholars have called for a broadening of the intellectual and disciplinary framework of social marketing, surpassing mere behavior modification (Brennan and Parker, 2013). They propose the need to redirect, reposition, and rebrand social marketing (Wood, 2012, p. 101).

While it is important to establish certain standards of "good behavior" that contribute to the overall well-being of society, such as discouraging open defecation, Saunders and colleagues (2015) argue that it is not advisable for social marketing to solely focus on influencing people's behaviors towards achieving greater social good. They also caution against being too rigidly tied to a predetermined strategy for bringing about social change.

Saunders, S. G. et al. (2015) did not intend to suggest that behavior change goals and planning are not important in social marketing. On the contrary, they acknowledge their significance. However, they argue that solely focusing on these aspects can limit the social marketer's ability to recognize the diverse roles that all stakeholders could play in achieving positive social outcomes. According to Saunders, S. G. et al. (2015), traditional social marketing planning often overlooks the self-defined and self-determined roles of individuals in attaining positive social outcomes, thereby hindering the full potential for individuals and communities to actively contribute to these outcomes.

Saunders, S. G. et al. (2015) proposed a definition of social marketing that goes beyond behavior change. According to them, social marketing involves applying marketing principles to facilitate individual and collective ideas and actions that aim for effective, efficient, equitable, fair, and long-lasting social transformation.

3. Literature review:

Social marketing has recently captured a notable concern among researchers as it became an emergent concept in the field of social studies and public opinion studies.

In a study conducted by Olawepo, J. O. et al, (2019), an evaluation was carried out on social marketing campaigns that focused on HIV testing or the intention to test as an outcome over a period of ten years (2008-2017). The study aimed at analyzing the effectiveness of these campaigns and identifying which ones were successful and which ones were not. It is worth noting that many of these campaigns utilized similar materials and distribution channels. The campaign materials that were commonly used included campaign posters, advertisements in newspapers and magazines, website banners, billboards, and leaflets. Some campaigns also utilized innovative materials such as smart phone applications and condom packs. The most frequently used channels for distributing these social marketing materials were electronic media, which includes radio, television,

websites, and social media, as well as print media like newspapers, magazines, and billboards. The research indicated that social marketing campaigns designed to increase HIV testing uptake were effective in certain contexts. In order to facilitate comparison among the numerous campaigns, it is important for social marketing practitioners to develop a standardized way of communicating the results of campaign exposure and impact.

Established in 2018, Time to Change Global emerged as a novel initiative aimed at combating the stigma and discrimination faced by individuals with mental health issues in low- and middle-income nations (Potts & Henderson, 2021). The objective of the study was to assess the changes in stigma before and after the implementation of social marketing campaigns in Ghana and Kenya as part of the Time to Change Global program. This program, initiated in 2018, aims to address and reduce stigma and discrimination against individuals with mental health issues in low- and middle-income countries. The goal was to evaluate the changes in stigma within the target populations before and after the social marketing campaigns conducted in Ghana and Kenya, which were integral components of the broader Time to Change Global program. The observed rise in intended contact in Ghana, without any other accompanying changes, aligns with the initial findings from Time to Change England. This change is estimated to be of the same magnitude as the general population in England between 2009 and 2019, which is a highly

encouraging outcome for a short-term public mental health campaign. The variations in results across different locations could be attributed to differences in both the campaign strategies and the populations involved.

Salloum, (2000) focused on determining the role of online social advertising in spreading awareness about the Covid-19 pandemic and its ability to change attitudes, researchers used the research method through a questionnaire tool of 480 samples from Jordan students, and they also used measurement evaluation, conceptual model and structural equation modeling. It found that information sharing and healthcare advertising are the most powerful predictors of digital media advertising about the COVID-19 pandemic, and therefore agreed with previous studies on the effectiveness of digital media for health education, especially during healthcare crises. Whereas Hallooed Harris, (2020) studied the impact of COVID-19 pandemic on changing basic marketing concepts, marketing strategies and consumer ethics. It concluded that such global pandemic has provided great opportunities for companies actively participating in many corporate social responsibility (CSR) initiatives in the long term, and that this pandemic has contributed to innovation and creativity in the field of social marketing and to further exploration of the drivers of effectiveness and details of changes that will benefit the field in the long run. It contributed to a new vision that emphasizes that periods

of health crises increase the ability of innovation and creativity in social marketing campaigns.

