

## Designing Advertising Awareness Campaigns for Food and Beverage Companies in Quarantine Period: A Crisis Management Strategy Design

Assoc. Prof. Dr. Aliaa Turafy

Associate Professor of Advertising, Mass Communication Department, Faculty of Al-  
Alsun and Mass Communication, Misr International University

[alyaa.treify@miuegypt.edu.eg](mailto:alyaa.treify@miuegypt.edu.eg)

### Abstract:

Quarantine period has some negative impact on market nowadays all over the world. Designers are trying to get unique related awareness messages to sell their products in these unordinary circumstances. Some companies already tried to edit its logos to give positive impacts and encourage people to follow the rules of covid-19 prevention. For example, MBC2 logo channel, DMC, Starbucks and many others and different companies too. In addition, companies tried to select an advertising messages that can find a unique point of sale such as "La Poire" which is an Egyptian shop that sell desserts and cakes, it tries to tell audience that they can pick whatever they need direct from the car and there is no need to enter the shop. Accordingly, the researcher tries to examine the students advertising designs skills and creativity by suggesting a crisis management strategy to be applied in design advertising campaign for food and beverage companies. This will make them aware by these products, the pandemic, trying to create a unique point of sell that will appear in the advertising message and the corporate visual identity of the product.

The problem that the research tries to solve is that food and beverage products face many challenges in quarantine time of Covid-19 such as decrease in sales according to the attitude of most of the people towards buying and selling movements. This is a global situation that happened to most of products during the quarantine accordingly, this research is trying to suggest a crisis management strategy that can be applied in designing advertising awareness campaign for these products.

The research aims to suggest a crisis management strategy to design advertising awareness campaigns for food and beverage products to help these products to overcome the critical situation of quarantine of the Covid-19 pandemic.

The originality of this research lies on the first time to use online skills to explain and learn practical advertising course to first year student with the trying to apply the crisis management strategy suggested by the researcher and the feedback from designer experts on the students advertising design campaign.

### Keywords:

Crisis Management, Crisis management Strategy, Awareness Campaign, Visual Identity, Covid-19 Pandemic.

### المخلص:

إن فترة الحجر الصحي لها تأثير سلبي على السوق في الوقت الحاضر في جميع أنحاء العالم. ويحاول المصممون الحصول على رسائل توعية فريدة لبيع منتجاتهم في هذه الظروف غير العادية. وقد حاولت بعض الشركات بالفعل تعديل شعاراتها لإعطاء تأثيرات إيجابية وتشجيع الناس على اتباع قواعد الوقاية من الفيروس. ويحاول البحث حل مشكلة وهي أن منتجات

الأطعمة والمشروبات تواجه العديد من التحديات في فترة الحجر الصحي لفيروس كوفيد مثل انخفاض المبيعات وفقاً لموقف معظم الناس تجاه الشراء والبيع. ويهدف البحث إلى اقتراح استراتيجية لإدارة الأزمات من خلال تصميم حملات توعية إعلانية لمنتجات الأطعمة والمشروبات لمساعدة هذه المنتجات على التغلب على هذا الوضع الحرج، وتكمن أصالة هذا البحث في أنها المرة الأولى التي يتم استخدام المهارات الخاصة بالتواصل عن بعد عبر الإنترنت لشرح وتعلم مادة تصميم الحملات وهي مادة عملي لطالبة السنة الأولى مع محاولة تطبيق استراتيجية لإدارة الأزمات التي يقترحها البحث واختبار هذه التصميمات من قبل خبراء التصميم على هذه الحملات المصممة من قبل الطلاب حيث شملت هذه الحملات تعديل للعلامة التجارية الخاصة بالشركة، وتصميم فلاير رقمي وانفوجرافيك ثابت. وقد تم اختيار هذه الحملات من تصميمات الطلاب وفق أفضل من طبق استراتيجية لإدارة الأزمات والمحاضرات النظرية العشرة ومتابعتها. ثم عرض الحملات المصممة في استبيان صمم للخبراء في تصميم الإعلان. ومن النتائج المهمة:

- نصت استراتيجية إدارة الأزمات لتصميم حملات لشركات الأغذية والمشروبات خلال Covid-19 على ما يلي:

(أ) تحديد الأزمة

(ب) مفاهيم ورسائل التوعية

(ج) هوية الشركة

(د) وسائل الاتصال.

