Quality Standards in Advertising Campaigns Design in Relation to Customer Satisfaction Level A comparative study of Telecommunication Companies in Egypt

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Abstract:

It is well acknowledged that the calibre of advertising design and customer satisfaction are key factors in the development of buying intentions. The ideas are crucial for businesses to maintain customers and build a sustainable competitive edge. Numerous academic articles imply that there is a crucial connection between these two factors, which is also a crucial factor in determining brand equity and client loyalty. By empirically evaluating the effects of design quality on customers' perceptions and satisfaction, this study will shed light on its purpose. The SERVQUAL model and other measuring techniques will be used in this study to explore and analyse the situation. To investigate the distinctive antecedent causes and subsequent effects, many approaches are used. The analysis of a sample of television commercials for Egyptian telecommunications companies will form the basis for the major conclusions during the month of Ramadan. The research's findings will be thoroughly addressed and supported by statistical data. Additionally, another study should be taken into account to acquire more data that were unavailable due to the constraints of this study

1- Introduction:

Services and service providers within the same industry are becoming more and more comparable in today's competitive industries. It is challenging to differentiate through the delivery channel (i.e., providing services in exchange for payment). In order to construct a great advertising campaign and increase relative attractiveness, an increasing number of service businesses have started the path of positioning through the communication channel (i.e., advertising and personal selling).[1]

As a result, we anticipate that, given the state of the industry, advertising design will be crucial to luring in new clients as well as keeping existing ones. Over the years, consumer behaviour research in the area of service marketing has advanced consistently. It is reasonable to conclude that cognitive psychology and disconfirmation of expectations are the two most influential theories in customer satisfaction research, based on the influence and volume of work done in this area. These theoretical concepts have been applied to the forecasting of consumer behaviour in the literature on service marketing. While cognitive psychology has investigated the significance of cognitive schemas in the decision-making process and consumer behaviour, disconfirmation theory focuses on cognition of transaction specific experiences as a foundation for customer (dis)satisfaction and subsequent consumer behaviour. Research on the effects of advertising campaigns (i.e., attitudes towards a company) and their effects on customer loyalty is not as well-established in the service marketing literature as customer satisfaction research. While cognitive psychology has investigated the significance of cognitive schemas in the decision-making process and consumer behaviour, disconfirmation theory focuses on cognition of transaction specific experiences as a foundation for customer (dis)satisfaction and subsequent consumer behaviour. Research on the effects of advertising campaigns (i.e., attitudes towards a company) and their effects on customer loyalty is not as well-established in the service marketing literature as customer satisfaction research. [2]

Research Problem:

Due to the fierce competition between the telecommunications companies in attracting new customers, in addition to the attempt of each company to benefit as much as possible from the existing customers, and then these companies take all advertising means in order to achieve an increase in their customers, and they also seek to develop their advertising to maintain their customers And gaining other customers, and then the problem of this research is determined by identifying the relationship between the quality of advertisings and the extent of customer satisfaction with telecommunications companies in Egypt, and

the public's attitudes towards these methods, and customer preferences it has.

Research Objectives:
1- Determining the factors affecting the formation of the mental image of customers of mobile companies by applying it to telecommunications companies in Egypt.
2- Showing the extent to which the quality of Design and advertisements contribute to improving the image of the service company to the public audience.
3- Analyze the relationship between ad-perceived design quality and customer satisfaction.

Research Hypothesis:
1- There is a statistically significant correlation between the attitudes of the respondents towards the general (tangible) formal aspects of the companies in Egypt, and their opinions on the advertisements provided by the companies.
2- There is a statistically significant correlation between the impact of advertisements provided by telecommunications companies and customer satisfaction of both companies.

Research Importance:
1- The study gains its importance from the importance of the telecommunications sector, which is one of the largest sectors. In addition to the volume of services it provides to a large segment of society, which was an incentive for this Study to choose such a sector.
2- Enriching the knowledge library in a new research field, which is the study of the relationship between advertisements and the quality of advertisements. Services, which is not mentioned in Arab studies and research.
3- Benefiting from the results of the study in telecommunications companies to focus on the advertising side and Improve the quality of its design.

Research Methodology:
This research relies on the descriptive approach followed by an analytical study to describe and analyze the content of advertising campaigns based on the theoretical framework of the research, and the questionnaire, which is designed via the Google Forms program, and includes a set of specialized questions in the design of advertising campaigns and was directed to academics in the fields of media and advertising design to verify the results of the analytical study.

Research Timeframe:
The analytical sample was selected as the advertising campaigns of the telecommunications companies that were broadcast in Ramadan 2023,

as is a popular season in which organizations prepare advertising campaigns every year.

Research Analytical Sample:
Egyptian telecommunication companies have been selected as competitive institutions that offer the same services and try to attract the target audience to achieve the communicative objectives. The TV advertisements that were broadcast during Ramadan 2023 for the advertising campaigns of the Egyptian telecommunications companies were monitored. The result came as such: "Vodafone-Egypt" with five ads during the month, "Etisalat-Egypt" with one ad during this month.

2. Literature Overview
2.1 Advertising design Campaigns
By subscribing to this Standard, Advertisers, Advertising Agencies, and Broadcasters are obligated to abide by its requirements under the terms of their respective licences and authorizations.

Outline For Advertising Conduct[3]
(a) The law must be followed in all advertisements.
(b) All advertising must be decent, honest, and truthful, and they must be made with consideration for the consumer.
(c) All advertisements must adhere to the rules of fair competition in the marketplace.
(d) No advertisement may be used to defame advertising or undermine public confidence in it as a useful tool for business and society.
(e) It is the responsibility of advertisers, broadcasters, and advertising service providers to make sure that all commercials they create and distribute adhere to all applicable legal and regulatory requirements.

2.2. Advertising services and their importance for businesses
There are two common definitions of advertising. First, any sort of compensated non-personal communication about a company, a good, a service Figure[1], Figure[2], or an idea to a recognised sponsor is considered advertising. Second, quality is mentioned in advertising. In a customer-centric mindset, quality is defined as the extent to which the customer is satisfied with the product's ability to satisfy his needs or adhere to his specifications.If a service's implementation meets or surpasses consumers' expectations, according to the definitions above, it is considered to be of appropriate quality. Technical and functional seem to be the two facets of the idea of service excellence. In contrast to the latter, which refers to the relationship between their provider and their recipient, the former refers to the outcome of operational procedures (i.e., market impact and the effect of their use). Advertising is a crucial tool for businesses. Companies must engage in unprecedented levels of severe competition if they want to catch consumers' attention. [4]

Figure [1], Figure [2]: Examples of telecommunication companies advertisements

Advertising agencies- companies that specialise in the development, production, and placement of advertising messages- as well as media representation activities are two examples of the activities that fall within the category of advertising services. The importance of advertising services in corporate activity is continuing to increase due to ever-tougher competition and ever-better market communication. As a result, there is a growing supply of advertising services on a global scale, both in terms of service providers and increased advertising costs. ZenithOptimedia estimates that global advertising spending is increasing at a rate of > 4% annually; in 2016, it was close to 550 billion USD, and in 2018, it is anticipated to be close to $600 billion. The markets in China have the highest dynamics. In China, we can see that, in addition to an increase in advertising spending over time, advertising agencies also saw tremendous growth at the expense of the original companies (advertisers).[5]

Because they can enhance management procedures, provide competitive advantage, and increase client retention, good advertising services are valued by businesses. Increased efficiency leads to improved sales, revenue, and profit growth, which is a result of good advertising services. Therefore, investing in advertising may result in quantitative and quantifiable rewards.

