

## The role of Promotional and Buzz marketing strategies in enriching modern contemporary advertising campaigns in Egypt

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### Abstract:

Social media nowadays is an easy and cost-effective way to communicate with customers. Moreover, they will have the opportunity to intercommunicate and share their positive experiences about the service or product with other customers in an effective viral way.

Advertising and marketing professionals are developing creative strategies to get others talking about their services and products in a positive way. These include everything from creating online communities for customers to interact as part of a lifestyle. The target of buzz and promotional marketing strategies is to find out how a brand fits into a customer's life and making that fit as easy as possible. The more effectively a brand satisfies a customer's needs, the more likely they are to mention it to other consumers, grabbing new customers.

This paper aims to clarify that successful modern advertisements should be carefully designed to draw in attention, to be remembered, and to end in a call to act toward the stimulus created. These styles of ads aren't any longer passive and suggestive, they're active, dynamic and fast in forming a wide customer base in a short time.

The study helps to understand the difference between promotional and buzz marketing strategies, their relationship to advertising, their benefits, examples, and their role in creating loyal customers. These creative strategies have taken an important role, where companies compete to spread their influence through the social networks of their customers.

Some examples are discussed and illustrated for these strategies, advantages, disadvantages, and usage. Statistical procedure was utilized in analysing the questionnaire of the proposed ads in Egypt.

### Keywords:

Promotional marketing, viral marketing, buzz strategy, advertising campaigns, word of mouth.

### المخلص:

تعد وسائل التواصل الاجتماعي في الوقت الحاضر وسيلة سهلة وفعالة من حيث التكلفة للتواصل مع المتلقين. بالإضافة الى ذلك، سيكون لدى المتلقين المستهلكين فرصة للتواصل وتبادل تجاربهم الإيجابية حول الخدمة أو السلعة مع مستهلكين آخرين. يعمل متخصصو الإعلان والتسويق على تطوير استراتيجيات إبداعية لجعل المتلقون والمستهلكون يتحدثون عن خدماتهم ومنتجاتهم بطريقة إيجابية. يتضمن ذلك كل شيء بدءاً من إنشاء مجتمعات عبر وسائل التواصل الاجتماعي للمستهلكين للتفاعل كجزء من نمط حياتهم. الهدف الأساسي من إستراتيجيات التسويق الإلكتروني هو معرفة كيف تتناسب العلامة التجارية مع حياة المستهلك وجعل ذلك مناسباً قدر الإمكان. كلما زادت فعالية العلامة التجارية في تلبية احتياجات المستهلك، زادت أيضاً احتمالية ذكرها وترشيحها لمتلقين آخرين مما سيؤدي بدوره الى جذب عملاء جدد.

تهدف هذه الورقة البحثية إلى توضيح أن الإعلانات الحديثة الناجحة يجب أن تصمم بعناية لجذب إنتباه وتذكر المتلقين لكي تنتهي بدعوة للعمل واتخاذ قرارات تجاه الحافز الذي تم إنشاؤه بواسطة الاعلان. لم تعد هذه الأنواع من الإعلانات سلبية وغير فعالة، بل أصبحت نشطة، ديناميكية وسريعة في تكوين قاعدة عملاء كبيرة في وقت قصير.

تساعد هذه الدراسة على فهم الفرق بين استراتيجيات التسويق الترويجي والتسويق الشفهي او الفيروسي، وعلاقتهم بالإعلان، فوائدهم، وأيضاً خطوات عمل الاعلان الترويجي والشفهي مع ذكر بعض الأمثلة التي توضح كل استراتيجية وقواعدها ، بجانب دور هذا النوع من الاعلانات في تكوين مستهلكين مخلصين. وقد لعبت هذه الاستراتيجيات الإبداعية دوراً مهماً ، حيث تتنافس الشركات على نشر نفوذها عبر شبكات التواصل الاجتماعي لعملائها.

تمت مناقشة بعض الأمثلة وتوضيحها لهذه الاستراتيجيات، المزايا، العيوب والاستخدام. كما تم استخدام المنهج الإحصائي في تحليل استبيان الإعلانات المقترحة في مصر.

### الكلمات المفتاحية:

التسويق الترويجي، التسويق الفيروسي، استراتيجية الشفهية، الحملات الاعلانية، الاعلان الشفهي او المنطوق.

## 1. Introduction:

Although there are many modern marketing strategies, new strategies are constantly being developed to serve the advertising field. Promotional and buzz marketing are two strategies that have the identical goal. Choosing either of those two strategies depends on how quickly you wish your message to spread.