- تعطى استراتيجية إدارة الأزمات لتصميم الحملات اهتماماً كبيراً للهوية المرئية للشركات وفقاً لذلك، يستخدم الطلاب (المصممون) العناصر والألوان والخطوط والصور والأشكال للحفاظ على اتساق تصميم الحملة.

### الكلمات المفتاحية:

إدارة الأزمة، استراتيجية إدارة الأزمة، حملات التوعية، الهوية البصرية، كوفيد ١٩

### Research Questions:

- 1) What is the crisis management strategy that can be applied in food and beverage advertising campaign in the quarantine of Covid-19 pandemic?
- 2) How to examine design skills for first year students using online learning methods in Misr International University "MIU", Mass Communication department?
- 3) What are the main factors in designing food and beverage advertising campaign that helps in making it successful during Covid-19 pandemic and to obtain the intended learning outcomes?

### Framework:

Most of companies are facing a critical worldwide situation according to the Covid-19 pandemic. Food and beverage companies are one of these companies and they are most probably in a critical situation. Critical strategy has to be set for these companies as a try to overcome this situation. The experts in crisis management describes crisis as threats with high level of certainty and high sense of urgency (Holmgren 2015, 14). Crisis word carry two different meanings the first is danger and this can be divided in o two main types of crisis danger, the industrial crisis and the natural crisis as Covid-19 virus that these companies are facing now. The second meaning is opportunity or it can be said as a turning point (Iain 2016, 30). A crisis is defined as a significant threat to operations that can have negative consequences

if not handled properly (Zhu 2017, 487). Another suggested definition by the research is that crisis management is how to prepare a creative plan or a strategy to solve and face some sudden circumstances that will have a negative impact on the company? whether on the company reputation loss or financial loss or public safety, and this plan or strategy can be designed by the crisis team who are responsible for developing crisis management plans, and it can be characterized as newish and flexible management. Crisis management usually have three phases: The Pre-Crisis is the first phase that tries to figure the ways of prevention and the methods for preparation for the crisis management. The second phase is the Crisis Response that is seeking for the actual response of the company for applying the plan or strategy suggested as a crisis management. Finally, the third phase is the Post Crisis which contains the evaluation of the crisis management used and the preparation needed for the next crisis (Institution for Public relations 2007, 1).

One of the most challenging stage for any company facing a crisis situation is how to keep consistent and merge its corporate identity with the crisis management plan or strategies. In addition, any company has its own corporate identity system which consists of:

- Corporate Communication
- Corporate design
- Corporate Culture
- Behavior
- Corporate Structure
- Industry Identity
- Corporate Strategy (Karaosmanoglu 2005, 63)

This research will be concerned with two main points from the corporate identity system that is related to the research topic and serve its objectives and they are the corporate design and the corporate strategy.

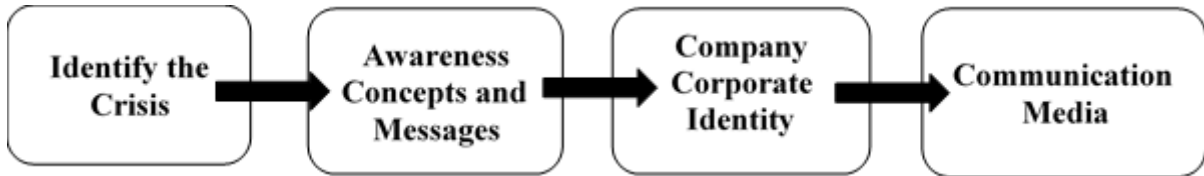
**Corporate Design:** is known also as the visual identity which is designed by the company and mainly for distinguishing this company from others. Corporate design is done depending on the following five main elements:

- The company name
- Slogan
- Logo type
- Colors
- Typography (Turafy 2017, 297)

**Corporate Strategy:** it represents the fundamental objectives and strategies that fit competing in the market. It represents the company products, profits and stakeholder's perception (Karaosmanoglu 2005, 66).

**The suggested crisis management strategy for food and beverage company during Covid-19:**

The following figure is a representation of the four suggested stages for the crisis management in Covid-19 pandemic.



### The Crisis management Strategy Steps:

1- Identify the Crisis: by answering some questions such as what is the crisis, its type and what is the negative impact that can face the company? So, here is the stage that need a real understanding for the situation that the company try to overcome the threats it faces then they can decide what they can do as a crisis team in the other stages of the crisis management strategy.

2- Awareness Concepts and Messages: awareness advertising is the way marketers uses advertising to keep the audience familiar with the product, services and offer (Lister 2020, 1). In this stage the crisis team is trying to suggest awareness concepts and messages that can be added to their advertising campaign trying to deal with some threats they are facing.