In a study conducted by Naugle (2016), the author explored the influence of media on the success of social marketing campaigns. Specifically, the researcher examined the "Life and Growth" campaign, which sought to raise awareness about the benefits of breastfeeding among women in Viet Nam. The findings revealed that the effectiveness of the media campaign directly correlated with its strategy, meaning that the more strategic the campaign, the greater its impact on the public's adoption of breastfeeding behavior. Additionally, the results showed that areas where multiple forms of media were utilized as a means of conveying the campaign's message tended to have higher rates of breastfeeding behavior.

According to Shaw, Aline, and Golding (2012), social marketing has the potential to increase awareness about the impact of anemia on the health of pregnant women. They suggest that by utilizing various social marketing strategies, including the application of certain commercial marketing techniques, this goal can be achieved.

Syredetal (2014) aimed to identify the effectiveness of using social media as a tool to promote sexual health in the context of health promotion by monitoring interaction patterns between users on some pages on Facebook, and its relationship to

strengthening interaction on these pages, to evaluate Facebook as a means of intervention and rely on data collection Quantitatively and qualitatively during 5 months in 2010 for some health campaigns on Facebook in Britain. The study found that there are obstacles that prevent the effectiveness of intervention programs on social networks to some extent. These obstacles are that the public does not continue to interact on these pages due to the lack of a common space between users to present their experiences of contracting any diseases and convey their experiences.

Olotewo (2016) examined social media marketing in the emerging markets, it relied on purposeful and systematic sampling to ensure that adults aged 18-65 with in-depth knowledge of social media marketing in organizations in the emerging economies participate in the study. Through a standard questionnaire designed for this purpose, the classical regression model was adopted for the analytical results. It concluded the study that social media activity positively affects brand success in emerging economies. There is a direct and positive relationship between social media activity and the success of an organization's brand in the market, and it is recommended that an organization designs an effective social media marketing strategy in order to increase its brand engagement and create more customer enjoyment.

Examples for social marketing campaigns in Egypt:

100 million Health Initiative: This campaign aimed to enhance the health of Egyptians by conducting a medical survey to discover those infected with hepatitis C throughout the country, and to detect other diseases such as diabetes, high blood pressure and obesity to reduce future complications for those infected with these diseases. This campaign was implemented in coordination with the Ministry of Health. The scope of implementation was divided into three phases. A medical survey was conducted on large numbers of citizens, including a national campaign to eliminate Hepatitis C and detect non-communicable diseases.

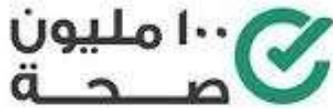


Fig. 1: 100 million Health Initiative

Women as Peace Makers Program: The National Council for Women launched this campaign in coordination with the United Nations, as part of efforts to enhance women's leadership and participation for peace, prosperity and development, and to complement a previous campaign carried out by the council in 2017. This campaign highlights the pivotal role of women in combating terrorism and extremism. It also included a simplified message about the national initiatives and projects established by the state, their positive feedback, and their impact on supporting

stability, peace and internal security through training meetings. Such campaign included wide activity, as 161 door-knocking campaigns were implemented at the level of the governorates of the Egypt, with a total of 504,342 visits targeting 2,552,534 individuals. 118 seminars were held, targeting 13,803 individuals, and 148 artistic events were held at the level of the governorates of the country, under the slogan "Egypt, the Land of Security and Peace" in cooperation with the Ministry of Culture - the General Organization for Cultural Palaces. It targeted 27,167 individuals; 2,136 legal consultations were provided through the lawyers of the Complaints Office branches in the council's branches in the governorates. So, the total campaign activities since its inception on September 26 until October 12, 2021 have reached 635 activities targeting 2,597,860 individuals (1,175,952 women / 518,778 men / 903,130 children) contacted to raise awareness.



