

## Advertising Strategies for Maintaining Nation Brand Equity in Times of Crisis “Egyptian Tourism Advertising Campaigns as a Model”

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### Abstract:

Nation branding is one of the tools by which states can positively influence their international reputation and image. Tourism has a major role in building this brand, as it directly contributes to creating a positive image of the country, its history and capabilities. The Egyptian tourism sector faced a crisis after January 2011 and the subsequent internal events in the country. However, by the year 2018, there was a major transformation and recovery of Egyptian tourism, and it increased in 2019 within the state's strategic plan to make 2019 the “Year of tourism” and restored the previous tourist position, as tourism is affected by the economic, political and other conditions around it, the Covid-19 crisis, which emerged at the beginning of 2020, significantly affected Egyptian tourism again, as happened in all countries of the world, and it declined to a large extent. In addition to the repercussions of the pandemic crisis, the imposition of quarantine and the lockdown of aviation in crisis situations, it is more important to preserve the image and value of the state as a brand, and this depends on how to respond to and deal with the crisis. Therefore, there was a thought of using alternative strategies for tourism promotion and advertising, such as focusing on advertising campaigns for domestic tourism, digital campaigns and virtual visits on the official websites of the various tourist places to support the mental image of the country as a brand. The research refers to the close relationship between the tourism advertising campaigns and its effect on the nation brand. It also reached several results, that Egypt is regaining the preservation of its identity and the value of its brand destination, while drawing a futuristic image that keeps pace with the times, provided that the content of its identity is properly communicated to the outside world by strengthening advertising messages and focusing on safety motives and competitive advantages as a unique tourist destination through a series of sequential campaigns and events. Which had a role in overcoming this crisis at the tourism sector. The research discusses in an analytical study to identify the various advertising strategies of that period, to identify their communication and marketing objectives, and to determine their importance and effectiveness in supporting the mental image and what it has achieved in maintaining the equity of the nation brand.

### Keywords:

Nation Brand  
Brand Equity  
Advertising Campaign  
Tourism Advertising  
Egypt

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### Introduction:

The tourism industry is one of the largest and fastest growing industries in the world. It is the 21st century industry and a dynamic driver of economic development. It is a means of entertainment, promotion, and an activity with cultural, social, and economic dimensions in the lives of peoples. It plays a major role in the economy of countries, contributing to development and its development, and expressing its capabilities and history, supporting human and cultural relations and communication and rapprochement of peoples, which contribute to drawing a positive image of countries societies. And places have meaning, identities and images so it can be used to create value for nation brand and enhance its position and image, especially that nation brand has become a key factor and important of tourists' choice of tourist places.

### Research problems:

The research problem is summarized in the following questions:

- How can tourism advertisements in times of crisis support and preserve the nation's brand?
- How does nation brand communicate with the target audience in an effective and participatory

manner in times of crisis?

- How can advertise strategies be developed in light of an international crisis in a positive way for the international audience?

### Research Objectives:

- The main purpose is to show how tourism advertising campaigns can support and promote a nation brand during crises.
- Identifying the values and objectives of tourism advertising campaigns in times of crisis in a way that supports and preserves the state's image as a brand.
- Recognizing the role of integrated marketing communication strategies and advertising campaigns in creating and promoting nation brand in times of crisis.

### Research Hypotheses:

- Tourism advertising campaigns have an effective role in promoting national identity.
- Tourism advertising campaigns have an effective role in enhancing the equity of the nation brand.

### Research Methodology:

The research used the analytical study to explore and interpret the relationship between tourism

advertising campaigns and support for nation brand in times of crisis, knowing the role of various Egyptian advertising campaigns in supporting tourism activity in the face of the Corona crisis, and learn about the diversity of digital campaigns and printed campaigns with different goals and how they contributed to preserving the value of the national brand.

#### Research Limits:

- **Time limits:** From the beginning of the Corona pandemic crisis in the end of 2019 until the middle of 2022
- **Topical limits:** advertising efforts and campaigns during the pandemic crisis until completion of the research.

