Innovative Strategies in Interactive Social Awareness Campaigns: Leveraging Modern Technology for Maximum Engagement

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Abstract

Public awareness campaigns are among the most difficult advertising fields in terms of finding the internal directive to influence the targeted audience. In the past, advertising campaigns relied primarily on emotional appeal by using images to create an impactful message that grabbed attention and stirred emotions. However, this method was strongly influenced by the pressure of news content and the highly competitive visual media content.

The interaction between the message content and the audience's interests, as well as the advancement in technological applications that serve the processes of perception and knowledge retention, has increased over time. With the rapid technological advancements and increased user interaction with technological applications, the intervention methods have shifted toward designing technological systems that can be employed to create interactive advertising campaigns that captivate the targeted audience's attention and raise awareness effectively.

This research aims to examine some public awareness campaigns that present unconventional ideas based on utilizing contemporary technological applications.

Key Words

Conceptual – Postmodern – Technology – Interactive advertising – Social awareness campaigns.

Research Problem

The problem with public awareness campaigns lies in their reliance on grabbing attention and engaging the targeted audience emotionally.

Research Importance

Employing modern technologies in technological applications to confront the challenges faced by awareness campaigns, while aiming to strengthen the principles of the message content of social media and increase the positive interaction possibilities with it.

Research Axes

- The role of interactive designs in public awareness campaigns.
- The role of emotional appeal in raising the audience's interest in the advertising message.

- A sample of awareness campaigns that aim to raise awareness based on utilizing contemporary technological applications.

Introduction

Given that contemporary advertisements are directed toward an audience highly occupied with their own activities, these ads face significant challenges due to the overwhelming number of campaigns competing for the audience's attention. Previously, advertising designers used non-traditional methods to grab attention and spark interest in the advertising message content. As a result, contemporary advertising designers are now applying more focused methods based on leveraging modern technology and techniques to deliver a message that connects with the audience effectively. This includes implementing new production techniques and incorporating creative thinking into the design and content delivery. This process aims to meet the expectations of the targeted audience, enabling the advertisement message to interact with the media landscape through unconventional means.

In this context, designing effective awareness campaigns becomes a key element in creating advertising content that resonates with the public. To achieve this goal, content creators must understand the tools necessary to engage the audience and drive interaction.

The complexity of public awareness campaigns presents challenges in creating a strategy that aligns with the demands of technological advancements and media production. Advertising designers must explore various avenues to develop campaigns that are interactive and successfully reach the target audience.

The Conceptual Framework for Designing Unconventional Advertising Campaigns

The term "Guerrilla Campaigns" is used to describe a group of creative and aggressive advertising strategies that rely on non-traditional, low-cost methods to grab the audience's attention. These campaigns focus on innovative ways to interact with the audience in unexpected places or unconventional methods, breaking away from traditional advertising media. Guerrilla campaigns rely on creating a sense of surprise, sometimes evoking humor or emotional responses in order to communicate the advertising message effectively.

Guerrilla campaigns are an excellent approach for creating impactful and memorable messages that are engaging and tailored to the audience's preferences.

Factors Influencing the Design of Unconventional Awareness Campaigns:

1. **Creativity and Originality:** Designing messages that are unique, unexpected, and stimulate the audience's interest and emotional engagement.
2. **Interaction and Appeal:** Campaigns that provide more than one possibility for audience interaction, encouraging active engagement.

3. **Content and Structure:** Establishing a clear, focused message that reflects contemporary technological tools and the ability to continue delivering relevant content.

In conclusion, integrating technological advancements allows companies to design campaigns with unprecedented levels of creativity and effectiveness, enhancing the audience's emotional connection and overall engagement.

Advertising campaigns and successful institutions aim to present examples of unconventional advertisements that rely on the conceptual framework, achieving the factors and standards previously mentioned.[i]

First: Employing the element of surprise as a creative idea in the campaign

Campaign designers rely on creating an innovative and unconventional idea that aims to grab attention and achieve the surprise factor for the audience. This surprises them with unexpected visual elements in specific places, making the audience react positively toward the campaign's goal. This method often leads to success in raising awareness of the message and creating a lasting impression. The deeper the campaign idea is, the more influence it will have on the audience in terms of attention and memory recall.[ii]

The designer can utilize the element of surprise in several ways, including visual impact and tactical placement. The element of surprise can also be applied in unusual locations and means, used to transfer the message to the audience in creative, unconventional ways to deliver a memorable advertising message.