The main difference between viral promotional and buzz marketing is how messages reach the target audience. With viral promotional marketing, messages reach people gradually with slowly building momentum. On the opposite hand, with buzz marketing, messages are blasted to an enormous number of audience all at once. <sup>(1)</sup>

**Promotional marketing** is a viral marketing strategy that primarily relies on social media networks to spread a company's message. It can vastly increase the amount of shares and views your campaigns get, boosting brand awareness and audience engagement <sup>(1)</sup>.

**Buzz marketing** has been taken into account to be a method for viral marketing. Its fundamental goal is spreading messages that may generate buzz, which provides it with stronger chance to travel viral <sup>(1)</sup>.

In the following we are going to discuss the statement of the problem, objectives importance and hypothesis of the study. Theoretical framework for both advertising strategies includes the origin of the expression, the strategy, and its steps, examples outside / inside Egypt, advantages, disadvantages, social media influence, and principles.

## 2. Statement of the Problem

The present study mainly tried to answer the subsequent questions:

**Q1:** How can promotional and buzz marketing strategies be beneficial in enriching modern advertising campaigns?

**Q2:** How can promotional and buzz marketing strategies be effective in capturing the attention of advertisement's consumer?

## 3. Objectives:

**This study aims to:**

1. Highlight the promotional and buzz strategies as one of the modern and effective digital ways in promoting and delivering advertising messages.
2. Explain that promotional and buzz strategies have an excellent impact on attracting the attention of the advertisement's consumer.
3. Understand that customers have become the key influencers by advocating and disseminating information about the product without being paid.
4. Learn how to require advantage of those strategies and technologies in promoting many various products and services.
5. Provide solutions for high coast advertising problems and demonstrate the flexibility of those strategies to create impressive and attractive advertising messages with the aid of the customer him/herself.

**4. Importance:**

This study pays attention to the various and inventive ways of promoting. Specializing in buzz and promotional strategies to come up with a high degree of confidence and satisfaction for consumers. Consumers are often considered as transmitters of knowledge, and recommenders of the advantages of the brand so as to viralize the product and increase sales. These marketing techniques successively have dynamic, physical and kinetic dimensions capable of capturing the attention of recent advertisement consumers.

**5. Hypotheses:****Three potential underlying hypothesis will be discussed:**

**H1:** Employing promotional and buzz strategies as an advertising entry to determine the concept of smart selling by using old customers so as to draw in new customers.

**H2:** Creating customers trust, value, and satisfy customer's expectations, excitement, dazzle and truthfulness to ads.

**H3:** The right choice for marketing strategy constitutes an effective stimulus in marketing the advertising message.

**6. Theoretical Framework:****6.1. Promotional Marketing:**

Before digital marketing techniques took place, word of mouth was the key to brand awareness. In today's digital age, word travels at speed with the increase of social media. Through this phenomenon, promotional marketing was born. The question becomes, how do marketers use promotion strategy in advertising? <sup>(1)</sup>

**6.1.1. The origin of term "Promotion"**

Promotion refers to any type of marketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand or issue. It helps marketers to create a distinctive place in customers' mind. The aim of promotion is to increase awareness, create interest, generate sales or create brand loyalty. It is one of the basic elements of the market mix, which includes the four Ps, i.e., product, price, place, and promotion <sup>(2)</sup>.

Few papers discussed promotion, and its respect to some topics like consumers, marketing, brand, banking and business (e.g., Becerra and Badrinarayanan, 2013<sup>(27)</sup>, Matzler, et al., 2007<sup>(28)</sup>, Riivits-Arkonsuo, et al., 2013<sup>(29)</sup>, Collier, 2007<sup>(30)</sup>, Schmitt, 2010<sup>(31)</sup>, Tynan, and McKechnie, 2009<sup>(32)</sup>). This section concerns the relation between promotion and advertising. The use of the term promotion to refer to "advertising or publicity" is very modern and is first recorded in 1925. It may be a contraction of a related term, sales promotion, which is one element in the larger set of tools used in marketing communications. The terms, promotion and marketing communications can be used synonymously, but in practice, the latter is more widely used.<sup>(3)</sup>

Wikipedia defines "Promotional Marketing" as a more advanced sort of WOM marketing (word-of-mouth) during which companies develop customers who believe so strongly in an exceedingly particular product or service that they freely try and convince others to buy and use<sup>(2)</sup>.

Brand promotion could be a strong consumer-brand relationship that manifests itself as an extension of positive consumer-to-consumer WOM communication. Brand promoters are committed consumers who have a strong emotional connection to a brand by spreading the message about their preferred brands<sup>(4)</sup>.