3- Company Corporate Identity: this stage is considered the merging stage that combines the corporate identity of the company with the data which considers the crisis itself including the awareness message.

4- Communication Media: in this stage the crisis team suggests the media that will be used to help to overcome the crisis type and according to this the designer will apply all of the above stages in his designs as the outcome that will appear to the target audiences.

### Methodology:


The research provides an application experience by designing food and beverage advertising awareness campaigns that follows the suggested crisis management strategy during the quarantine of the Covid-19 pandemic. The research follows a descriptive approach to describe and analyze an applied designs campaigns that try to solve the Covid-19 crisis of food and beverages company here in Egypt. Due to Covid-19 pandemic all universities are using online learning so the practical part of this research is considered as a final project of Principles of Design course for the first-year students in mass communication department in Misr International University. The number of students is 239 including males and females all from mass communication students as mentioned before. The topic was to design selected advertisements of food and beverage company during the Covid-19 quarantine. The tools used was the online model of the university that the researcher uploaded the tutorials specially made for explaining some photoshop tools, the crisis management strategy suggested and the advertisements needed to design using a screen and voice recorder program named Camtasia that transmits these recordings to MP4 videos. In addition, the students have the access to send the researcher their designs and questions via email, WhatsApp, and the University model. Finally, the students should edit an original logo of food and beverage company to be suitable for the quarantine period and they are free to choose any company, then they have to use this edited logo in designing a digital flyer with awareness edge for Covid-19 too and the third design is static infographic advertising as a community service and an awareness edge that is

added to the advertising campaign of these companies and they will be used on the social media pages and websites.

The theoretical part tutorials are arranged to apply the suggested crisis management strategy and they may face some problems such as:

- Maintaining the corporate visual identity of the selected food and beverage company.
- Visualizing the messages in the required ads is considered a challenge.
- Choosing the awareness message that can market these products in the quarantine period.

**Table (1) the Tutorials Content**

No. of Tutorials	Theoretical Part	Practical Part
1	Explain photoshop tools mainly selection tools	Assignments required to be done for applying the selection tools.
2	Explain photoshop tools mainly editing tools	Assignments required to be done for applying the editing tools.
3	Explain photoshop tools mainly effects tools	Assignments required to be done for applying the effects.
4	What is an advertising campaign? And what is corporate visual identity?	They have to collect samples for corporate visual identity.
5	Explain the covid-19 virus and how to overcome it during the quarantine period?	They have to collect information about Covid-19 virus.
6	<p>Show them some examples of awareness concepts and messages that were used by different companies.</p>  <p>(Farida 2019, 1)</p>	They have to collect samples for designs related to covid-19 in general.
7	Show them examples for how to keep your company corporate visual identity consistent.	Choose any company for food and beverage products and state their corporate visual identity elements.
8	Explain why and how designers can edit their logos trying to overcome the Covid-19 pandemic.	Edit the original logo of the company to fit Covid-19 quarantine edge.

9	Explain by giving examples for designing a digital flyer of food and beverage company for Covid-19 virus	Design a digital flyer by trying to merge the corporate visual identity with the awareness concept or message.
10	Explain by giving examples for designing a static infographic of food and beverage company for Covid-19 virus	Design a static infographic by trying to merge the corporate visual identity with the awareness concept or message.

### Practical part for designing advertising awareness campaigns:

These practical campaigns are selected from the students work according to the best that apply the crisis management strategy, the ten theoretical parts and the follow up with them. These eleven campaigns are shown below will be put with the same arrangement in a questionnaire that will be answered by experts in advertising design.

**Table (2) First practical advertising campaign:**


<b>Company</b>	Pepsi
<b>Awareness Message</b>	Gathering is not important now.
<b>Advertising Message</b>	Offer to encourage people to buy the product.
<b>Slogan</b>	Let's postponed our gathering.
<b>Corporate visuals</b>	Blue, red and white. Illustrations and real photo Two types of fonts
<b>Comment</b>	The idea is to encourage people to postpone our gathering during the quarantine. Keeping the same colors and fonts of the logo. The fonts are the same in the two ads.
	