Fig. 2: Women as Peace Makers Program

Harassment is a crime... Speak Up Campaign: This campaign aimed to spread awareness about the importance of not being silent about harassment crimes in transportation and public places, in order to provide a safe transportation environment for women and girls. The campaign included an awareness video from the performance Egyptian cinema famous two stars (Menna Shalaby and Hani Adel), in addition to a set of posters and awareness messages that were published on social media.



Fig 3: Harassment is a crime... Speak Up Campaign

Together to Survive initiative: It targeted young men and women who are about to get married and newly married couples with the aim of clarifying important concepts in forming a healthy family and an active, happy and productive family, through the implementation of an intensive awareness program, which includes a number of axes that deal with topics related to self-identification, the culture of respect and acceptance of the other, and family transactions. The initiative was implemented in four Egyptian

governorates (Cairo - Giza - Ismailia - Alexandria), it included 12 workshops targeting about 320 newlyweds, and holding workshops for children accompanying their parents 100 children that included drawing and coloring, preparing the guide The training program "Together to Survive" to distribute it and benefit the largest number of people who are about to get married.



Fig. 4: Together to Survive initiative

Family Development Initiative: It aimed to develop its implementation plan and its interventions with various activities and programs at the level of 1518 centers and villages in twenty governorates, within the scope of the implementation of the first year. This initiative will be implemented over a period of 3 years during the period from 2021 to 2023. It included economic empowerment to include 877 villages in 9 governorates of a decent life, and the axis of awareness and education on the population issue includes 1518 villages in the 20 governorates with the initiative of a decent life. The campaign included a

partnership with the Central Bank of Egypt through a memorandum of understanding, the first of its kind around the world, to work on promoting financial inclusion for women, strengthening savings and lending groups, digitization, and using modern technology to form qualified savings groups for financial transactions through electronic wallets. Within the framework of this campaign, 129,980 ID cards were extracted from January to August 2021 for unable women in many villages including 51,954 ID cards for women from tens of villages, with special priority for about 14 other villages.



Fig. 5: Family Development Initiative

The presidential "Decent Life initiative (Hayat Karima): Through the various activities and programs of the national Council of Women that are implemented in Egyptian governorates and villages. During the period from January to July 2021, many awareness activities and road campaigns were implemented in villages. The scope of the initiative's

implementation included awareness topics on various women's issues. It included a large segment of all governorates and villages in Egypt (4584 villages, 20 Governorates, 175 centers, 28000 Dependencies, 58 million Citizens).



Fig. 6: Hayat Karima

Knocking Doors Campaign under slogan (The Right Equation):

The National Council for Women launched this initiative in cooperation with a number of companies to raise societal awareness of the harms of using hydrogenated oils and the correct ways to choose safe food products on the health of women and families, especially with regard to cardiovascular diseases, by reaching the target groups in more than 229 villages in 47 centers. This campaign succeeded in educating about 640,000 women, men and children in 11 governorates.



Fig.7: The Right Equation

Positive Education Awareness Initiative: It is an initiative implemented by the NCW in cooperation with UNICEF Egypt and the Family Experts Network through holding interactive sessions on the NCW's home page on Facebook, and 7 awareness videos were published with the aim of clarifying the difference between traditional education and modern positive education, and what is the appropriate mix To raise new generations.



Fig. 8: Positive Education Awareness Initiative

Campaign for Supporting Females (Taa Marbouta): It is a media campaign to combat violence against women and empower women economically, socially and politically. It was launched by the NCW in 2017 with the aim of supporting and empowering Egyptian women and delivering a message to society in general and women in particular about the pioneering role of women in all fields and the importance of supporting the issue of gender equality in Egypt, focusing on the protection and empowerment of women in Egyptian society through monitoring positive models for the participation of Women in various fields, in addition to encouraging women to achieve their ambitions and overcome obstacles and misconceptions of social not to give in to the traditional view of the role of women. The campaign does not target women only, but rather the role of men in confronting patriarchal culture and understanding his responsibility to achieve gender equality. It does not address women only, but society as a whole, and seeks to change society's view of the role of women. It was followed by more than 48 million visitors on social media and more than 12 million on television. The related public service announcements focus on women's participation in the workforce in order to encourage them to be productive members of the economy in line with previous declarations drafted by the NCW addressing violence against women and sexual harassment and harassment.