### 6.1.2. Promotion Marketing Strategy

Promotional marketing is more commonly referred to as word-of-mouth marketing and relies on customers to deliver marketing messages to other potential customers. When someone recommends a new restaurant they liked, a pair of shoes that was particularly comfortable, or a mechanic who offers honest service, they're acting as "customer promoters."<sup>(5)</sup>

Marketing professionals are developing strategies to urge others talking about their products and services in an exceedingly positive way. These include everything by:<sup>(5)</sup>

1. Creating online communities for customers to interact.
2. Sponsoring events that help positioning a brand be a part of a lifestyle.
3. Finding out how a brand fits into a customer's life making that fit as easy as possible.

The more effectively a brand satisfies a customer's needs, the more likely they are to mention it to friends and family.

### 6.1.3. Steps of promoting a product:

In order to promote a product some steps may be considered to grab consumer's attention and might be taken into consideration such as:

1. Creating a strong brand.
2. Converting employees or customers to promoters.
3. Developing well-rounded strong and direct brand messages.
4. Reaching out the target audience.

### 6.1.4. Promotional marketing in framing advertising marketing strategy

**To create a strong advertising strategy, promotion should integrate with both advertising and consumers. Below are some steps to assist this integration which will be summarized as follows:**<sup>(4)</sup>

1. Designing understandable and intelligible social media forums.

2. Promoting strong and exciting events for customers.
3. Including references and experiences of customers on websites.
4. Including unbiased and demanding reviews about the product or service.
5. Encouraging the existing customers to gift the product or service to other potential customers.

### 6.1.5. Promotional marketing examples

Promotional marketing produces a high return on investment. The quantity of cash generated in new sales is often significantly higher than the money spent on marketing, since customer referrals are usually free <sup>(6)</sup>.

All viral videos have one thing in common: that "wow" factor that causes people to forward the video to multiple friends. That constant forwarding is what makes a video go viral in the first place. It may have humour, or cause a surprise.

For a video to become viral it will create some strong human emotion in the majority of its viewers. As a way of marketing and selling, viral video isn't guaranteed, but when it works, it can push sales like almost no other type of advertising campaign can do <sup>(6)</sup>.

#### 6.1.5.1. Example 1: Subservient Chicken Advertisement

Burger King's Subservient Chicken is one among the oldest viral video in online marketing campaigns. It absolutely was a straightforward concept; a person in an exceedingly chicken costume simply stood on the screen above a text box. If you typed commands into the box, the chicken would follow your wishes. There have been around 300 different official commands, along with a few secret ones passed around online. This viral video received over 14 million unique visitors in its first year, launched a brand new sandwich for Burger King and showed the industry just what viral videos can do for an organization <sup>(6)</sup>.

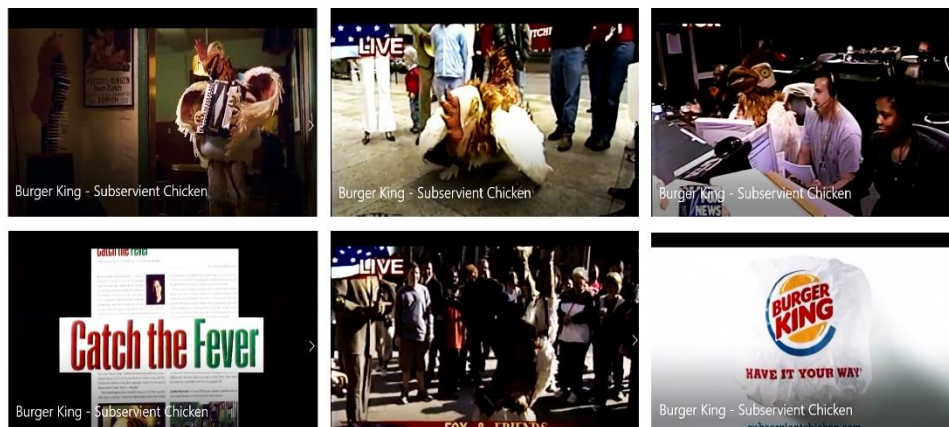


Figure (1) Burger King Subservient Chicken advertisement <sup>(8)</sup>.

#### 6.1.5.2. Example 2: Dove Evolution Advertisement

Dove's shockingly honest portrayal of the secrets behind the wonder industry, shown in a little over a couple of minutes, surprised a lot of customers. They then forwarded it over and another time. This viral video helped push the Dove Real Beauty Workshop for ladies onto headlines and into magazines and websites worldwide <sup>(6)</sup>.



Figure (2) Dove's shockingly honest portrayal advertisement (8).

### 6.1.5.3. Example 3: Google Chrome Speed Tests Advertisement

Whether they were pitting Google Chrome against lightning, the speed of sound or a potato cannon, these viral videos proved to viewers that this was the latest and faster browser around. Proving the faster relative browsing speed of Google Chrome was the purpose of these videos, and that they got it across in vogue. People watched them multiple times and Chrome was launched as an enormous hit (6).