Logo	





Table (3) Second practical advertising campaign:

<b>Company</b>	Fitness
<b>Awareness Message</b>	Stay at home to be safe and also be aware for your weight and health.
<b>Advertising Message</b>	Stay home Stay fit
<b>Slogan</b>	Stay home Stay fit
<b>Corporate visuals</b>	Light blue, dark blue and white. Illustrations and real photo Two types of fonts
<b>Comment</b>	The idea is to encourage people to wear a mask and gloves during the quarantine. Keeping the same colors and fonts of the logo. The fonts are the same in the two ads.
Logo	

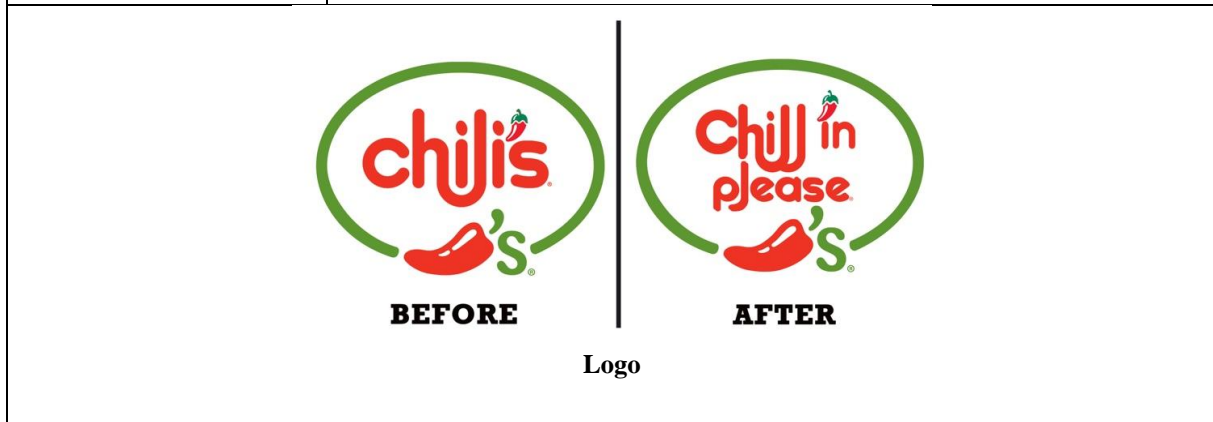


Digital Flyer

Static Infographic

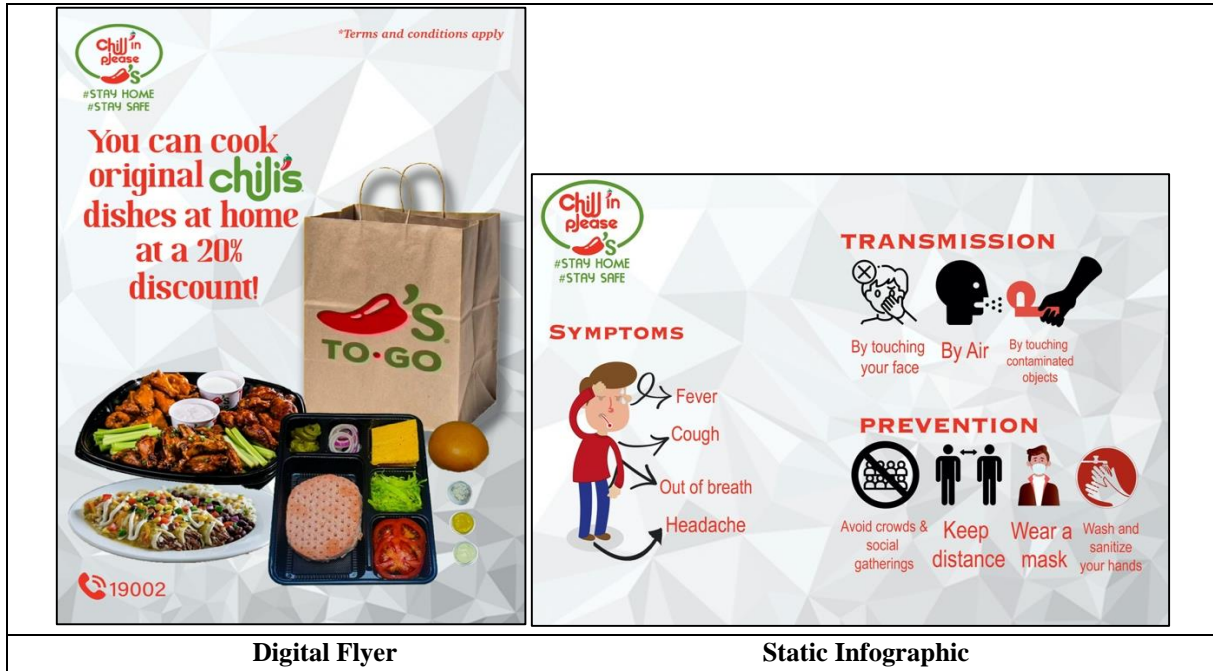
Table (4) Third practical advertising campaign:

<b>Company</b>	Chili's
<b>Awareness Message</b>	Chill in your home
<b>Advertising Message</b>	Cook at your home
<b>Slogan</b>	Chill in please
<b>Corporate visuals</b>	Red, green and silver Illustrations and real photo Three types of fonts as the logo's font
<b>Comment</b>	The idea to complete the word chill and add in please. Keeping the same colors and fonts of the logo. The fonts are the same in the two ads.



Logo





Digital Flyer

Static Infographic

Table (5) Fourth practical advertising campaign:



<b>Company</b>	Birell
<b>Awareness Message</b>	Know your responsibility and wear the mask
<b>Advertising Message</b>	If you are a man with mustache you must wear the mask
<b>Slogan</b>	Mainlines is responsibility
<b>Corporate visuals</b>	Red, blue, and light brown. Illustrations and real photo Two types of fonts
<b>Comment</b>	The idea is to encourage people to wear a mask. Keeping the same colors and fonts of the logo adding the blue color for the mask. The fonts are the same in the two ads.
<p><b>BEFORE</b>                      <b>AFTER</b></p> <p>Logo</p>	



Digital Flyer

Static Infographic

Table (6) Fifth practical advertising campaign:

Company	Pizza Ria home made
Awareness Message	Pizza Ria is encouraging people to wear the mask and to staying safe at home. Also, they follow strict safety precautions to provide the safest quality to the costumers.
Advertising Message	Build your own pizza now at home
Slogan	Stay home, save lives.
Corporate visuals	Red, yellow, white and black. Illustrations only Two types of fonts
Comment	The idea is to encourage people to wear a mask and the girl in the logo is putting her headdress as a mask instead of putting it on her head so people can continue enjoying homemade pizza. Keeping the same colors and fonts of the logo. The fonts are the same in the two ads.
	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p><b>BEFORE</b></p> </div> <div style="text-align: center;">  <p><b>AFTER</b></p> </div> </div> <p style="text-align: center;">Logo</p>



Digital Flyer

Static Infographic

Table (7) Sixth practical advertising campaign:

<b>Company</b>	Kentucky (KFC)
<b>Awareness Message</b>	Kentucky is encouraging people to keep fighting corona virus by staying safe at home and they put a mask to Mr. Kentucky in the logo design, and trying to explain how to prevent Covid-19 from spreading.
<b>Advertising Message</b>	Keep fighting Corona
<b>Slogan</b>	We'll keep frying chicken
<b>Corporate visuals</b>	Red, black, and white. Illustrations and real photo Two types of fonts
<b>Comment</b>	The idea is to encourage people to wear a mask so people can continue enjoying the fried chicken of Mr. Kentucky. Keeping the same colors and fonts of the logo adding the blue color for the mask. The fonts are the same in the two ads.
Logo	