Fig. 9: Taa Marbouta

Protect Her from Circumcision Campaign: It was launched by the NCW for the first time in June 2019, coinciding with the National Day to combat female circumcision, to educate Egyptian families in all over the country and protect their daughters from circumcision, through the establishment of many activities and events that lasted for nearly three months, with the aim of reviving the issue of circumcision. Keeping females in mind and placing them on the agenda of executive bodies, civil society and international organizations, urging all segments of society to confront this crime, and supporting local and national efforts and related community initiatives. It is an ongoing campaign that is held successively every year, and has reached 76 million awareness contacts through road campaigns and direct communication activities such as seminars and public meetings as well as media communication activities. About 8 radio media messages were broadcast on 18 local and regional stations, and

16 films on awareness raising was published on the social networking pages of the NCW for and the National Council for Childhood and Motherhood.



Fig. 10: Protect Her from Circumcision Campaign

Environmental awareness campaign: The environmental awareness campaign and solid waste recycling in Giza governorate benefited 419,294 women at the governorate level, and included an advertising campaign on the Egyptian radio, coinciding with the campaign "Don't leave your stop."



Fig. 11: Environmental awareness campaign

Presidential Initiative Survival Ships (Marakeb El-Nagah): It was launched with the participation of the NWC and the Ministry of Immigration. During this initiative, a number of awareness-raising activities were implemented in a number of Egyptian governorates such as Fayoum, Beheira and Gharbia to raise awareness of the dangers of illegal immigration, targeting 1,347,270, and included training courses for women leaders, targeting, and implementing 9 door-knock campaigns to educate women in homes, markets and squares about the dangers of illegal immigration. It targeted 1,341,000, and the implementation of 13 public meetings in the three governorates targeted 6270 individuals.



Fig. 12: Marakeb El-Nagah

My Country is Amanah Campaign: It aimed to raise awareness not to be drawn into rumors. The campaign was implemented in two phases at the level of 27 governorates with the participation of 1313 rural pioneers. The campaign targeted the total beneficiaries of the two phases 4418233 individuals. It included door-knock campaigns, holding educational seminars - providing legal awareness.



Fig. 13: My Country is Amanah Campaign

Support your country Campaign: it aimed to raise the culture awareness of saving healthy and positive values, ideas, and trends that are not only related to women, but are related to acceptance of others, love of the homeland, and the promotion of a sense of belonging and belief in the values of citizenship.



Fig. 14: Support your country Campaign

E-payment campaign: The CBE and the Federation of Egyptian Banks launched a national campaign to raise awareness of the advantages of e-payment under the slogan "Good bye Cash, It's time of E-Payment". This campaign aims to raise awareness and culture of dealing with "POS" and "QR code" machines to activate electronic payments using electronic payment cards and mobile phones to facilitate citizens and merchants in their daily transactions. It aims to reach all groups within the Egyptian society and in all regions in Egypt to provide electronic payment services in a simple and easy way to enhance electronic financial transactions within the framework of the state's plan to reduce dependence on cash and enhance electronic financial transactions.



Fig. 15: E-payment campaign

Through this study, we aim to contribute to the growing body of knowledge in the field of social marketing campaigns, ultimately fostering a better understanding of their potential and promoting evidence-based strategies for social change in Egypt.

3- Study Design:

3.1 Study Problem:

Lane (1979) found that the majority of research on social marketing campaigns focused on the United States and the United Kingdom. However, there has been less interest in studying these campaigns in developing countries, even though social marketing practices have been in existence since the mid-20th century. This study aims to analyze social marketing campaigns in Egypt from 2000 to 2022 using both quantitative and qualitative analysis. The study seeks to answer the following research questions:

- Q1: Is there a difference in using social marketing campaigns when it comes to health awareness, financial awareness, environment awareness, resistance to illegal immigration, resistance to discrimination, and charitable fundraising?
- Q2: Is there a difference in social marketing campaigns' promotional mix when it comes to health awareness, financial awareness, environment awareness, resistance to illegal immigration, resistance to discrimination, and charitable fundraising?
- Q3: Is there a difference in memorizing successful social marketing campaigns when it comes to health awareness, financial awareness, environment awareness, resistance to illegal immigration, resistance to discrimination, and charitable fundraising?