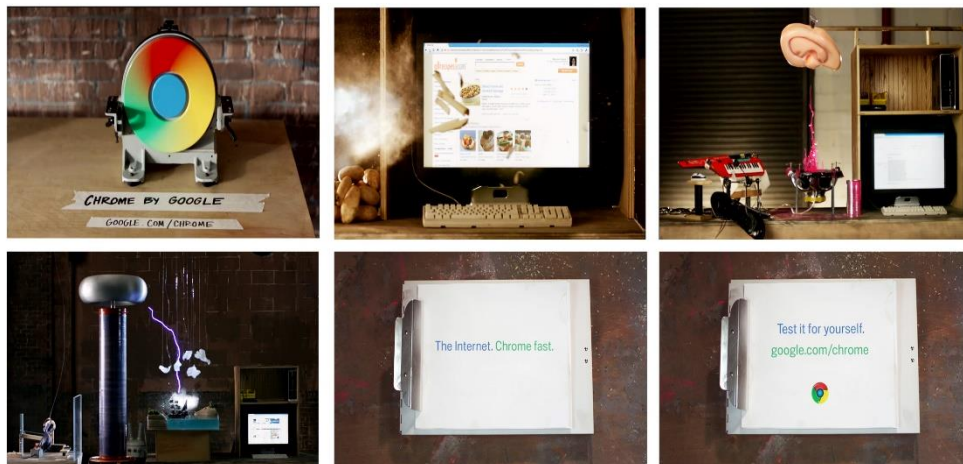


Figure (3) Google Chrome speed test advertisement (9).

### 6.1.5.4. Example 4: Embrace Life Advertisement

Simple, yet enormously effective, this British PSA from the Sussex Safer Roads Partnership showed the importance of wearing seat belts in an innovative way. It became a worldwide video sensation and spread the word about safety seat belt use for everybody (6).



Figure (4) Embrace Life viral advertisement <sup>(10)</sup>.

### 6.1.6. Advantages of promotional marketing

From the examples above, we are able to conclude number of promotional marketing advantages that may be summarized as follows:<sup>(4)</sup>

1. This sort of advertising may be a low cost advertising method compared to other marketing campaign efforts.
2. Studies have shown that brand promotions spend up to 50% more revenue (individually) than a non-brand promoter customer.
3. Brand promoters actively search for ways to enhance their preferred brands and products and also provide feedback.
4. This type of ad marketing shows an unbiased Feedback System.
5. Promoted marketing ads retains committed Customers.
6. Uses long run marketing strategy.
7. Increases the goodwill of consumers.
8. Works to managing expenses.

### 6.1.7. Disadvantages of promotional marketing

Like any other advertising strategy, it must have some disadvantages and might be limited to the following: <sup>(4)</sup>

1. Poor product design.
2. Poor customer service.
3. Product experience can cause negative brand /Product association.
4. Lack of control over the marketing message and method of distribution.

### 6.1.8. The influence of Social Media on promotional marketing

Social media has also been a powerful force in promotional marketing. Small businesses can employ Facebook, Twitter and YouTube to create a community around the love of their products. Customers can openly discuss their likes and dislikes, which allows them to spread the message of their company's mission. For example, company executives at Domino's Pizza researched the information from these online communities and re-organized many of their processes. These changes showed their customers that the corporate listened to them, which enhanced their reputation and earned them more converts. <sup>(11)</sup>

### 6.1.9. Principles of promotional marketing in advertising:

There are some simple rules that are deduced to facilitate creating a powerful promoted advertisement, which might be summarized as follows: <sup>(1)</sup>

1. **Appealing to emotions:** a viral message always addresses a specific emotion, so advertisements should create it in a way that may provoke a particular feeling.
2. **No obstacles for the message:** a successful viral message travels quickly across different social media platforms.
3. **Real-time media monitoring tools:** ads should allow to keep track of how marketing efforts are performing by receiving real-time alerts and customizable reports.

### 6.2. Buzz Marketing:

Buzz marketing refers to marketing strategies accustomed to capture the attention of the customers and other influencers, to amplify the marketing message to an extent where talking about the brand, product, or service becomes entertaining, fascinating, and newsworthy <sup>(12)</sup>.

Marketing buzz or just buzz - a term employed in viral marketing- is the interaction of consumers and users of a product or service which amplifies or alters the first initial marketing message. This emotion, energy, excitement, or anticipation about a product or service can be positive or negative. Buzz are often generated by intentional marketing activities by the brand owner, or it can be the result of an independent event that enters public awareness through social or traditional media <sup>(13)</sup>.

#### 6.2.1. The origin of the term "Buzz"

Buzz Marketing may be a marketing technique called “word of mouth”, or “mouth-ear” which is to get a high degree of confidence and satisfaction in consumers to induce them to be transmitters of knowledge, information and also the recommenders of brand name and benefits so as to viralize the product and increase sales <sup>(14)</sup>.