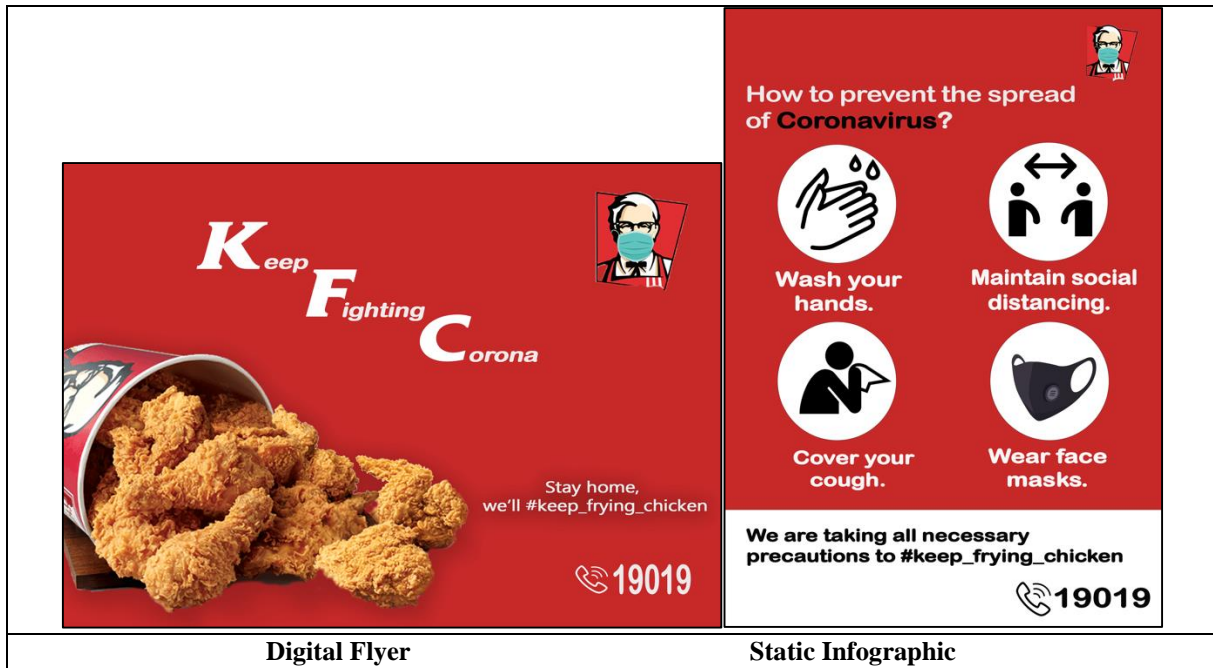


Table (8) Seventh practical advertising campaign:

<b>Company</b>	Quaker
<b>Awareness Message</b>	We are taking care of our staff by following the instructions and we add a gift of gloves and mask while order to encourage people to wear them and follow the instructions.
<b>Advertising Message</b>	Free and safely delivering
<b>Slogan</b>	Stay home Stay fit
<b>Corporate visuals</b>	Red, blue and white. Illustrations and real photo Two types of fonts
<b>Comment</b>	The idea is to encourage people to wear a mask during the quarantine. Keeping the same colors and fonts of the logo. The fonts are the same in the two ads.



<p><b>Digital Flyer</b></p>	<p><b>Static Infographic</b></p>
-----------------------------	----------------------------------

Table (9) Eighth practical advertising campaign:

<b>Company</b>	MacDonald
<b>Awareness Message</b>	How they protect their employee and customer
<b>Advertising Message</b>	Enjoy eating with your family at home
<b>Slogan</b>	Stay home, Stay Safe
<b>Corporate visuals</b>	Red, yellow and black Illustrations and real photo One types of fonts as the logo's font
<b>Comment</b>	The idea in changing Macdonald logo to be inside a house to encourage people to stay safe at home. Keeping the same colors and fonts of the logo adding the black color to reaches the idea. The fonts are the same in the two ads.

<p><b>BEFORE</b></p>	<p><b>AFTER</b></p>
Logo	





Table (10) Ninth practical advertising campaign:

<b>Company</b>	Panda Express (China Kitchen)
<b>Awareness Message</b>	Panda is encouraging people to stay safe at home by editing the logo design, offering a delivery options and set her instructions for Covid-19
<b>Advertising Message</b>	Panda during quarantine
<b>Slogan</b>	Panda's deliver, Panda's instructions
<b>Corporate visuals</b>	Red, green, and blue. Illustrations and real photo Two types of fonts as the logo's font
<b>Comment</b>	The idea in changing panda's position to give positive vibes during quarantine and it looks safe by wearing the mask. Keeping the same colors and fonts of the logo adding the blue color for the mask and green color representing Covid-19. The fonts are the same in the two ads.
Logo	



Table (11) Tenth practical advertising campaign:

<b>Company</b>	Burger King
<b>Awareness Message</b>	Safety first for our staff and customers so better to cook at your home
<b>Advertising Message</b>	Special Kit with free delivery
<b>Slogan</b>	It has always been in our name
<b>Corporate visuals</b>	Red, yellow and blue Illustrations and real photo One types of fonts as the logo's font
<b>Comment</b>	The idea in inserting the word stay and change the color of the letters "in" in the logo that refers to stay in home. Keeping the same colors and fonts of the logo. The fonts are the same in the two ads.
<p>The image shows two versions of the Burger King logo side-by-side. The left version is the original logo with the text 'BURGER KING' in red and yellow. The right version is the modified logo with the word 'STAY' in yellow above 'BURGER KING' and the slogan 'IT HAS ALWAYS BEEN IN OUR NAME' below it. Below each logo are the words 'BEFORE' and 'AFTER' respectively.</p>	
Logo	



Digital Flyer

Static Infographic

Table (12) Eleventh practical advertising campaign:

Company	Papa John's Pizza
Awareness Message	Papa John's help you to break Covid-19 transitions
Advertising Message	Cooke and connect to your family
Slogan	Stay home Stay fit
Corporate visuals	Red, green and white. Illustrations and real photo Two types of fonts
Comment	The idea is to encourage people to wear a mask during the quarantine. Keeping the same colors and fonts of the logo. The fonts are the same in the two ads.