Due to the fact that technology has made it simpler for customers to make judgements about their purchases (easily accessible information, cross-border recommendations, and word-of-mouth communication), competition has grown more intense, leading to an unrelenting search for recognition and reputation among commercial entities. Many businesses adopt a wholly customer-centric strategy. Colony from Forrester Research states that we are "entering the age of the customer, a 20-year business cycle in which the most successful enterprises will reinvent themselves to systematically understand and serve increasingly powerful customers". [6]

From a marketer's perspective, being able to satisfy client requirements and desires and being remembered are what matter. Advertising's ability to persuade consumers hinges on how it presents facts, logic, and emphasis. Exposure alone is insufficient; businesses also need to draw clients' attention, make themselves stand out, and ensure that stimuli are interpreted correctly, such as by ensuring that marketing messages are understood. An advertising agency may be tasked with disseminating a message to a target audience. [7]

2.3. The standards for judging the effectiveness of advertising services

Numerous businesses (advertisers) go to external sources of expertise and external advertising service providers rather than developing advertising competencies internally. The latter may be viewed as agents of change and renewal (with stories to promote brands and dynamic concepts capable of catching customers) or as possessing profound subject-matter experience, distinctive audience understanding, and proprietary approaches. They might be seen as committed to helping their clients achieve high-impact business results or as business partners with the power to influence clients' marketing priorities and budgets. [8]

The finest advertising companies add value by giving the product or service a unique personality, learning about it, painting a lasting picture of it, and making an effort to set it apart from its rivals. The company's objectives, how it uses advertising as a marketing tool, and the resources allotted to marketing are examples of non-controllable characteristics that may also be important. The latter is associated with business scale. [9]

The utilisation of advertising services is influenced by company size.

Focusing on factors that are of the utmost relevance to clients is essential for tenderers (providers of advertising services) in determining the calibre of services. In the case of PR and advertising agencies, the customer focus may manifest as steadfastly promoting the interests of the clients and developing persuasive concepts about the client's ideal market position in response to environmental changes (Weber & Henderson, 2014). The job of an advertising agency is warmly and immediately human, according to Burnett. It addresses the needs, desires, dreams, and hopes of people. The company's product cannot be produced on an assembly line.

Every customer of an advertising firm will therefore focus on various quality elements as a result. [10]

The size of companies differentiates their perceptions of the individual evaluation criteria of advertising services quality.

There are two categories of customers/advertisers to consider while studying the market for advertising services. The first category consists of organisations that commonly employ advertising agencies and recognise their value. The second group comprises of organisations that do not actively engage in advertising, do not interact with advertising firms, and thus have little understanding of the advertising process. Cagley and Roberts claim that companies with relatively high advertising-to-sales ratios apply different evaluation standards than companies with substantially lower advertising-to-sales ratios. The usage of outside providers of advertising services, according to the authors of this article, influences how the services are evaluated.

What Is Quality Management?

Quality management is the act of overseeing all activities and tasks that must be accomplished to maintain a desired level of excellence. This includes the determination of a quality policy, creating and implementing quality planning and assurance, and quality control and quality improvement. It is also referred to as total quality management (TQM).

In general, quality management focuses on long-term goals through the implementation of short-term initiatives. [11]

The importance of individual criteria for assessing the quality of advertising services varies with the use or non-use of advertising services.

The collaboration between business clients (advertisers) and service providers (advertising agencies) is crucial to the advertising process. A key factor in determining whether clients will think favourably of the agency and the calibre of its service may be the development of a trust-based connection with them.

Integrity, core services, account management, cost management, as well as shared commitment and communication, are all factors that influence customer satisfaction levels.Advertising companies' customer relationships appear to be influenced not only by financial results but also by feelings and emotions. Therefore, factors that are not totally rational could have an impact on the decision on how to distribute the marketing budget. [12]

This arbitrary component of how well advertising is received also affects how satisfied customers are.

Like other service providers, advertising agencies must provide value to their customers, and this perceived value is what motivates loyalty. The typical client-agency relationship lasts only three years as a result of the challenges in obtaining customer satisfaction and the mounting demand to produce quick results. [13]

Many businesses appear to compete for clients by being creative. Particularly when advertising is viewed as art rather than a mechanism to sell products, creativity is important. Innovation, which appears to be directly tied to competitive advantage and involves solving customers' problems and changing market norms, is said to be produced through creativity.

Advertisers have recently become more aware of the controversy surrounding advertising, which has prompted them to consider what it takes to create socially conscious advertising messages and how to interpret ethical standards in advertising. The study of ethical issues may be relevant to those who produce advertising because their own moral development may have an impact on the messages they convey, but it may also be relevant to the actions of advertising agencies because they employ people whose ethical behaviour is, in part, constrained by socialisation processes (behaviour modelling), environmental influences (organisational values), and hierarchical relationships.

Ethics may be a factor that distinguishes advertising service providers and encourages customers to spend money on advertising depending on how each client perceives ethics. The scope of the advertising services may have an impact on their quality. According to some study, advertisers might be more interested in a more specific set of agency competencies. Through the lens of market practise, we can see the clear integration of advertising services. Companies that offer advertising services currently have extensive integration processes Figure[3]:. [14]
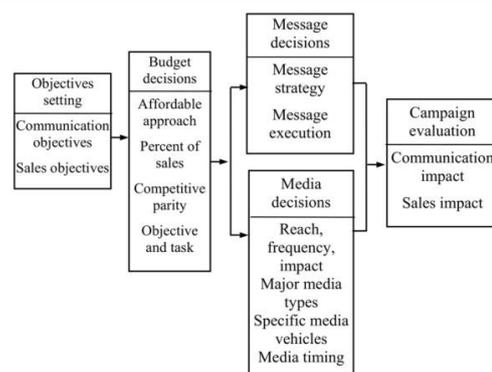

Figure [3]: Major Decisions In Advertising

2.2 customers Satisfaction

The research has shown the importance of satisfaction in forecasting a person's future behaviour, and the bulk of studies use the assumption that prior transactional customer relationship experiences are the main factor influencing a person's propensity for repeat purchases.