Few papers discussed buzz and its reference to some topics like consumers, marketing, brand, banking and business (e.g., Ferguson, R. 2008 <sup>(33)</sup>, Greg, M. T. 2004, <sup>(34)</sup>, Riegner, C., 2007 <sup>(35)</sup>). This section is concerned with the relation between buzz and advertising.

#### 6.2.2. Buzz Marketing Strategy

Online buzz marketing is usually driven by "influencers," or early adopters of a product, that are desirous to share their thoughts on the product and proactively start conversations about it. These people typically have established online presences and huge followings on social media platforms like Facebook and Twitter and possess power and influence over their follower base <sup>(36)</sup>.

Influencers' opinions get noticed more readily and may have a positive effect on the sales and awareness of the product. Marketers aim to rally these influencers to make buzz for his or her products. Some marketers target people known as "connectors," or big-name personalities and celebrities who can lend instant credibility and exposure to a product. Marketers searching for an outsized jump in awareness for a product will hunt down connectors, aiming for an instant jolt of societal relevance <sup>(36)</sup>.



**Buzz marketing goes beyond building brand awareness and relationships, and might be divided into three segments as follows:** <sup>(15)</sup>

- **Influencers:** Influencers amplify both positive and negative messages to the target market, actually because of their reputation within the community.
  - **Individuals:** Individuals are members of the community who find value in absorbing the content and interacting with other members. The aim of the marketing strategy is ultimately to show individuals into the third group, consumers.
  - **Consumers:** consumers, who actually purchase the product within the world and then develop brand loyalty that forms the idea for ongoing positive marketing buzz.
- The challenge for the marketer is to know the doubtless complex dynamics of the virtual community and be able to use them effectively <sup>(15)</sup>.

### 6.2.3. Steps of buzzing a product

**There are 5 different types of “appeals” that may be utilized in order to immediately grab user’s interest and increase the likelihood of getting them talking and sharing:** <sup>(16)</sup>

1. Finding some extent of contention.
2. Sharing secrets among customers.
3. Talking about strange appeals.
4. Creating something hysterical or funny.
5. Sharing inspirational content.

### 6.2.4. Buzz marketing in framing advertising marketing strategy

To create a powerful advertising strategy, buzz should integrate with both advertising and consumers. Below are some steps to assist this integration which will be summarized as follows: <sup>(14)</sup>

1. Designing advertising teasers.
2. Generate confidence within the consumers.
3. Disclosure and exposure of the product or service.
4. Market the product or service by different marketing techniques.
5. Control and enhance the viralization of the product or service through monitoring, analysis, correction and strengthening of strategy if necessary

### 6.2.5. Buzz marketing examples

#### 6.2.5.1. Example 1: Mini cooper buzz advertisement

Mini cooper advertising marketing campaign constantly improved the brand positioning, and managed successfully to capture customer’s attention. These campaigns displayed an impressive level of originality, vision and overall memorability. Mini cooper’s campaign featured a true MINI Cooper in an exceedingly box, which buzzed customers and made them interact with the advertisement which was able to send the message to the general public of all ages. <sup>(17)</sup>

message to the general public of all ages. <sup>(17)</sup>

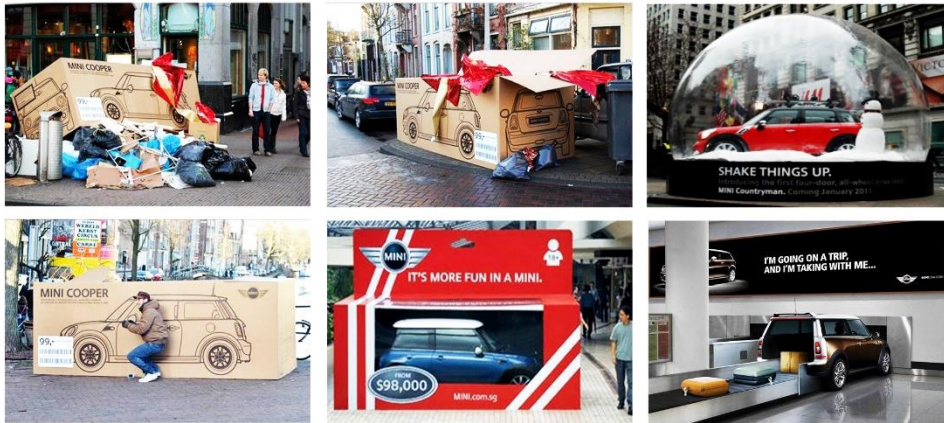


Figure (5) Mini cooper buzz advertising campaign (18).