3.2 Study hypotheses

Based on research questions, hypotheses can be formulated in null form as follows:

- H₁₀: There is no significant difference in using social marketing campaigns when it comes to health awareness, financial awareness, environment awareness, resistance to illegal immigration, resistance to discrimination, and charitable fundraising.

H₂₀: There is no difference in social marketing campaigns' promotional mix when it comes to health awareness, financial awareness, environment awareness, resistance to immigration, resistance to negative discrimination, and charitable fundraising.

H₃₀: There is no difference in memorizing successful social marketing campaigns when it comes to health awareness, financial awareness, environment awareness, resistance to immigration, resistance to negative discrimination, and charitable fundraising.

3.3 Study Methodology:

The objective of this research is to differentiate between social marketing campaigns when it comes to health awareness, financial awareness, environment awareness, resistance to illegal immigration, resistance to discrimination, and charitable fundraising. Thus, this research is considered descriptive-analytical in nature.

3.4 Data Collection:

3.4.1 Primary Data: For measuring the third hypotheses, the researcher designed a questionnaire (5-point Likert scale) based on previous studies to collect data from consumers concerning different social marketing campaigns in Egypt from (2000 to 2022). It was

distributed in Arabic to a random sample of users of social media platforms in Egypt from October to December 2022.

3.4.2 Secondary Data: The study relied on annual data concerning social marketing campaigns provided by Al-Ahram Advertising Agency for the period (2000 to 2022) for measuring first and second hypotheses.

4- Test Hypotheses:

4.1 Quantitative Analysis

4.1.1 Data Collection

The data was collected through Al-Ahram Advertising Agency reports for the period from 2000 to 2022, which is a leading advertising agency that possesses data and information about the Egyptian advertising market, both in terms of the value of the advertising campaign, the target segment, and its promotional mix.

4.1.2. Testing the first hypothesis

The formulation of the hypothesis can be reviewed as follows:

H₁₀: There is no significant difference in using social marketing campaigns when it comes to health awareness, financial awareness, environment awareness, resistance to illegal immigration, resistance to discrimination, and charitable fundraising.

The study tested this hypothesis using Friedman Test as inferential statistics, and the statistical outputs can be reviewed as shown in Table (1)

Table (1): Friedman Test outputs

Ranks		Test Statistics ^a	
	Mean Rank	N	23
DISCRIM	2.33	Chi-Square	78.514
ENVIRONM	2.85	df	5
FINANCIA	3.22	Asymp. Sig.	.000
FUNDRAIS	4.83		
HEALTH	5.76		
IMMIGRAT	2.02		

a. Friedman Test

According to Table (1), the study found that the estimated value of the Chi-square coefficient within degrees of freedom (5) was (78.514), which is a significant value at the 1% significance level. Thus, the study rejects the formulation of the null hypothesis and accepts the alternative hypothesis that says:

H₁₁: There is significant difference in using social marketing campaigns when it comes to health awareness, financial awareness, environment awareness, resistance to illegal immigration, resistance to discrimination, and charitable fundraising.

4.1.3 Testing the second hypothesis

The formulation of the hypothesis can be reviewed as follows:

H₂₀ There is no difference in social marketing campaigns' promotional mix when it comes to health awareness, financial awareness, environment awareness, resistance to immigration, resistance to negative discrimination, and charitable fundraising.

