



Modern Sciences and Arts University

Faculty of Mass Communication

Spring 2020

Advertising and Public Relations Graduation Project II

IMC Campaign Eliminating the Mistreatment of Rich People

Towards the Less Fortunate Individuals in Egypt

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The other group members are Natalie Baher, ID: 173021; and Mai Hassabo, ID: 173489, but they were responsible for other tasks.

Special thanks:

To the video editor: Fadwa Abdelgawad.

To my super supportive family and friends.

Under supervision of:

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Script: Mariam Taher

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Quarantine Media & Film Festival 2020

Advertisement Description:

Title:

أزمة بتقربنا

Our advertisement entered the competition “Quarantine Media & Film Festival 2020” that was done by the BUE University. We were required to create a creative advertisement during the quarantine which is related to Coronavirus and our topic which is how people should treat the less fortunate individuals in Egypt in a moral manner as we're all equal.

Finally, the advertisement that I created as the other group members had different tasks to do, was able to **win the third position** in the advertising category which is "أزمة بتقربنا". The advertisement is called like that as this crisis should bring us closer and be one hand by being there for each other in order to overcome this hard time.





The advertisement shows a man going to ride his car and meets his doorman before he gets in. The doorman cleans his car but isn't wearing any gloves or mask. The man asks the doorman politely and respectfully why he isn't wearing those protectives. The doorman replies that he'll wear them later. The man offers to give him from his own supplies (a mask and gloves). Then, the doorman starts wearing those protectives while the man asks him how he's doing and vice versa respectively, as if they're having a normal respectful conversation that shows care and emotional support. Thus, the conversation shows mutual respect and care. The doorman asks the man not to be late as an act of care that he's worried of Covid-19.

Objective:

The objective of the advertisement is to treat the less fortunate individuals kindly and respect their feelings as they're "Nas Menena". In crisis situations such as the current Covid-19, we're the ones that back them up with supplies they can't usually afford especially that the prices increased due to the high demand on these necessary items such as; masks, sanitizers, gloves, and alcohol spray. Thus, God created us to help those in need because kindness and helping the less fortunate is a priority to us as humanity is essential. This crisis taught us that we all need each other and that we're all in this together; as health is important no matter how rich or poor people are. This doesn't apply on crisis situations only; this should be a general life manner. Kindness, cleanliness, and caring don't need the monetary value to be acquired in order to treat the less fortunate in kind manners. During this worldwide quarantine, this advertisement will enable its viewers to acquire numerous and simple ways that would be beneficial to the less fortunate people as they're the most affected

by this crisis due to quarantine stopping them from work.