#### Theoretical Framework:

As a result of globalization and economic variables, the unity of competition among countries to attract investments and others. Thus, attention to nation brand has become a duty on the concerned governmental organizations and institutions to reach its distinction among its competitors and establish a position for it. Nation brand is defined as the set of foreigners’ impressions and beliefs about a particular country or people (Fan, 2006), it is also called country brand, city brand, and when talking about it as a tourist destination, it is called brand destination (Kaneva, 2011).

Nation brand is a self-perception of the country that focuses on the image of the entire country at the international level, including cultural, economic, and political dimensions (Fan, 2006). It reflects the governmental efforts made by the state can enhance its national image. It aims to create a good reputation about a country in the eyes of the international public. It is this reputation that gives an image of it. The more this image is good and positive in the eyes of the international community, the more it can attract tourists and many more economic and investment activities.

Nation brand consists of a unique and multidimensional mixture of elements specific to the country according to its cultural background and what distinguishes it from others, as well as its suitability for the target groups (Dinnie, K. 2015), such as persons or communities residing in that country, governments, exports, and foreign investments, including tourism that embodies the level of interest of tourists to visit a country recognizable from its natural, man-made and cultural attractions. All these elements together make up the so-called Nation Brand Hexagon (Fig. 1).



Anholt 2006 nation brand model (Figure1)

That is make the country as a large entity that contains tangibles material things such as antiquities, beaches or museums, and intangibles things such as culture and history (Fig.2). (Salah Hassan and Abeer A. Mahrous, 2019).

- National brand Tangibles
- National brand intangibles

Nation brand Tangible	Nation brand Intangible
Country name	Personality
Logo	Reputation
Pictures	Smells
Places	Emotions
Souvenirs & Handcrafts	Taste
Colors	Relationships

Nation brand elements can be classified into two groups (Figure2)

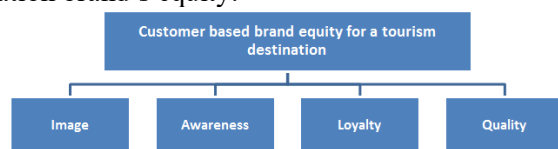
Therefore, one of the objectives of nation brand presence is to create an international tourism position that can compete in the global market and attract foreign tourists and investors, by enhancing its cultural heritage, diversifying its tourism products, and marketing its various destinations with a focus on its future and the efforts made in that sector to enhance the country’s reputation among the target international audience (Fan, 2010) Marketing the state as a brand in the tourism sector comes from advertising efforts for the tourist places in it. Advertising methods are highly effective for society and the state and tourism advertising is not considered a tool to attract tourists from tourist or archaeological areas only. Rather, it is a tool for expressing the identity of the state to achieve political goals, and expressing goals, personality, vision, and concern for the other. Hence, the importance of the tourism advertisement expressing the heritage and identity, with a focus on expressing the state's keeping pace with the times and events to achieve the aspirations required of the tourist, as tourists participate in a continuous search for information related to travel and tourism to the desired destination or place. Once this information

is collected, it causes them to create a “mental prototype” or “mental snapshots” of the travel experience of that destination (Anholt 2007). All these images represent a first step in building a national brand through tourism.

### Nation Brand Equity:

The term refers to the emotional value generated by factors associated with nation brand from the foreign audience's point of view, and it reflects what is real or perceived for the country. State property rights also refer to intangible things such as names, symbols, and history, which also affect the value the public perceives in a country's artifacts (Zeugner Roth et al., 2008), as the nation brand image is “perceptions of the place that are reflected by factors associated with tourist memory” (Qu, Kim, & Im, 2011). So, the essence of a nation brand is to create an attractive image for it.

Distinction is the most important element in achieving a value for the brand, without which a brand does not differ from others, and therefore it will not be able to add value to others to achieve a cognitive and emotional building for them (Keller, 2008). There are four basics for Customer based brand equity for a tourism destination (Gartenr, 2007): awareness, image, quality, and loyalty (Figure3). Continuing to motivate these elements to the public, whether in advertising efforts or other communication methods, is the way to preserve the nation brand's equity:



Customer based brand equity for a tourism destination (CBBE) (Figure3)