Logo





### The Questionnaire:

The eleven campaign was shown in a questionnaire held for experts in advertising design. The experts number answered was 23 two are full professors, four are associate professors, four with PhD, six with masters and seven experts in field only. The five questions are the same under each campaign some of them was concerning with maintain the corporate visual identity of the selected company, the ability to visualize the message to the audience and finally is this campaign can market these products in the quarantine period. The answer was Yes (Y.), No (N.) and sometimes (ST.) as will shown in the table below.

Table (13) the Questionnaire Content

Question	Is the color used in the awareness campaign shows the identity of the company?			Is the font used in the awareness campaign shows the identity of the company?			Is the images and Illustrations used in the campaign represents the advertising message visually?			Is the corporate visual identity applied?			Is the design of the campaign able to market this product in the quarantine period?		
	Y.	N.	ST.	Y.	N.	ST.	Y.	N.	ST.	Y.	N.	ST.	Y.	N.	ST.
Company	79	4	17	4	5	0%	45	21	34	49	21	30	31	39	30
Pepsi	%	%	%	%	%		%	%	%	%	%	%	%	%	%

<b>Fitness</b>	79 %	1 7 %	4%	9 2 %	4 %	4%	74 %	22 %	4%	87 %	13 %	0%	70 %	13 %	17 %
<b>Chilis</b>	84 %	8 %	8%	6 6 %	1 7 %	17 %	66 %	13 %	21 %	66 %	21 %	13 %	57 %	17 %	26 %
<b>Birell</b>	79 %	8 %	13 %	7 4 %	0 %	26 %	62 %	17 %	21 %	61 %	17 %	21 %	66 %	0%	34 %
<b>Pizza Ria</b>	10 0%	0 %	0%	7 9 %	2 1 %	0%	92 %	0%	8%	88 %	4%	8%	92 %	4%	4%
<b>Kentucky (KFC)</b>	10 0%	0 %	0%	9 6 %	4 %	0%	10 0%	0%	0%	10 0 %	0%	0%	84 %	8%	8%
<b>Quaker</b>	92 %	4 %	4%	7 0 %	1 3 %	17 %	92 %	4%	4%	83 %	0%	17 %	74 %	0%	26 %
<b>MacDona ld</b>	92 %	4 %	4%	7 6 %	1 7 %	17 %	83 %	0%	17 %	88 %	4%	8%	79 %	0%	21 %
<b>Panda</b>	74 %	1 3 %	13 %	7 0 %	1 3 %	17 %	88 %	4%	8%	66 %	13 %	21 %	79 %	4%	17 %
<b>Burger King</b>	92 %	4 %	4%	7 9 %	1 3 %	8%	71 %	8%	21 %	84 %	8%	8%	74 %	13 %	13 %
<b>Papa Johns</b>	96 %	0 %	4%	8 8 %	8 %	4%	79 %	0%	21 %	83 %	4%	13 %	83 %	0%	17 %

The above table shows the percentages of the experts answers the first question about the colors used in design the campaign shows the identity of the company Pizza Ria and Kentucky get 100% yes, Papa John's get 96% yes. In addition, Quaker, Macdonald and Burger King get 92% yes, chilis 84% yes and the rest get 74 and above. The second question about the font used in design the campaign shows the identity of the company Kentucky get 96% yes, Fitness 92% yes, Papa John's 88% yes and all the rest are above 70% yes except Pepsi get 44% yes. The third question about images and illustrations used in design the campaign is representing the messages visually Kentucky get 100% yes, Pizza Ria and Quaker get 92% yes, Panda get 88% yes, Macdonald 83 yes and the rest are 62% yes and above except Pepsi get 45% yes. The fourth question is concerned with the corporate visual identity that the students try to apply in designing the campaigns Kentucky get 100% yes, Pizza Ria and Macdonald get 88% yes, Fitness get 87% yes, Burger King get 84% yes, Quaker and Papa John's get 83% and the rest is



above 60% except Pepsi get 49%. The fifth and last question that try to test the ability of the design of the campaign to market these products during the quarantine period and the answers was Pizza Ria 92% yes, Kentucky get 84% yes, Papa John's get 83% yes, Panda and Macdonald get 79% yes, Quaker and Burger King get 74% yes, Fitness get 70% yes, Birell get 66% yes, Chilis get 57% yes, and finally Pepsi get 31%.