Trust, which arises from faith in a partner's dependability and integrity, is therefore a key factor in determining the commitment of a partnership. As a result, one of the essential elements that support consumer pleasure is trust. The discrepancy between a customer's perception and expectation of the quality of the service could be seen as the cause of their level of satisfaction.

According to a US Office of Consumer Affairs study, one unhappy consumer is likely to tell nine other individuals about the circumstances that led to their discontent. This begs the question of whether unhappy consumers genuinely "voice" their grievances or if they merely avoid doing business with the same supplier moving forward.

Social pressure and departure cost may also be deterrents to switching. On the other hand, some clients, despite being happy, are nonetheless open to trying out different vendors in the hope of getting even better outcomes. Customers are value maximizers, and it is also believed that their impression of the value they are receiving has an impact on their retention. [15]

2.1. Levels of Expectations and Customer Satisfaction

Three categories- excitement wants, fundamental wants, and performance wants- divide customer expectations. Elementary expectations for a campaign's performance are known as basic wants. basic requirements for how the service should perform Figure [4]. The articulated expectations of customers are performance wants. Excitement desires indicators show potential needs that benefit customers. [16]
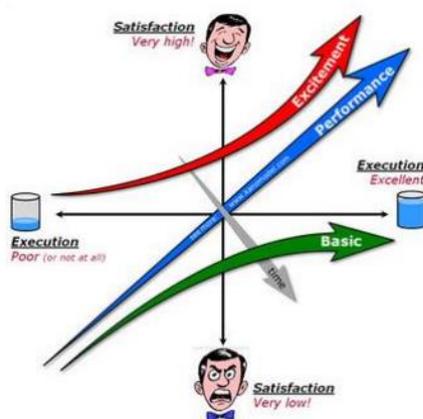

Figure [4] : Kano's model [2], by Prof. Noriaki Kano

These are basic requirements for customers that are taken for granted. Customers are either neutral if the expectations are met or disappointed if they are not. It is also known as "Must-be's" because of the way that they affect the cost of marketing initiatives. Examples include the rigidity of cups, hotel cleanliness, and the precision of a car door lock, all of which insist on drawing attention to advertising campaigns. [17]

2.1.2. Performance Needs:

Customers are forced to make extreme decisions while making purchases due to the performance requirements of designs. Rate performance affects how satisfied you are. This category includes factors like a mobile device's battery life and screen resolution. [18]

2.1.3. Excitement needs:

These requirements play a significant part in surprising the clients with unique delights. Some businesses refer to them as USPs (Unique Selling Propositions), such as the superior quality of Zappo's products and their free two-way delivery. [19]

2.1.4. Indifferent:

This type of need's presence or absence is not given much weight and has the smallest impact on customer satisfaction. These are a few of the top characteristics of modern mobile phones. [20]

2.1.5. Reverse:

Customers are satisfied when these wants are not present and unhappy when they are. They are hardly ever found in services and also have qualities like "I hate when they do that".None of these characteristics apply to the Kano Mode. Expectations of one may be excitement to others, and the quality of one's enthusiasm may be the quality of one's performance to others. [21]

2.2. Importance of Customer Satisfaction

When a service doesn't live up to expectations, a customer's dissatisfaction can seriously affect an organization's commercial goals. Customers who are not satisfied may act in public or privately, both of which will have an impact on the brand's reputation and sales. Figure [5], typical responses of a dissatisfied consumer are depicted. Therefore, it is crucial to comprehend customer expectations and create advertising that meets or exceeds those expectations in order to succeed in any industry. [22]
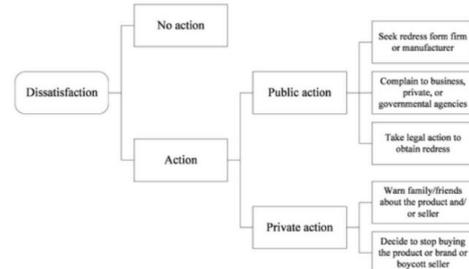

Figure [5]: Importance of Customer satisfaction

3. types of failures in design that can lead to customer dis-satisfaction

Customer dissatisfaction frequently occurs when expectations are not met. The discussion will be restricted to dissatisfaction resulting from advertising design as this article focuses on how to ensure that customer expectations are included in advertising design. We will not include any other factors that could cause unhappiness, such as service or cost.

- Defects resulting from the low quality and/or dependability of an advertising design, which can be attributed to a variety of factors but are typically divided into two categories.
- A function or feature that falls short of expectations is referred to as a dissatisfaction item. [23]

3.1. Defects, due to Poor Quality and/or Reliability

"Non-conformance of a campaign with the specified requirements, or non-fulfillment of user expectations" is the definition of a defect. Function-related defects can result from the following failure scenarios; a)No Function: Completely non-functional or inoperative system or design Deteriorated performance. b) Partial/ Over Function/ Degraded over Time.

Some of the function requirements are met, but not all of the qualities or characteristics are fully met c) Intermittent Function: Adheres but frequently loses functionality or is rendered inoperable by outside forces like temperature, moisture, environment, etc. d) Unintended Function: This refers to when a design or process is negatively impacted by the interplay of numerous aspects whose individual performance is acceptable. This will have an unanticipated impact or consequence, which is why the term "unintended function" is used. [24]

3.1.1. Why defects happens:

Defects may result from either poor quality or reliability. Let's examine the definitions of quality and reliability and their differences. Quality is described as "the totality of features and characteristics of a service that bears its ability to satisfy stated or implied needs" . Quality, according to quality expert Juran, "is fitness for use or purpose." Defect rate, such as percentage failure, parts per million (PPM), etc., is frequently used to determine if a product is of good or poor quality. "Probability that a design performs its intended function, under specified conditions, over a period of time" is the definition of reliability. Reliability is defined as "Quality over a period of time" in plain English. Defects resulting from low quality are frequently the result of subpar manufacturing procedures or inspection techniques. Poor quality defects Reliability is likely to develop gradually, thus customers might not be able to see it when the campaign is first launched. [25]

3.2. Function or Features not meeting customer expectations (Dis-satisfaction items)

Due to the fact that it differs from client to customer and also depends on customer perception, this expectation of a customer may be the most challenging to achieve or exceed. A feature that one client might consider vital might be unneeded to another consumer. To stay ahead of the competition, it is absolutely essential to take care of this component of customer expectation. Customer satisfaction, defined as "design being defect and dissatisfaction free," is a combination of these two factors. The consumer may not know how to use the feature, in which case he perceives it as a flaw, or it may not be able to satisfy all of their expectations. For instance, if a first-time car buyer operates the air conditioner the same way he does on a sunny day, he may have windscreen fogging during the rainy season. When a customer encounters such a problem, he will view it as a failure. However, it is the duty of the manufacturer to inform the consumer about all characteristics and how to use the vehicle in various situations. Another name for this is "customer education. In the automotive industry, numerous efforts have been undertaken to comprehend consumer perceptions in order for manufacturers to either meet or improve consumer education. The majority of the time, surveys are conducted by the business itself or by outside firms. Let's use the Initial Quality Study, or IQS, of automobiles as an example. [26]

Analytical study:

This study focuses on the competition among telecommunication companies in Egypt and how they interact with their audience in order to gain a larger market share and analyze their messages and how dependent they're on each other in formulating their communication campaigns.