Example (1)

Figure 1: The fast lane volkswagen

The image showcases a creative advertising campaign by Volkswagen titled **"Fast Lane"**. In this campaign, a slide was installed beside an escalator, which participants can use for a quick and fun descent, creating an engaging experience. This unconventional method relies on the element of surprise and engagement to capture the audience's attention.

Example (2)

Figure 2: Europe is next door

The interactive campaign for the French railway network, covering Europe, titled **"Europe is next door**."

The campaign involves placing a set of doors in various public squares across different locations. Each door leads to a specific European destination, and when opened, a live-feed image of that destination is displayed, showcasing the beauty of European cities. This creative and innovative approach reinforces the campaign's message of easy accessibility to Europe via the French railway network.

Choosing unconventional place to enhance the campaign's concepts

This method leverages the element of surprise, which enhances the core concept of the campaign.[iii] Choosing a public space to deliver the message in an unconventional way creates an interactive experience. The next example demonstrates how unexpected content can grab attention, creating a lasting impression.
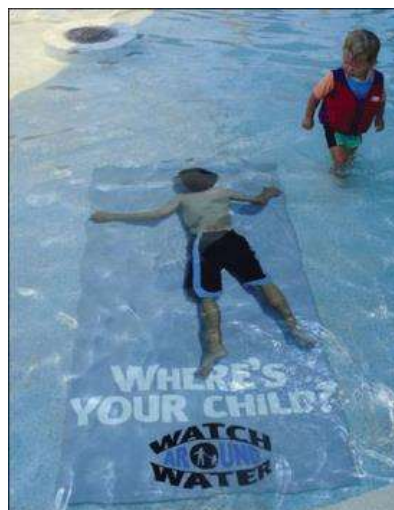
Example (3)

Figure 3: where's your child

An awareness campaign about the danger of neglecting children. In this campaign, the designer placed a sticker at the bottom of a swimming pool depicting a drowning child. This startling, lifelike visual emphasizes the campaign's message by using an unexpected setting to reinforce the importance of child safety around water.

Example (4)

Figure 4: charity ads in supermarket carts

A charity awareness campaign aimed at collecting donations for a humanitarian organization. The designer created a shopping cart with an image of a child appearing to beg for food inside the cart. This impactful and unexpected approach created a shocking and emotional response, effectively communicating the message and encouraging interaction with the campaign.

The Concept of a "Happening" Event

This concept relies on creating spontaneous events that suddenly appear in public without any prior announcement or advertisement. The surprise factor is used to gather crowds and capture their attention. The event is then recorded and shared with the audience through different media channels, maximizing engagement and extending the reach of the message.

The image shows a "Happening" event where a mime artist suddenly appeared in a public space, performing without prior notice. The gathering crowd's reactions and interactions were recorded and later shared widely across various communication platforms, amplifying the campaign's impact.

Example (5)

Figure 5: Shawerna Campaign

This example showcases a large screen set up in public streets to raise awareness, where an advertisement was displayed featuring locations with significant environmental waste. The campaign encouraged the public to participate in recycling activities, and people were shown interacting with the campaign by sorting their trash. The campaign was documented and shared widely on social media for easy circulation.

Utilizing Modern Technology Applications in Designing Interactive Awareness Campaigns

Interactive advertising relies heavily on technology, especially when using direct tools like screens and various interactive methods. Digital and social media platforms are key to creating interactive content that involves the audience in real time. Utilizing modern technology allows for direct interaction with the message, making the campaign more engaging and impactful.

Achieving this requires understanding the target audience, which leads to creating Guerrilla-style advertising campaigns that catch attention and leave a lasting impression. For example, **sensors** are often used to detect audience movements and reactions, enabling the advertisement to interact with the audience dynamically. These sensors can be linked to simple mobile applications, allowing the audience to interact with the ad through their smartphones and social media platforms.

