



sohag university

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**The effective factors in Advertising Campaigns  
Effectiveness in Egypt: A Study of The Content, Public  
and Elite**

**A study submitted to obtain the degree of phd of Arts in the Department of  
Public Relations**

**by**

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## Abstract

### Study Subject

Through this term "The Social Marketing" being quite pervasive through these campaigns mass media used these campaigns to promote these ideas and positive human concepts Through this, in order to achieve the social balance to the individuals in the society.

These campaigns were used in the promotion process, this was very obvious in some campaigns, like: "No Smoking", "blood donation" "awareness of the traffic rules", "awareness of the female circumcise risks", "positive consumption" and this is all to enrich the country economy.

Through all what is reported before, so the main problems that we are trying to solve through this important research question is: **What are the Factors that affect the effectiveness of the advertisement Campaigns in Egypt?**

### The importance of the study

-The importance of the study is derived from the importance of the study sample in our lives. Through that it does from sending and distributing complications and ideas related to this phase that the country is leading.

### Study Aims

-The analytical study aims to analyze and depicts the content of the television and advertisement of the study sample (the campaign of "you're the solution", campaign of the courageous construction.

-The Field study also aims to know the most effective advertisement campaigns that the Egyptian audience follow .

### The study results:

1-the results of the study indicate that the percentage of those social television campaigns frequently from the total sampling are 37.1%, and the percentage of those who follows advertisement that are not frequently form the total number of the study sampling 62%, the percentage of those who don't social ads on television is 0% from the total number of the sample units of both males and females .