### 6.2.5.2. Example 2: Coca Cola Buzz Advertisement

Coca-Cola is one of the most recognized and beloved brands within the world. The Coca-Cola machine buzzes and surprised customers with plenty of gifts coming out of the cola refrigerator when putting money to buy a can of cola. This buzzing coca cola ad created and maintained its identity of a deliverer of happiness and unity. Word-of-mouth contains a big part to play in their success. After all, Coca-Cola’s “thing” is all about bringing people together (19).



Figure (6) Coca cola buzz advertisement (20).

### 6.2.5.3. Example 3: Ice Bucket Challenge Advertising campaign

This campaign started as the way to lift awareness for autoimmune disorder (ALS) and within the process also raised funds for treatment research. This campaign quickly went viral. Countless people around the world donated to the cause. Many celebrities also accepted this challenge to encourage others to donate. A notable example was Opera, Bill gates, and Ellen DeGeneres doing the Ice Bucket Challenge on her show, which averages about 4.2 million viewers per episode (21).



Figure (7) ice bucket challenge buzz advertisement <sup>(21)</sup>.

### 6.2.6. Advantages of Buzz marketing

The importance of buzz-marketing comes out because it allows the consumer to make a decision for themselves whether or not they ought to buy a product straight away. Buzz marketers put the fate of the company's products within the hands of the consumer themselves as these advantages will be summarized as follows: <sup>(22)</sup>

1. Effective promotions made by trustful customers.
2. It's considered the most cheaply cost effective sort of advertising.
3. Allows the company to specialize in enhancing the product itself and not on the promotional campaign.
4. Helps the corporate to achieve a daily fan base which might, therefore, build a positive reputation among consumers.

### 6.2.7. Disadvantages of Buzz marketing <sup>(4)</sup>

Buzz marketing is a difficult and tricky marketing ploy because it relies heavily on the quality of the product that customers are advertising. If it seems out that the company fails to deliver in terms of product quality and performance, buzz marketing will fail yet <sup>(24)</sup>. Number of these disadvantages is summarized as below: <sup>(14)</sup>

1. The absence of control in interpersonal communication.
2. High investment in product and distribution.
3. The difficulty in issue of viralization of the product.
4. High dependence on the consumer or buyer.

### 6.2.8. The influence of Social Media on Buzz marketing

The immense popularity of the internet social media among the people has given the chance to feature a brand new dimension of buzz marketing, as these social networking sites are accommodating a massive exchange of views among the users. Companies planning to use these online social media as a driver of their buzz marketing efforts inevitably would face the challenge of acquiring favourable response from a flexible and almost uncontrollable mass of users <sup>(24)</sup>.

### 6.2.9. Principles of buzz marketing in advertising:

There are some simple rules that are deduced to facilitate creating a strong buzzing advertisement which will be summarized as follows: <sup>(24)</sup>.

1. Begin with the consumers and focus more on people and fewer on product.
2. Be innovative and avoid common viral marketing mistakes.
3. Target the right group and understand the role of social media within the targeted marketing strategy of the product or service.
4. Create the right message and appeal to audience emotion.
5. Find the correct environment to launch the advertising campaign.

## 7. Methodology:

This paper follows the descriptive approach in collecting theoretical information associated with promotional and buzz strategies and its role in marketing advertisements followed by presenting some international advertising models.

This research also includes the analytical part and a questionnaire for two different advertisements submitted to 150 recipient included specialists and non-specialists (ordinary recipients), where the paper is distributed via written questionnaire and Internet via social media.

### 7.1. First study ad:

#### 7.1.1. Introduction about ad:

- ❖ Magdy Jacob Heart Foundation.
- ❖ The advertisement is a short musical film that includes a group of selected famous artists in different images affected by children and adults.
- ❖ The aim of the advertisement is primarily to spread the spirit of optimism, enthusiasm and tranquility among customers, enhance the ability to heal and donate to the foundation.
- ❖ It is considered as an implicit promotional marketing message as it raised the spirit of optimism for the public and was of great resonance in raising the rates of donation to the Foundation.



Figure (8) Magdy Jacob heart foundation advertisement <sup>(25)</sup>.

#### 7.1.2. Recruitment of the participants and sample size:

The sample was selected (1°0 recipient) who were subjected to this advertisement and the questionnaire was distributed to them in order to identify their opinions regarding the impact of promotional marketing on designing the advertising message.