Background:

Figure [6] Example of Vodafone advertisement

Figure [7] logo of Vodafone company

The season of Ramadan advertisements began with many surprises that occupied the followers, and as usual every year, Orange launched the Bab Rizq advertisement with Al Jasmi's voice; Which caused mixed reactions less than 24 hours after its presentation. Stereotypical humanitarian scenes, women's support and small projects, was the title of the campaign, which achieved 5 million views within half a day, which was not enough to take the lead; Especially after Vodafone's advertisement dominated With the appearance of Salah and his family for the first time.

The advertising race this year was kidnapped by Vodafone, with the appearance of Mohamed Salah with his wife and two daughters for the first time. Which made most of the advertisements unable to find a spot in the arena, for example, the appearance of Hamza Namira for the first time with Osaily in the Banque Misr advertisement did not find the expected echo, the trend is fully reserved for Vodafone, which reconciled its audience after the fall of Abdel-Am's advertisement. However, Orange, along with Al Jasmi, managed to reserve its place in the Ramadan 2023 race, although it was less than usual every year.

Live ads in memory so far:

Years after Orange's advertisements topped the trend with songs and scenes that we still remember to this day, Al Jasmi's voice in Ramadan 2021 advertisements. Inspired by the Egyptian reality was the secret of the success of those ads, and of course Hussein Al Jasmi's distinctive voice was influential, but the success of several other ads with famous young voices such as the 2013 Ramadan ad always together cannot be overlooked.

The uproar that has turned many Orange ads into a trend over the past years stemmed from the reaction of the follower; The songs that touched their hearts and lives became part of their listening list without

paying attention to the fact that it was a propaganda campaign. Even the scenes varied and monitored real life situations away from the plastic form of life presented by advertisements.

The matter that appeared in the Orange advertisement in Ramadan 2022, "Our Ramadan is Rabie" is completely far from it; Magic may turn against the magician and the ad's momentum decreases to fall from the audience's memory once the season is over. It is worth noting that the ad was a success that cannot be ignored, recording 28 million views within a year of its presentation.

Human gestures and supportive messages for women

This year, Orange tried to return to the old taboo "feelings and humanities". The beginning coupe read "Good morning to our dear people, our families and our loved ones on the street, our homes and shops", accompanied by scenes that are somewhat close to our reality. An old man opens his shop and a young couple who start a small project, which is an old car. Serve drinks on the go. Then a young man, accompanied by a camera, enters the journey of searching for work; A case that really touched the followers who commented on this particular scene.

The advertisement shed light on the suffering of the breadwinner woman in her work, and the jobs that women were able to break into recently, in addition to the small projects that young people innovate to open the door to a new livelihood. And small shops unable to buy ads.

Why did Orange lose the lead?

The return to the pattern of humanities and feelings did not bear fruit as is the case in every season, which can be explained by the Vodafone ad's sweeping control of the trend; Because of the scenes that brought Salah together with his wife and two daughters for the first time in an advertisement, especially since the family of the English Premier League star rarely appears in the media, and always occupies the trend in the simplest form or reference to it.

Despite the poor chances of competing with Salah, the owner of overwhelming popularity, Bab Rizk succeeded in capturing part of the interest of the followers, who considered him shedding light on

their lives with its warm details that ease the difficulties.

Not to mention the obvious admiration for Al Jasmi's performance.

But those usual humanities did not cover up the criticisms; The idea of Bab Rizq, which is highly repetitive and stereotyped, was a major weakness in the advertisement. As for the song's lyrics and melodies, it was not at a level that could be understood, which the audience was not used to with a voice like Al Jasmi and a company that dominated the trend to get stuck in it.

Ramadan ads for years.

Figure [8] logo of Etisalat company

We find this analysis bears a strong indication of the reasons for choosing the celebrities who appear in advertisements now, specifically the category of actors and singers, followed by football players, and recently the category of influencers as well, as they are among the most famous in society.

Why artists?!

This method of selection, although it has always been logical, is no longer so in recent years, especially in the Ramadan seasons. Restricting advertisements to the category of artists does not achieve the desired result sufficiently, because the Ramadan season already has a great artistic momentum.

Thus, the ads are all artists, and the series are all artists, and the programs also host artists, so a state of saturation and repeated appearance and distraction occurs for consumers, especially since some stars appeared in more than one advertising campaign for different parties at the same time, or even their appearance in ads coincided with their participation in programs and dramas current Ramadan.

For example, the artist Mohamed Mounir sings in more than one TV commercial, such as the advertisements for "Crystal", "City Hall" and "Saluji", in addition to his participation in singing the sequences of the series "Nadra Currency" and "Sarra Al-Bati'".

As for Mahmoud Al-Osaili, he presented the Banque Misr advertisement song, the Magdi Yacoub Foundation advertisement song, and the "Zahra Heya" advertisement song from Mimar Al-Morshedy with Razan Gamal, who also appeared in the Zain mobile network advertisement.

Backfire

Accordingly, the multiplicity of stars and celebrities and the reliance of most advertising campaigns on them, to the extent that they constitute logical attempts to reach the masses, to the extent that they are a great distraction and repetition factor in front of them. Especially if the star of the advertisement moved from one side to another, as Yasmine Abdel Aziz did when she presented the "Wei" advertisement last year, and this year the Vodafone advertisement.

Also, Donia Samir Ghanem, who switched between the advertisements of the competing mobile networks Orange, Vodafone, and the current year "We", which reduces the possibility of consumer credibility for those advertising campaigns.

Song season

This is in addition to the fact that these changes coincide with the wave of Ramadan advertisements turning into seasonal songs, so that advertising ideas are limited to presenting songs only.

It is true that this phenomenon has increased in recent years, but so far the 2023 season is the most illustrative of it, as there is hardly an advertisement with a comic idea, situation, speech, or a different style. Only everyone sings, everyone competes in singing, everyone sings even if they are not singers. Television has become a series interspersed with songs, not commercial breaks. Even these songs do not contain different ideas, but rather they have become "sketches" expressing joy, happiness, the gathering of the holy month and hope for life, which ultimately leads to the similarity of all advertising campaigns in front of the consumer, despite the different products and services.