The study tested this hypothesis using Kruskal-Wallis test as inferential statistics, and the statistical outputs can be reviewed as shown in Table (2):

Table (2): Kruskal-Wallis outputs

Ranks				Test Statistics ^{a,b}	
TYPES	N	Mean Rank		PROMOTIO	
PROMOTIO 1.00	23	79.02	Chi-Square	112.944	
2.00	23	114.85	df	5	
3.00	23	41.98	Asy mp. Sig.	.000	
4.00	23	31.26			
5.00	23	35.04			
6.00	23	114.85			
Total	138				

a. Kruskal Wallis Test
b. Grouping
Variable: TYPES

According to Table (2), the study found that the estimated value of the Chi-square coefficient within degrees of freedom (5) was (112.944), which is a significant value at the 1% significance level. Thus, the study rejects the formulation of the null hypothesis and accepts the alternative hypothesis that says:

H₂₁ There is no difference in social marketing campaigns' promotional mix when it comes to health awareness, financial awareness, environment awareness, resistance to immigration, resistance to negative discrimination, and charitable fundraising.

4.2 Qualitative analysis

4.2.1 Data Collection

The data was collected through three social media platforms: Facebook, twitter, and Instagram the following table shows the responses.

Table (3) Study sample

No.	Social Media Platform	Responses	Weight %
1	Facebook	227	57.47
2	twitter	95	24.05
3	Instagram	73	18.48
Total		395	100

According to table (3), the study found that Facebook is the social media platform that contributes most to the study sample, while Instagram is the least platforms contributing.

4.2.2 Reliability test

At the questionnaire questions level as a whole, the dependability coefficient is at a very respectable figure of 72.95

percent; The study can, therefore, trust the survey list to accurately reflect the population; so, it can rely on them to achieve the objectives of the study and popularize the results.

4.2.3 Testing the third hypothesis

The formulation of the hypothesis can be reviewed as follows:

H₃₀: There is no difference in memorizing successful social marketing campaigns when it comes to health awareness, financial awareness, environment awareness, resistance to immigration, resistance to negative discrimination, and charitable fundraising.

The study tested this hypothesis using One way ANOVA test as inferential statistics, and the statistical outputs can be reviewed as shown in Table (4):

Table (4): One way ANOVA output

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
VALUE	Between Groups	3022.804	5	604.561	1414.585	.000
	Within Groups	1010.319	2364	.427		
	Total	4033.123	2369			

According to Table (4), the study found that the estimated value of (F) coefficient within degrees of freedom (5) was

(1414.585), which is a significant value at the 1% significance level. Thus, the study rejects the formulation of the null hypothesis and accepts the alternative hypothesis that says:

H₃₁: There is no difference in memorizing successful social marketing campaigns when it comes to health awareness, financial awareness, environment awareness, resistance to immigration, resistance to negative discrimination, and charitable fundraising.

5- Conclusion and recommendations:

5.1 Discussion of results

In the ever-evolving landscape of social change, the utilization of effective communication strategies is paramount. Social marketing campaigns have emerged as a powerful tool to address pressing societal issues, promoting positive behavioral change, and encouraging the adoption of beneficial practices. These campaigns employ the principles of traditional marketing techniques to influence attitudes, beliefs, and behaviors, with the ultimate goal of improving individual and community well-being.

Through a survey of social marketing campaigns in Egypt from 2000 to 2022, the study classified these campaigns into six groups that include:

- I. health awareness
- II. financial awareness

- III. environment awareness
- IV. resistance to immigration
- V. resistance to negative discrimination
- VI. charitable fundraising

Through quantitative analysis of the data of these campaigns, the study found that there is significant difference in the use of social marketing campaigns between health awareness, financial awareness, environment awareness, resistance to immigration, resistance to negative discrimination, and charitable fundraising. Most social marketing campaigns were campaigns concerned with health awareness, but after 2014 there was a significant increase in social marketing campaigns for collecting donations for charitable purposes by non-profit organizations, as there was support from some big Egyptian companies for some of these campaigns.

The study can explain the previous result according to the huge amount of government spending in the areas of health awareness, in addition to the tendency of senior management in Egyptian companies to improve the image of their partnership through social responsibility practices.

On the other hand, the study found that there is significant difference in the promotional mix of social marketing campaigns between health awareness, financial awareness, environment

awareness, resistance to immigration, resistance to negative discrimination, and charitable fundraising.