20 questionnaires were excluded for their incomplete answers and 130 samples were left valid for analysis as shown in the following table:

**Table 1. Sample percentage for study 1.**

	Distributed questionnaires	Returned questionnaires	Excluded questionnaires	Analysis questionnaires
No.	150	150	20	130
Per.	100%	100%	13%	87%

The questionnaire form was designed to measure the response of the consumer towards the advertisement with some simple questions, and the results related to the questionnaire statistical analysis was as follows:

**Table 2. Results of questionnaire related to statistical analysis for study 1**

	Elements of designing questionnaire	T. Agree (%)	Agree (%)	Disagree (%)
1	Promotional advertising is creative and optimistic.	95.2%	4.8%	0%
2	Advertising is clear and understandable for all ages.	98.3%	1.7%	0%
3	The recipient can remember the ad.	96.7%	3.3%	0%
4	The ad. checks the element of dazzling and suspense.	90.8%	8.4%	0.8%
5	Imagination was launched for the recipient	93%	6.2%	0.8%
6	Promotional advertising affects recipients' interaction with a particular decision.	92.3%	5.1%	2.6%
7	Promotional advertising fits with the general culture of society.	98%	1%	1%
8	The message and advertising idea are successfully connected.	100%	0%	0%
9	Promotional advertising can be used to market products and services.	97.2%	1.8%	1%
10	Promotional advertising strengthens the mental image of the organization and its personality.	97.5%	2.5%	0%
11	Organizations using promotional advertising and marketing are trustworthy.	85%	5.2%	9.8%
12	Promotional advertising is interesting to watch.	90%	3.9%	6.1%
13	Promotional advertising is deceptive and misleading.	5.2%	14.8%	80%
14	Promotional advertising is ineffective.	2.8%	2.2%	95%
15	You will watch the advertisement if it is exposed to you more than once a day.	89%	8.4%	2.6%
1٦	Will you run the ad to your friends to watch?	95.1%	3.2%	1.7%

**7.1.3. Questionnaire results estimated from the above table results showed that:**

1. Promotional advertising is creative, optimistic, clear, understandable and can be remembered with 100%.
2. The advertising message and idea are successfully connected, besides strengthen mental image of the organization and its personality with 100%.
3. Launching the imagination of recipients, and achieving dazzling and suspense were detected for 9.2%.
4. Promotional advertising methods and marketing strategies affect recipients to take actions towards organizations and products, besides following the ads if exposed more than once a day with a rate of 97.4%.
5. Promotional advertising fits with the general culture of society and can be used to market products and services with 99%.
6. Promotional marketing and advertising methods are effective with 97.7%, and is honest and not misleading with 94.8%.
7. Promotional advertising is interesting to watch with 93.9% and recipients can run the ad to their friends with 98.3%.

**7.1.4. Conclusion and discussion:**

1. It is clear from the preceding table that the promotional advertising strategy shown in that advertisement was successful and achieved its purpose.
2. The last question, showed the customers interest in the possibility of transferring and circulating of the advertising, which leads to achieving the goal of the promotional ads, which is to transform consumers into new customers.

**7.2. Second study ad.****7.2.1. Introduction about ad.**

- ❖ Orange mobile company.
- ❖ The advertisement is a creative buzz ad. Including a song with interacting talking animals which led to the delivery of advertising idea in an easy and light way to consumers that made it easy to remember.
- ❖ The aim of the advertisement is primarily to spread the spirit of joy and fun, beside the announcement of new packages and a new system of calls and Internet from Orange.
- ❖ It is considered as a buzz marketing message as it impressed all the viewers and stuck on their minds.

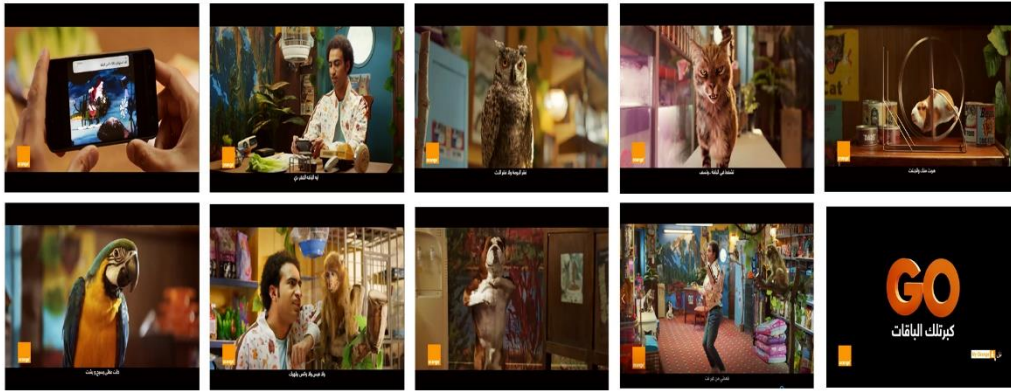


Figure (9) Orange creative buzz advertisement <sup>(26)</sup>.

**7.2.2. Recruitment of the participants and sample size:**

The sample was selected (1°0 recipient) who were subjected to this advertisement and the questionnaire was distributed to them in order to identify their opinions regarding the impact of buzz marketing on designing the advertising message.