In this sense, we find Robert Heath, a senior lecturer in the field of advertising, referring in his famous book "Seduction of the Subconscious Mind: The Psychology of Emotional Impact in Advertising" to the term "excessive choices" to describe the state of mind that afflicts consumers, because the abundance of options and their similarity confuses them .

And although the abundance of options is attractive at first, it is ultimately unsatisfactory and has a psychologically exhausting effect, as we feel now about the momentum of songs all the time on the channels. Even though they are originally ads to attract attention!

Campaigns' analysis:

In order to analyze the vast difference between a failure and a success, we have to analyze the two campaigns of "Genie of Cards", and "Genie of interests" to differentiate their elements, executions, and factors for success or failure.

Figure [9], Figure [10] Vodafone advertising "Genie of interests"

**For "Genie of interests" campaign:

Target audience:

- Socio-economic class: B class.
- Age group: 18-40 years old. (Young and average adults)

- Gender: Males and Females.

-Promotional channels: TV-Social Media Ads - Billboards

-Campaign rationale:

Figure [11], Figure [12] Etisalat advertising "Hekaya"

• This campaign was held to keep the brand name available on the market and don't leave the airing time for Etisalat to rule the minds of the audience. It was kind of rebranding and adaptation for an old system, with providing adapted newsfeed for people of various interests, but for this to compete with "Hekaya" whose prices were very competitive and focused on providing great packages at reasonable prices was irrelevant.

- Campaign elements:

• This campaign cost a lot as they have featured 4 of the celebrities in Sports, News, Food and Fashion to be the icons for teaching the Genie the tools of the trade, to promote that the various systems under this promotion offer their users tailored packages to suit their interests. This value wasn't even comparable to the value added by Hekaya's system of competitive prices for great packages. The campaign was aired for around a

month or less, and with no pushing to get people to be convinced but this was very suitable for the value added as it was useless when introduced to the Egyptian market mindset.

- Campaign evaluation:

•As mentioned over and over before, this campaign had nothing to do with any other purpose than being available through airing time among competitors, people didn't even get attached to the campaign as it was aired for a very short time, despite the long and high exposure of Hekaya and its benefit package. It was an act of despair more than any other, this has caused people to be more interested in what Etisalat has to offer and Vodafone was falling back and only the loyal segment of the Elite supported Vodafone and wouldn't change their mind but for youth, they were starting to shift.

**For "Genie of Cards" campaign:

Figure [13], Figure [14] Vodafone advertising "Genie of Cards"

- Target audience:

- Socio-economic class: B- class.
- Age group: 18-40 years old. (Young and average adults)
- Gender: Males and Females.

- **Promotional channels**: TV-Social Media Ads-Billboards-On-ground activations.

- Campaign rationale:

• During the past period the three carriers have been fighting over the mentioned segment and each one of them has started a different campaign with the same musical genre in order to attract a bigger share of that segment. As usual Etisalat started but with an ad that it's the strongest pre-paid system in

Egypt, and with an original song featuring a movie star who always acts the roles of these segment. After that Orange came along, with a cheesy remastered song and they really weren't that attractive nor efficient or whatsoever. Then after a week or two, Vodafone came along with a masterpiece, an original song that stuck to every Person that heard it, even foreigners. This has greatly boosted their image and to have the extra mile of proper positioning, they supported this campaign by on ground activations that their icon

"Genie" went to the streets and he would reward people by free meals at a famous restaurant, free orders from a carpooling service, free desserts and other offers to make this campaign an unforgettable one, as none before cared that much about that segment. By this Vodafone was back on track to compete on lower segments as before they were thought of as the carrier of the elite and nothing more, but they managed to compete with Etisalat, their fierce competitor among the segment that they have long mastered and attracted.

- Campaign elements:

Figure [15], Figure [16] Etisalat advertising

We'll focus more on Etisalat's and Vodafone's campaigns. For Etisalat, they have made "Mohammed Ramadan", the vulgar movie star of the great popularity among this segment, the icon of their campaign. They've created an original song of a dull rhythm that matches his vocal abilities and thick voice, they used too fancy props and the colors weren't of much harmony and very eye-souring. On the other hand, Vodafone has waited for around two weeks after the other company's campaign but they have exerted a sort of a visual and sound masterpiece. They stuck to their icon "Genie" and they featured three of the most known singers whose songs are very famous among that segment, and they created an original song of a unique, happy and hyper music that sticks to the mind along with catchy lyrics and chorus parts that made it preferable even by foreigners who would listen to it just once. When it comes to the visuals, they have exerted a masterpiece with vivid and fully-moving visuals that make you every time you see the ad, you note a different element or a movement or a sketch that you haven't noticed before. But if they were late, how can we say that it was an initiative? Because a masterpiece like this doesn't take a week for execution. This campaign had clear objectives, of building a new and sticky image among this segment and to compete properly with Etisalat's favorable market and segment. The thing that caught our attention and made an

everlasting impression is that they've organized some offline activities at which their Genie went to the streets to pay for all the meals provided at a restaurant in a B- region, he did the same as well with a pastry shop, all to support the slogan of the campaign "Too much to spend". They used the social media as the air for this fire, it was the step-by-step documenter for all of the campaign's phases and it gathered a greater fan base to witness this campaign and admire it. The campaign really consumed the minds of the Egyptian people and although it has been 3 months, until now it has some effect and impact on people's minds despite that the competing campaigns really faded away.

- Campaign evaluation:

•This campaign when compared to other campaigns held by Vodafone reflect real mastery, accurate messaging and clear objectives that only come out of proper marketing planning and research. The campaign really caught the attention and stuck on people's minds maybe more on the artwork than the message itself, but the name Vodafone is now popular among the medium and lower classes, and this company has really boosted their position and brand perception on people's minds.

Telecom Egypt topped the social media trends, in light of widespread praise for its campaign in Ramadan, as the company aims to distribute about 30 million breakfast meals during the blessed month.

Telecom Egypt campaign in 2023:

Figure [17]: "We" Advertising in Ramadan 2023

Telecom Egypt launched its campaign in Ramadan 2023, under the slogan "Our Ramadan is with some other than any limit", which is starring the star Donia Samir Ghanem. The company's advertisement enjoyed wide spread and great interaction as soon as it was shown, as it included joyful Ramadan scenes about the manifestations of goodness during the holy month.

Telecom Egypt's announcement in Ramadan 2023 included: Just as everything in Ramadan is Ramadan..we and its customers will not be Ramadan alone, so many Egyptian families will Ramadan with us..so that Ramadan will remain with each other other than anyone.