### 1- Brand Awareness

Awareness of a brand destination is “the ability of the tourist to recognize or remember it, and it also brings a better opportunity for selection by the public among all the brands of competing tourist destinations (Hoyer and Brown 1990). Brand awareness is a very important factor when choosing a tourist destination. It is also considered the main component of both destination brand ownership and brand performance in the tourism industry (Lee and Back, 2008). So, focusing advertising efforts on awareness of nation brand as a destination is important because it provides exemplary information, creates feelings and impressions, and contributes to the quality perception of the destination by tourists. Many studies showed that brand awareness positively influences brand ownership and loyalty (Pike and Bianchi, 2016) and consumer commitment to it. To repeat visit or create loyalty to a tourist destination, the brand

must first achieve awareness and then create a positive image.

### 2- Brand Image

The image of a tourist destination is formed through the interaction of people across places, and recently the means of communication have become an important medium in contributing to building this image through individuals sharing their experiences from these visits and providing opportunities to exchange opinions and comments, including what is based on self-explanations. Creating a unique tourist destination is the starting point for effective national brand recognition. Therefore, the unique destination presentation must be supported by strong perception, symbolism, slogans, phrases, advertisements, cultural and symbolic elements that create a place in the minds of tourists, history-related images, heritage, and culture are most important when distinguishing as studies have shown that tourists prefer brands based on their symbolic characteristics rather than functional qualities (J. Gnoth, 2002)

### 3- Brand Loyalty

Loyalty reflects the nature of the relationship in which he feels that he is compatible with the brand and has a positive attitude towards it (Dillon et al, 2001). Brand image has a positive and important impact on the commitment and satisfaction of consumers, which strongly affects their loyalty, and the types of loyalty are:

- **Emotional loyalty:** the tourist gets it through the unique experience that creates emotional bonds with the brand.
- **Identity loyalty:** the tourist gets from using the brand for self-expression.
- **Distinction loyalty:** it is obtained by the awareness of the superior qualities and characteristics of the brand.

### 4- Brand Quality:

The quality of the destination is defined as the visitor's assessment of the standard of tourism products in the destination (infrastructure of tourist areas, facilities, and tourism services). Tourists judge whether a destination meets their requirements or expectations according to their real perceptions (Le Chi 2016). However, quality measurement is a very difficult and complex process. To know the quality, it is necessary to research the evaluation of the products and services by the tourists and the experience of the tourists in the destination. Perceived quality directly and positively affects the perceived value, which in turn directly and significantly affects consumer loyalty. And advertising is an important communication tool, and tourism advertising is a means of expressing the characteristics of countries as a tourist destination, including cultural, religious,

scientific tourism, it is a means of expressing culture and identity as well. Therefore, countries compete in presenting distinct and unique advertising campaigns through which their identity, heritage, features, and the position they place for themselves and the extent to which they are up to date with the times. It was necessary for the campaigns to be concerned with expressing the most important elements of the nation brand's values that distinguish it to maintain the loyalty and awareness that the brand reached before the crisis. The essence of the success of nation brand is the continuation of making promises for a long time and emphasizing this in advertising and communication messages. The research reviews several strategies for tourism advertising campaigns with their analysis and compatibility with achieving the elements of the brand's values among the public to achieve distinction and preserve the value of the brand.

#### **Tourism Advertising Campaigns and Nation Branding:**

Tourism advertising is those impersonal efforts that work to influence the conscience, emotions and perception of the tourist and direct the behavior towards receiving certain tourist services. It is one of the forms of the communication process through which the tourism establishment seeks to achieve a set of goals related to the definition of the characteristics, advantages and benefits of tourist destinations (Abu Qahf, Ahmed 1999) in order to build the mental image of the country or build a national brand in the mind of the recipient or tourist of the country or tourist destination, not only for the sake of the visit, but for a permanent mental image (Luo, H. R. , 2020).

Tourism is the national and main means of communication for nation brand (Anholt 2007). On the other hand, tourism is the sector that benefits most from good national brand and positive image campaigns. Usually, the image of countries is represented by the tourist scene and its tourist attractions and destinations are reviewed, which proves the power of tourism in influencing the image of the country.

In addition, tourism marketing in general contributes to increasing the degree of cultural awareness among individuals in the fields of internal and external tourism, where people derive part of their identity from the image of their country” (Future Brand, 2012-2013).