(23) Questionnaires were excluded for their incomplete answers and (127) samples were left valid for analysis as shown in the following table:

**Table 3. Sample percentage for study 2.**

	<b>Distributed questionnaires</b>	<b>Returned questionnaires</b>	<b>Excluded questionnaires</b>	<b>Analysis questionnaires</b>
<b>No.</b>	150	150	23	127
<b>Per.</b>	100%	100%	15%	85%

The questionnaire form was designed to measure the response of the consumer towards the advertisement with some simple questions, and the results related to the questionnaire statistical analysis was as follows:

**Table 4. Results of questionnaire related to statistical analysis for study 2**

	<b>Elements of designing questionnaire</b>	<b>T. Agree (%)</b>	<b>Agree (%)</b>	<b>Disagree (%)</b>
<b>1</b>	Buzz advertising is creative and optimistic.	98.7%	1.3%	0%
<b>2</b>	Advertising is clear and understandable for all ages.	90%	2.8%	7.2%
<b>3</b>	The recipient can remember the ad.	96.9%	2.5%	0.6%
<b>4</b>	The ad. checks the element of dazzling and suspense.	95%	5%	0%
<b>5</b>	Imagination was launched for the recipient	97.4%	2%	0.6%
<b>6</b>	Buzz advertising affects recipients' interaction with a particular decision.	93%	6.1%	0.9%
<b>7</b>	Buzz advertising fits with the general culture of society.	90.9%	5.8%	3.3%
<b>8</b>	The message and advertising idea are successfully connected.	96%	2.2%	1.8%

9	Buzz advertising can be used to market products and services.	96%	3.4%	0.6%
10	Buzz advertising strengthens the mental image of the organization and its personality.	93.9%	5.1%	1%
11	Organizations using buzz advertising and marketing are trustworthy.	90%	4.6%	5.4%
12	Buzz advertising is interesting to watch.	98%	2%	0%
13	Buzz advertising is deceptive and misleading.	9%	2%	89%
14	Buzz advertising is ineffective.	5.1%	3.9%	91%
15	You will watch the advertisement if you are exposed more than once a day.	98%	1%	1%
1٦	Will you run the ad to your friends to watch?	95.1%	2.8%	2.1%

### 7.2.3. Questionnaire results estimated from the above table results showed that:

1. Buzz advertising is creative, optimistic, checks the elements of dazzling and suspense, and is interesting to watch for 100%.
2. Orange buzz ad launched the imagination of the customers and made them remember the ad by 99.4%.
3. Buzz advertising strengthens the mental image of the organization and its personality, besides the possibility of watching the ad more than once a day by the rate of 99%.
4. Advertising is clear and understandable for all ages by 92.8%, advertising affects recipients' interaction to contribute with orange new offer by 99.1%.
5. The message and advertising idea are connected by 98.2%, and the organizations that use buzz marketing in their ads create a good mental image that reaches 99%.
6. Buzz marketing and advertising methods are effective with 94.9%, and is honest and not misleading with 91%.
7. Buzz advertising is interesting to watch with 99% and recipients can run the ad to their friends with 97.9%.

### 7.2.4. Conclusion and discussion:

1. It is clear from the preceding table that the buzz advertising strategy shown in that advertisement was successful and achieved its purpose.
2. The last question, showed the customers interest in the possibility of transferring and circulating of the advertising, which leads to achieving the goal of the buzz ads, which is to transform consumers into new customers.

## 8. General Results

1. The application of modern methods of marketing strategies create interactive techniques and sensory experience between the customer and the product that generate a type of loyalty related to the memory of the consumer.
2. Creating a successful promotional or buzz marketing strategy to any brand or product creates more dimensions in advertising that can create better communication with customers and transform them into supporters of the brand or product.



3. Advertisers should choose a different and new marketing strategy to attract consumers because they now have a large, sophisticated and versatile background because of the large number of ads they see every day.
4. Creative marketing strategies must be combined with advertising appeals to get better results for different advertising campaigns.
5. The advertiser should know the difference between different marketing strategies that fit the nature of the ad and the target audience.

## 9. General Conclusion and discussion

1. Different perceptions affect consumer behavior specially perceptions of goods and services, and lead to consumer loyalty to the advertised product.
2. Promotional and buzz marketing strategies are beneficial in enriching modern advertising campaigns and reaching the largest number of honest and loyal consumers and customers.
3. The study showed that the different and creative marketing strategies like promotional and buzz strategies recorded a high dazzling and memorable effects on the minds of the consumers.
4. Promotional and buzz strategies grab the attention of consumers and thus the formation of positive desires towards the product or service and then increase sales or increase empathy towards different issues.

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