Telecom Egypt announced that it aims to distribute 30 million Iftar meals during Ramadan 2023; With the aim of providing support to the most needy families and supporting them in light of the difficult economic burdens that the world is going through

Questionnaire Analysis

The questionnaire included a measure of customer satisfaction about the quality of designing advertising campaigns for both Vodafone and Etisalat, consisting of seven questions, and the respondents had to choose one response for each statement on a five-point scale [strongly agree (5) - agree (4) - neutral (3) - Opposites (2) - strongly opposes (1)], and the significance of the scores varies from (1-5) according to the wording of each statement, where the degree (1) expresses a positive trend, whether by approving the positive statements or rejecting the negative statements, while the degree (5) expresses) indicates a negative attitude by approving the negative statements or rejecting the positive statements, while the degree (3) means that the respondent does not have a specific opinion on the content of the statement, i.e. a neutral attitude towards it. The following table explains that:

Figure [18]: Etisalat Campaign in Ramadan 2023

Figure [19]: Vodafone Campaign in Ramadan 2023

Figure [20]: WE Campaign in Ramadan 2023

Figure [21]: Orange Campaign in Ramadan 2023

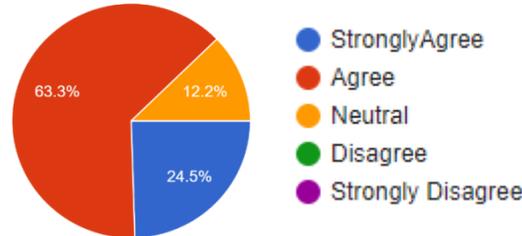**The results of the survey questions of part 1 are as follows:**

1- Did the Campaign designs show the identity of Vodafone Company?
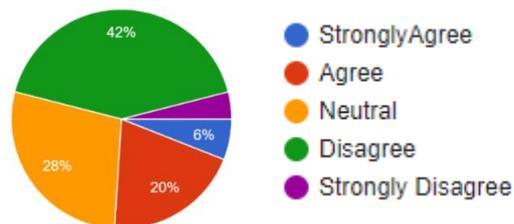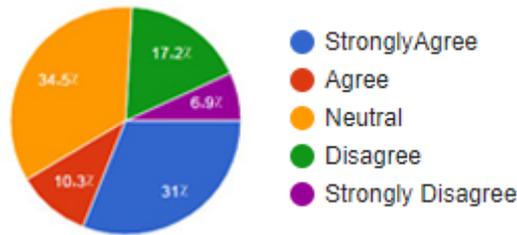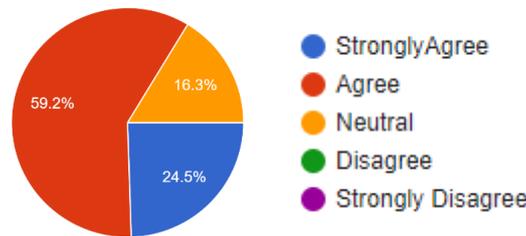

2- Did the style of the used font make the reading easier?
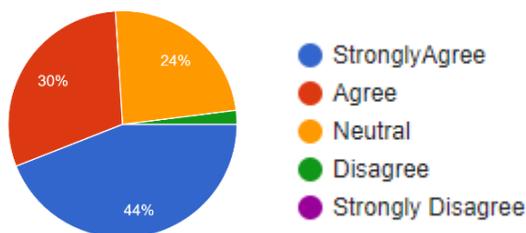
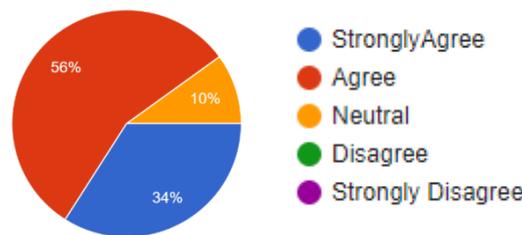3- Did the Design Objects help in delivering the information?
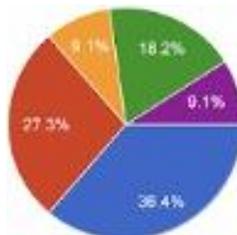

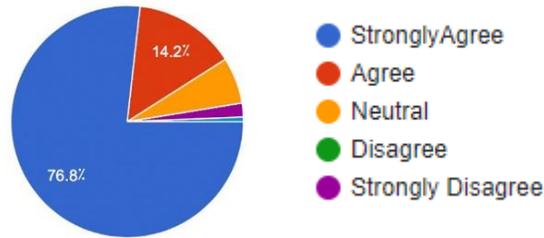4- Did the music used help to achieve the Ads goals?
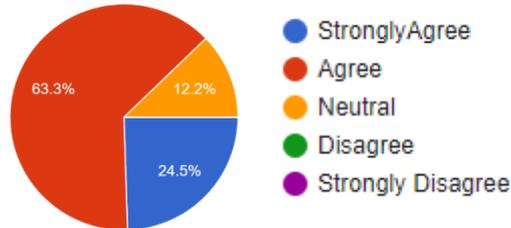
5- Did following the celebrity selection strategy contribute to the success of this campaign?
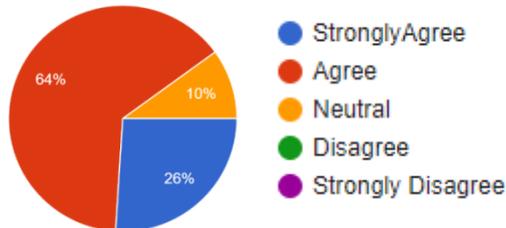
6- The voice over used is effective and is drawing attention?
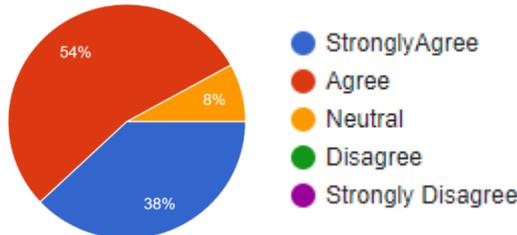
7- The visual bond of the campaign?
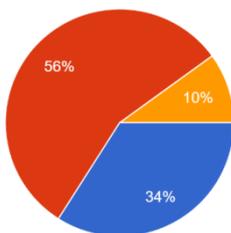
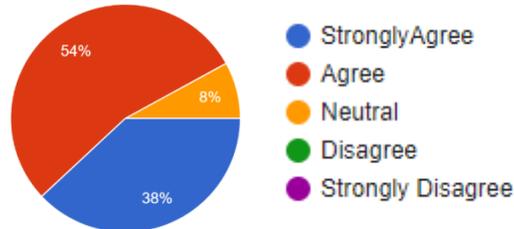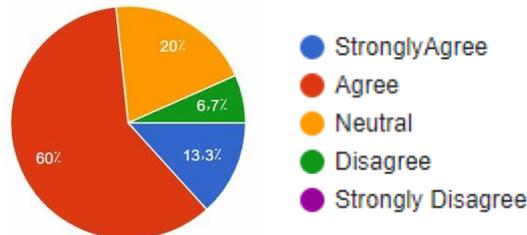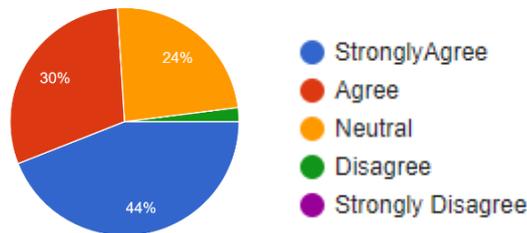Camera   Color   Font
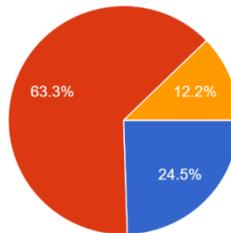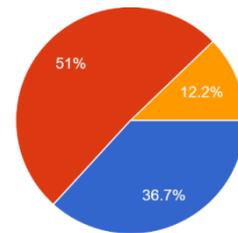
Angles and Illustrations