- **Advertising Campaigns Based on Sensor Utilization**

Advertising through sensors enables companies to use technology to measure crowd responses in real time and tailor the advertising message accordingly. This method enhances the audience's interaction by providing a personalized experience. For example, motion sensors are employed to detect audience reactions, allowing advertisers to adjust the content based on these interactions, ensuring a customized and engaging experience.

Example (6)

Figure 6: Airport motion capture

The EMC electronic services company launched an interactive advertising campaign at Frankfurt Airport. The campaign relied on motion sensors and projections to capture the attention of travelers as they passed by, providing a tailored and interactive experience. By detecting the movement of water in front of sensors, the audience interacts with a digital cloud form projected on a massive interactive screen.

Example (7)

Figure 7: Child abuse shadow

This interactive campaign aimed to raise awareness against child abuse by using sensors to capture the audience's movement and transform it into shadow silhouettes (**Silhouette**). These silhouettes react to the participants' movements, and the campaign demonstrates how interaction can change from a violent act to a peaceful one. The campaign encourages children and adults to playfully interact, showing how gestures of abuse can transform into care and affection, conveying a powerful message of non-violence.

- **Sensory Sensors**

Example (8)

Figure 8: Bar Coasters

This interactive awareness campaign is focused on the dangers of alcohol abuse and its link to domestic violence in Japan. The campaign employs sensors built into drink coasters (**Coasters**) to illustrate the effects of drinking. When a glass is placed on the coaster, it activates images of faces that gradually change as the person continues to drink, showing how alcohol can lead to increased aggression and domestic violence. This interaction serves as a non-traditional and creative way to communicate the message of the campaign, linking the act of drinking to the potential consequences of domestic violence.

Example (9)

Figure 9: Fitness first

This example shows an interactive advertising campaign by **Fitness First**, a chain of fitness centers. The advertisement was placed at a bus stop, where the bench was equipped with weight sensors. When someone sat down, the sensors measured their weight, which was displayed on the digital billboard next to the seat. This campaign

highlighted the idea of fitness and weight control, encouraging people to consider joining a gym and stay healthy.

Second: Designing Interactive Advertisements Using Facial Recognition Technology

This method relies on facial recognition systems that capture and register the facial features of people. These sensors then adapt the content displayed based on the facial data, engaging the audience and making the campaign highly interactive.

Example (10)

Figure 10: Look at me bruised woman campaign

An interactive campaign aimed at stopping violence against women was held in London. The core idea of the campaign was that the violence could only be addressed if people did not turn a blind eye to it. The advertisement featured an image of a woman who appeared to have injuries from violence. The more people paid attention to the billboard, the more the image of the woman healed, with her bruises and injuries fading away. The campaign used facial recognition sensors to register the number of people looking at the advertisement, encouraging active participation to "heal" the woman and convey the message that violence can be stopped when people pay attention.

Example (11)

Figure 11: Domestic violence bus stop ad

This example illustrates another awareness campaign against domestic violence, utilizing sensors that record facial expressions. The message shows a man hitting a woman, and when someone looks at the advertisement, the violent act stops. The content of the message changes as the audience interacts with it, symbolizing how awareness and attention can stop violence.

Example (12)

Figure 12: Coffee ad

This advertising campaign promotes coffee at a metro station in São Paulo, Brazil. Billboards at the station show a man yawning. The sensors detect the yawns of people passing by, and as people start yawning in response, the advertisement changes to display messages promoting coffee as a solution to their tiredness. Eventually, coffee shops and outlets nearby appear on the screen, guiding people to grab a coffee to wake up.

Third: Interactive Advertising Campaigns That Rely on Direct Positive Reactions from the Audience

These campaigns depend on getting the audience to engage in direct, purposeful actions instead of merely responding passively. By interacting with the content of the message or advertisement, the audience's actions trigger changes in the ad, altering the content to respond to the user's actions.

Example (13)

Figure 13: The social swipe: charity donation billboard

This example showcases a donation campaign called **"The Social Swipe"** that encourages donations through credit card swipes. The charitable ad displayed images such as providing food or freeing captives, allowing users to swipe their card to donate instantly. The swipe of the card visually triggers an action in the advertisement, such as cutting a rope that binds hands, reinforcing the emotional connection to the cause.