The study can explain the previous result on the basis of three justifications: (1) the variation in budgets for social marketing campaigns according to the creation of the campaign, (2) the variation in the weights of the strategic dimensions between television advertising, out-of-door advertisements, radio advertising, newspaper advertisements, events, and advertisements on social networks. Social...etc. (3) Variation in the target segment of the marketing campaign.

In addition, respondents agreed that charitable fundraising campaigns are the most successful, while the least successful was resistance to immigration. This can be explained by the variation between campaigns' appeals, as charitable fundraising campaigns were using humor appeal, while resistance to immigration campaigns used fear appeal.

5.2 Recommendations for researchers

here are some suggested topics for future research on social marketing:

- I. Explore the impact of emerging technologies, such as artificial intelligence, virtual reality, and block chain, on the effectiveness of social marketing campaigns.

- II. Investigate the role of cultural nuances in crafting successful social marketing messages and campaigns, with a focus on global and multicultural perspectives.
- III. Examine how insights from behavioral economics can be leveraged to design more effective social marketing interventions that influence decision-making and behavior change.
- IV. Explore strategies for promoting sustainable behaviors, such as recycling, energy conservation, and sustainable consumption, through social marketing campaigns.
- V. Investigate the use of social marketing in addressing public health issues, including vaccination campaigns, smoking cessation, and healthy lifestyle promotion.
- VI. Analyze the impact of social media platforms and influencer partnerships on the reach and engagement of social marketing initiatives.

5.3 Recommendations for professionals

The study suggests the following stages for preparing a social marketing campaign in Egypt:

Stage 1: Campaign Planning and Research

- a. Needs Assessment: Conduct a thorough needs assessment to identify the critical societal issues that the campaign will address. This stage involves data collection, analysis, and stakeholder consultations to ensure a clear understanding of the problem's scope and impact.
- b. Audience Segmentation: Segment the target audience based on demographics, psychographics, and behavior patterns. This will enable tailored messaging and engagement strategies.
- c. Market Research: Conduct market research to understand the cultural, social, and economic context in Egypt. This information will inform campaign messaging and channel selection.

Stage 2: Strategy Development

- a. Campaign Objectives: Define clear and measurable campaign objectives aligned with the identified societal issues and target audience.
- b. Messaging and Creative Development: Develop compelling and culturally sensitive campaign messaging and creative materials that resonate with the Egyptian population.

- c. Channel Selection: Identify the most effective communication channels, considering both traditional and digital media, as well as community outreach.
- d. Collaboration and Partnerships: Establish partnerships with local influencers, organizations, and stakeholders to enhance campaign reach and credibility.

Stage 3: Implementation

- a. Campaign Launch: Execute the campaign, including media placement, community events, and digital outreach, as per the developed strategy.
- b. Monitoring and Feedback: Implement continuous monitoring and feedback mechanisms to assess the campaign's performance and gather insights for adjustments.

Stage 4: Evaluation and Analysis

- a. Data Collection: Collect data on campaign reach, engagement, and impact, using predefined key performance indicators (KPIs).

- b. Analysis: Analyze the collected data to measure the success of the campaign in achieving its objectives.

Stage 5: Reporting and Recommendations

- a. Report Generation: Compile a comprehensive report detailing the campaign's performance, including successes, challenges, and areas for improvement.
- b. Recommendations: Provide recommendations for future campaigns and strategies based on the insights gained from the evaluation.

Stage 6: Knowledge Transfer and Sustainability

- a. Knowledge Sharing: Share campaign findings and insights with stakeholders, organizations, and the public to promote knowledge transfer and create a sustainable impact.
- b. Capacity Building: Offer training and capacity-building programs to local organizations and individuals interested in social marketing.

This action plan outlines a systematic approach to preparing and executing a social marketing campaign in the Arab Republic of Egypt. Each stage is designed to ensure that the campaign is well-researched, strategically sound, effectively implemented, and

rigorously evaluated to maximize its impact on addressing societal issues and promoting positive behavioral change.

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