The results of the survey questions of part 2 are as follows:

1- Did the Campaign designs show the identity of Etisalat Company?
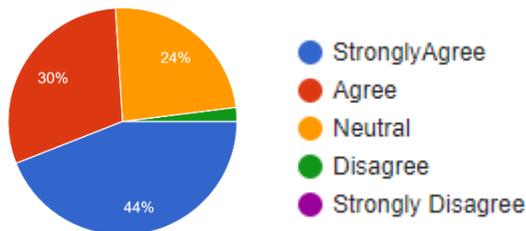
Citation: Wesam Ayada, Nouran Shatela (204), Quality Standards in Advertising Campaigns Design in Relation to Customer
Satisfaction Level A comparative study of Telecommunication Companies in Egypt, International Design Journal,
Vol. 14 No. 1 (January 2024) pp 111-129

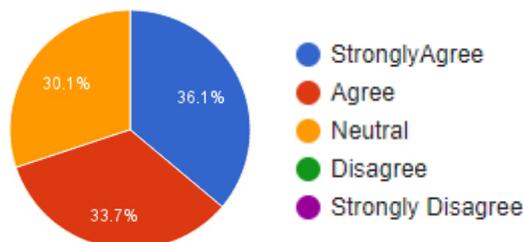2- Did the style of the used font make the reading easier?
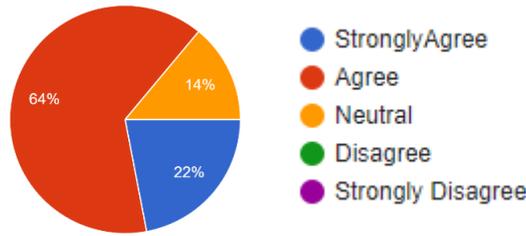
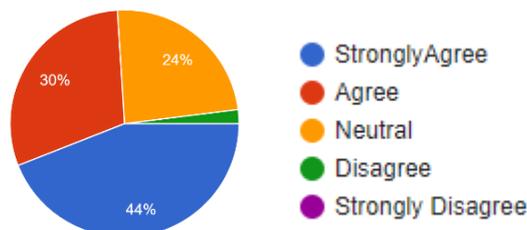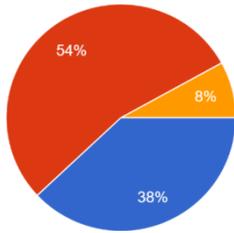3- Did the Design Objects help in delivering the information?

4- Did the music used help to achieve the Ads goals?

5- Did following the celebrity selection strategy contribute to the success of this campaign?
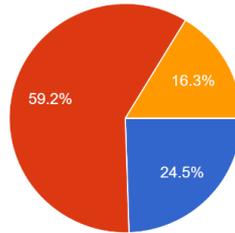

and is drawing attention?

7- The visual bond of the campaign
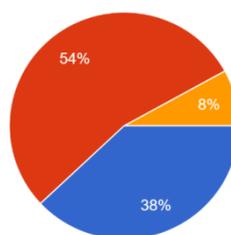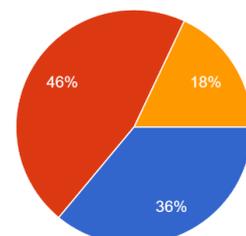
Camera   Color   Font

The results of the survey questions of part 3 are as follows:

1- Did the Campaign designs show the identity of We Company?

2- Did the style of the used font make the reading easier?

3- Did the Design Objects help in delivering the information?

4- Did the music used help to achieve the Ads goals?

5- Did following the celebrity selection strategy contribute to the success of this campaign?

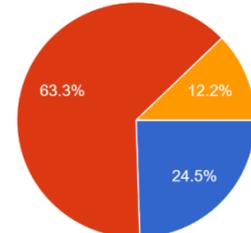6- The voice over used is effective and is drawing attention?

Citation: Wesam Ayada, Nouran Shatela (204), Quality Standards in Advertising Campaigns Design in Relation to Customer
           Satisfaction Level A comparative study of Telecommunication Companies in Egypt, International Design Journal,
           Vol. 14 No. 1 (January 2024) pp 111-129

7- The visual bond of the campaign
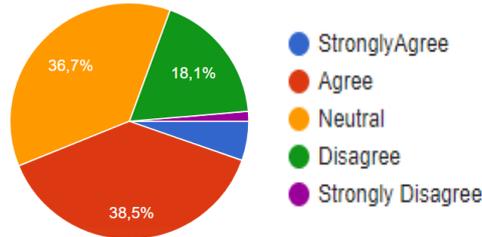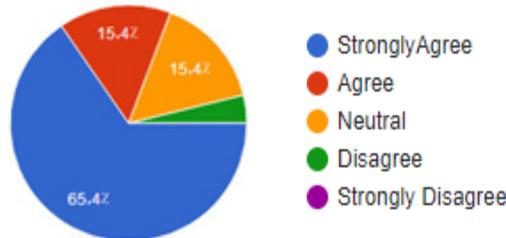

Camera   Color   Font

Angles and Illustrations

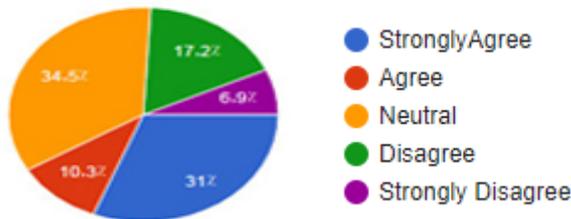**The results of the survey questions of part 4 are as follows:**