Fourth: Interactive Campaigns Using Augmented Reality Technology

This technique combines interactive communication possibilities, such as virtual interactions and augmented reality, through different platforms. Usually, campaigns using augmented reality are conducted through mobile phones or other digital devices such as tablets.[iv]

Example (14)

Figure 14: Drag him away

This example shows an augmented reality campaign aimed at stopping violence. In the ad, people were encouraged to use their phones to "drag" an abuser away from a victim in the advertisement, creating a highly interactive experience that engaged people in a meaningful way.

This interactive awareness campaign against domestic violence utilizes pre-loaded lightweight applications on mobile devices. The ad shows a large screen where an image of a woman appears, with a man pulling her away. The audience can interact with the ad via their mobile devices, dragging the man away from the woman by swiping on their phones. This interaction activates the ad and conveys the positive impact of audience involvement in stopping the violence.
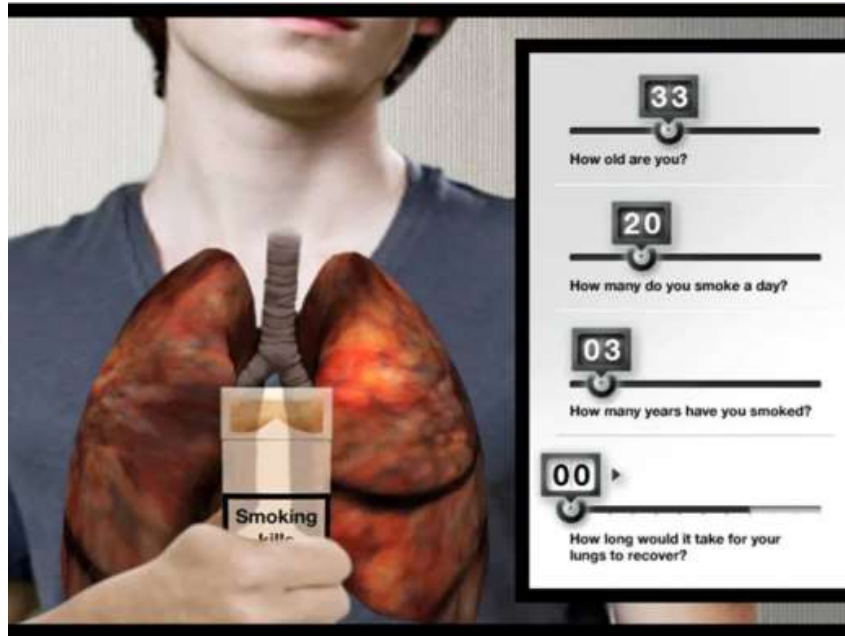
Example (15)

Figure 15: Anti-smoking augmented reality

An interactive awareness campaign about the dangers of smoking titled "**Embarrassing Bodies**." This campaign uses a dedicated app where users enter their age and the number of cigarettes they smoke. The app then generates an image of their lungs, showing the long-term health impact of smoking. This visualization serves as a powerful message to encourage users to quit smoking, allowing them to track their progress over time and change their behavior based on the app's feedback.

Research Findings

1. It is possible to use post-modern art principles such as conceptual frameworks and interactive design to create advertising campaigns that capture attention and engage the target audience.
2. The use of the term **Guerrilla Campaigns** is effective for marketing social and humanitarian causes.
3. Technology plays a pivotal role in designing interactive advertisements in marketing, especially when using advanced digital tools that engage the audience.
4. Starting with technological tools to create awareness campaigns has become increasingly important, as technology enhances audience engagement and interaction with the message.
5. The application of **Happening** concepts in modern awareness campaigns for health-related topics has demonstrated significant success by encouraging proactive public engagement.

6. Some modern experiments in Egypt have shown promising results when applying contemporary concepts, like **Happening**, to awareness campaigns instead of relying on traditional means. Despite the traditional methods still dominating, awareness efforts in Egypt have started to embrace more interactive and engaging methods across various media platforms.

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Child abuse shadow

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Example (14):

Drag him away

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