### Discussion:

Food and beverage companies are one of the most companies that are affected by Covid-19 pandemic. This research is trying to set a crisis management strategy to help companies to overcome the quarantine period. And one of the challenges faced is to explain and teach a practical course online to first year students in Mass communication department. A theoretical and practical parts that contains tutorials for the tools and effects in Adobe Photoshop program in addition to the explanation of types of ads needed to be designed also how to design a campaign. The crisis management strategy was the layout of putting the theoretical and practical parts of the course aiming to get the results needed for this research through the students designs. After selecting eleven campaign a questionnaire was answered by experts in the field of advertising design and the answers was pretty satisfying as the best two campaigns was Kentucky and Pizza Ria the rest was extremely good mostly above 70% yes, and Pepsi campaign was below 50% yes in most of the questions.

The students were able to be consistence to the corporate visual identity of the company through using colors, fonts, images and illustrations. Also, it is noticed that most of the students used the masks and gloves more than using other solutions as social distance. And a highly ability of most of the campaigns that contain awareness messages are able to market these products during the quarantine. These lead the researcher to approve the effective usage of the crisis management strategy suggested and also online learning that they were able to Maintain the corporate visual identity of the selected food and beverage company also visualizing the messages in the required ads and choosing the awareness message that can market these products in the quarantine period.

### Results:

- 1) A crisis management strategy of designing campaigns for food and beverage company during Covid-19 stated as:
  - a) Identify the Crisis
  - b) Awareness Concepts and Messages
  - c) Company Corporate Identity
  - d) Communication Media.
- 2) Applying the crisis management strategy of designing campaigns helps to clarify the covid-19 pandemic to the students (designers) which lead them to choose an awareness messages that can help these products to stand up in the quarantine.
- 3) The crisis management strategy of designing campaigns give great attention to corporate visual identity accordingly the students (designers) use elements, colors, fonts, images, and shapes to keep the design of the campaign consistent.

- 4) The crisis management strategy of designing campaigns helps in choosing awareness messages that can market these products in the quarantine period.
- 5) Online learning process was effective to a great extent by applying a theoretical and practical plane also the online interaction via email, WhatsApp and the University Moodle help in clarify some ideas beside the tutorials and follow up the designs.

### Recommendation:

- 1) Universities, colleges, institutions and centers devoted to teaching advertising design especially designing advertising campaign must teach the crisis management strategy to make the students able to make effective designs in all critical circumstances.
- 2) Designers professors, teachers and experts who are teaching advertising design can create online courses or conduct online classes that will encourage students (designers) to self-learning and that is extremely useful for that age and make them more engaged in design process.

### Refences:

- Farida 2019. Covid-19: These Famous Logos Have Been Remade for the Corona Virus Age! *Soo Far Agency*. Accessed in 19/8/2020 <https://www.soo-far.com/2020/03/23/famous-logo-and-social-distancing/>
- Holmgren F. and Karl-Rikard Johansson 2015. Crisis Management the Nature of Managing. Master theses within business administration. *Jonkoping international business school*, Jonkoping University.
- Iain Alastair 2016. The Evolution of Interstate Security Crisis-Management Theory and Practice in China. *Naval War College Press*, Vol. 69, No. 1
- Institution for Public relations 2007. Crisis Management and Communication. *By Institute of PR*. Accessed in 15/6/2020 <https://instituteforpr.org/>
- Karaosmanoglu E., T.C. Melewar and Douglas Paterson 2016. Corporate Identity: Concepts, Components and Contribution. *Journal of General Management* Vol.31 No.1 59-81 DOI: 10.1177/030630700503100104
- Lister Jonathan 2020. Objective in Awareness Advertising. *Chron*. Accessed in 19/8/2020 <https://smallbusiness.chron.com/objectives-awareness-advertising-31418.html#:~:text=Awareness%20advertising%20is%20a%20marketing,services%20or%20products%20it%20offers.>
- Turafy A. 2017. The Role of Advertising Campaigns in Preserving the Visual Identity for Egyptian Campaigns Products. *International Design Journal*, Vol.7 Issue 297-306
- Zhu L., Deepa Anagondahalli and Ai Zhang 2017. Social Media and Culture in Crisis Communication: MsDonald's and KFC Crisis Management in China. *Public Relation Review* 43 487-492 Published by Elsevier Inc.