1- Did the Campaign designs show the identity of Orange Company?
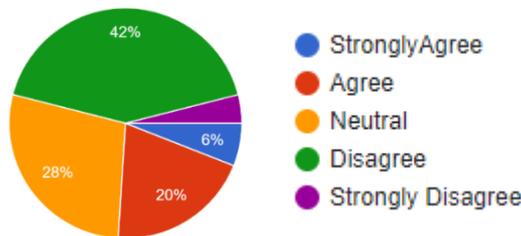

2- Did the style of the used font make the reading easier?
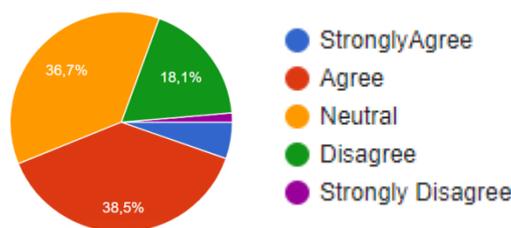

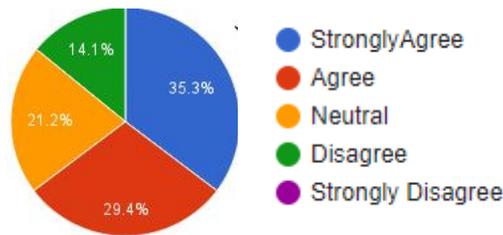3- Did the Design Objects help in delivering the information?

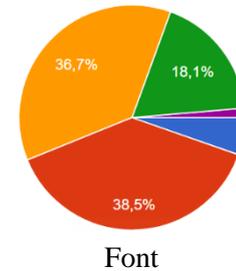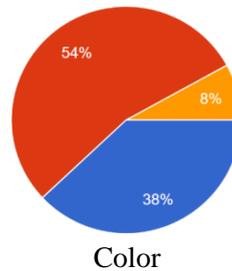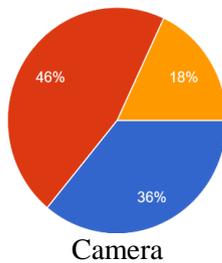4- Did the music used help to achieve the Ads goals?

5- Did following the celebrity selection strategy contribute to the success of this campaign?

6- The voice over used is effective and is drawing attention?

7- The visual bond of the campaign

| Camera | Color | Font |

Angles and Illustrations

The results of the questionnaire(part 1) showed the following:

1- 62% of the research sample agreed with that Campaign designs show the identity of Vodafone Company While another 38% believe that designs don't show the identity of company.
2- 74% of the research sample agreed with the style of the used font make the reading easier While another 26% don't believe that.
3- 86% of the research sample agreed that the Design Objects help in delivering the information ,
4- 87.8% agreed that the music used help to achieve the Ads goals
5- 90% agreed with the design trendy.
6- The largest percentage, 92%, agreed with The voice over used is effective and is drawing attention.
7- 90% agreed with The visual bond of the campaign (color-camera angles, illustrations and font) is suitable with topic of campaign.

The results of the questionnaire(part 2) showed the following:

1- 74% of the research sample agreed with that Campaign designs show the identity of Etisalat Company While another 2% believe that designs don't show the identity of company.
2- 86% of the research sample agreed with the style of the used font make the reading easier .
3- 87.8% of the research sample agreed that the Design Objects help in delivering the information ,
4- 87.8% agreed that the music used help to achieve the Ads goals
5- 93.5% agreed with the design trendy.

6- The largest percentage, 90%, agreed with The voice over used is effective and is drawing attention .
7- 95% agreed with The visual bond of the campaign(color-camera angles , illustrations and font) is suitable with topic of campaign.

The results of the questionnaire(part 3) showed the following:

1- 91% of the research sample agreed with that Campaign designs show the identity of We Company While another 9% believe that designs don't show the identity of company.
2- 92% of the research sample agreed with the style of the used font make the reading easier.
3- 73.3% of the research sample agreed that the Design Objects help in delivering the information,
4- 74% agreed that the music used help to achieve the Ads goals
5- 69.8% agreed with the design trendy.
6- The largest percentage, 74%, agreed with The voice over used is effective and is drawing attention.
7- 94% agreed with the visual bond of the campaign (color-camera angles, illustrations and font) is suitable with topic of campaign.

The results of the questionnaire(part 4) showed the following:

1- 40% of the research sample agreed with that Campaign designs show the identity of Orange Company While another 60% believe that designs don't show the identity of company.
2- 80% of the research sample agreed with the style of the used font make the reading easier.
3- 41% of the research sample agreed that the Design Objects help in delivering the information,

4- 26% agreed that the music used help to achieve the Ads goals

5- 64% agreed with the design trendy.

6- The largest percentage, 74%, agreed with The voice over used is effective and is drawing attention.

7- 60% agreed with The visual bond of the campaign(color-camera angles , illustrations and font) is suitable with topic of campaign.

The discussion

1- The results of the arithmetic averages for the question periods were at strong levels, while the results for Orange Company were at moderate levels.

2- Vodafone was ahead of the rest of the companies in most of the study questions in all criteria for measuring the quality of advertising design.

3- Company achieved medium and weak arithmetic averages in one of the questionnaire's 7 items.

4- The study's four hypotheses came to confirm that the degree of respondents' satisfaction with companies' services is represented by the extent to which each company achieves the design quality standards for the field of advertising, and it was found that there are statistically significant differences in the level of respondents' satisfaction between companies in favor of Vodafone.

5- Study recommended a set of recommendations in the field of corporate design quality management, the most important of which is the necessity of corporate management, among the public and employees alike..

The conclusion:

The framework of the campaign designs is to apply the condition of the following seven suggested pillars:

- The simple creative idea
- The Layout
- The Visuals
- The Text
- The Sound
- The Transition Style
- The Trendy Design

1) The Strategic plan for applying quality in advertising campaigns requires three stages represented in the following: advertising campaigns Target Audience

a- The advertising Campaigns Stage includes all planning stuff for a campaign such as which information will be used, who is the target audience, and the media that will be used.

b- The campaign Advertisement Stage requires the application of the seven pillars of the framework and its conditions.

c- The Target Audience Stage that represents the feedback of the target audience by taking the required action needed or aimed from the advertising campaign.

2) vodafone and etisalat company used mainly the standards of design quality in its advertising campaign,so are on top of the competition together

3) advertisng which takes into account the quality standards design is a ideal design to represent the information needed for designing ads, however, it must be a part of a sequenced advertising campaigns to make sure that the target audience will get all the needed information.

4) The voice over is important in Motion, and so the Interactive advertising kinds as long as the majority of the audiences are illiterate.

5) Using popular music is more effective in Motion, and Interactive advertisng kinds.

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