Advertising campaign is a strategy that is designed to be implemented through various means to achieve specific goals such as increasing brand awareness, increasing sales and improving communication within a specific market. All this is

done through advertising in its various forms, whether visual or audio, and recently digital and interactive fields. Tourism advertising campaigns combine the beliefs, ideas, and impressions that any person, as a tourist or potential consumer, may need about the tourist place and its possibilities for entertainment and enjoyment and other objectives of the tourism activity, where tourism is an important source for seeing the world and gaining experiences and expertise and getting to know the cultures of peoples. Therefore, the advertisement contributes to the dissemination of this culture of foreign and domestic tourism.

#### **Tourism Advertising and Covid-19 Pandemic Crisis:**

A crisis is an event that leads to an unstable and frightening situation that affects some people or society as a whole (Szczepanski, 2019) and a pandemic as defined by the World Health Organization is: an epidemic that occurs worldwide, that is, it crosses international borders and usually affects a large scale and a very large number of people (World Health Organization, 2020) and the Corona pandemic was not the first crisis faced by the tourism sector. There are many epidemics that have passed through many countries, such as the SARS epidemic in 2002, and avian influenza in 2009, among others. There are other crises such as terrorism, the September 11 bombings, and hurricanes such as Hurricane Catherine and others. In every crisis, the tourism sector is affected by the circumstances surrounding it, whether internally or externally. However, the world has not witnessed an impact on the global economy, as happened with the crisis of the Covid 19 pandemic that spread in the world at the same time due to isolation, home quarantine, and the lockdown of international flights in March 2020, which lasted about 8 weeks for most destinations in the world, which greatly affected the tourism sector.

Many countries that rely heavily on tourism for their national income have been affected by various forms of tourism, whether religious, cultural, or recreational, such as international celebrations, international festivals, exhibitions, and others. And in Egypt also, many tourist activities were stopped, most hotel reservations were canceled in addition to canceling airline tickets.

Several studies indicate that a country's national image is affected by how well it handles crisis situations, such as epidemics (Lee and Kim 2020). Therefore, the Covid-19 crisis was a challenge to preserve the state's image as a brand and enhance its value. There is no doubt that continuing to



communicate with the public in times of crisis is very important.

As for tourism, the experience of crisis or disaster management shows that communication and public relations are essential in restoring public trust that must be bolstered by the marketing of various advertising initiatives and campaigns (Kennedy, 2011). This prompted us to think of strategies to preserve the tourist status and mental image to support the nation brand. It was necessary to adapt the strategies of communication, marketing, and advertising with the stages of the crisis of the Covid-19 pandemic. This crisis affected Egyptian tourism significantly, especially at the beginning of 2020, as happened in all countries of the world. However, in April 2020, Egypt was one of the first countries to announce its readiness and reception of tourists again with precautionary measures through several advertising campaigns to encourage foreign and domestic tourism. The research reviews the most important of these campaigns and their results, even those that started after the lockdown and until the end of the research. It addressed 4 different strategies according to each stage of the pandemic crisis as follows:



Types of Egyptian tourism Strategies ads campaigns through covid pandemic (figure 4) own processing

### First: Remote Tourism

**A) Virtual tours:** It was due to the lockdown of countries and airports, where social distancing was initially suggested and then recommended; Until it became an obligatory necessity this period began from March to June 2020. The World Health Organization's recommendation was to stay at home. So, The World Tourism Organization called

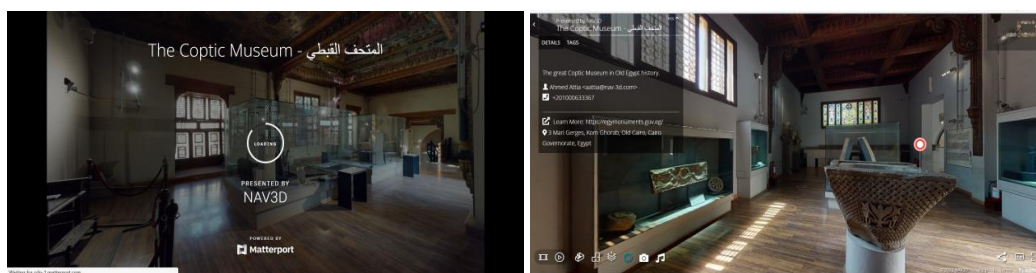
for the postponement of travel in an advertising phrase "Staying home today means traveling tomorrow" (UNWTO, 23 March 2020), then thought emerged about alternative strategies that preserve the continuity of tourism activity and preserve its image, the first of which was the idea of "remote tourism", because Of:

- Many studies confirmed the increasing eagerness of the public in times of crisis to obtain quick and accurate information together (Liu, 2010)
- And follow up on comments, opinions, and the latest developments quickly,
- exchanging views and sharing information.
- Therefore, social media has become among the modern tools that institutions and bodies use in managing communication in times of crisis.

This prompted the Egyptian Ministry of Antiquities and Tourism to the path of remote tourism through the use of communication techniques and modern technology in the dissemination of tourist places through virtual visits to museums and archaeological sites and presenting them on the electronic pages for the first time, in partnership with some scientific and archaeological institutes and institutions, and an explanation by tour guides and specialists of the history of archaeological sites and museums, within the framework of the **"Discover Egypt from Home"** initiative. The initiative aims to introduce the peoples of the world to the ancient Egyptian civilization as part of the precautionary measures to prevent the virus, and the visit bears phrases to encourage staying at home, including **"stay home - stay safe"**, as well as creating new advertising slogans that fit the stage and global quarantine policy, such as: **#Experience EgyptFrom Home, #Experience Egypt Soon #Same Great Feelings.**

The idea of remote tourism is suitable for both external and domestic tourism, but from an economic point of view, it did not have a financial return for the tourism sector, and the main objective of these campaigns was as follows:

- Maintaining emotional loyalty to nation brand through psychological support to the public during the period of lockdown and isolation.
- Maintaining the tourist mental image of the public.
- Trying to relieve psychological pain due to home quarantine (Pic 5).
- Contribution to tourism promotion in the future after returning



(Pic. 6& 7) Snapshots from the virtual tour of the Coptic Museum on the official website of the Egyptian Ministry of Tourism and Antiquities in an initiative bearing the message “Discover Egypt from home”

### Results of this Initiative:

- 1- UNESCO called on the peoples of the world to discover the Egyptian civilization virtually on its official pages (pic.8).
- 2- International newspapers described this experience as one of the means of stimulating tourism to Egypt, which will encourage tourists to visit Egypt after the end of the crisis and the return of tourism (pic. 9).



Pic. 5([https://www.alwakeelnews.com/Section\\_39](https://www.alwakeelnews.com/Section_39))



Pic. 8 &9 (<https://haveneg.com/13536/>)

### B -Social Media Hashtags by influencers:

The importance of social media for tourism advertising has increased after e-tourism and the spread of specialized tourist sites in addition to various applications on tablets and phones through which it is possible to get acquainted with the place well before visiting it, in the offers of hotels and suitable destinations, their services and advantages of each, and ways of booking and presenting them to tourists. This is an important part of the future tourism, which will focus on technology (Iulian Condratov, E-Tourism: concept and revolution, 2013).

There is no doubt that social networking sites have played an effective role in the communication process recently, and their importance is increasing

day by day, and the number of their users in the Arab world is increasing significantly, where the optical capabilities and components of the image and its ability to spread, “since any information or image of a country, region, or city available online can affect a brand’s perception of a place in the real world” (Fortune, 2020).

Therefore, digital campaigns have played a major role in introducing tourism and circulating information about different regions, activities and tourism celebrations all over the world, the role of people in “social media engagement” and their exchange in publishing pictures of their visits to different tourist places made each individual a pioneer and witness about his tourism experience and share it with others, especially with evaluations of the experience, reactions and exchange of comments, which gives confidence and realism, and contributes to convincing others through the nature and reality of the presented models, and the exchange and dissemination of information related to trips and tourism programs, where social media campaigns known as the “hashtag” appeared to support a specific tourist destination, to learn about other tourist places, or to support a specific tourist event or activity. Some of them are directed and invited by government agencies to activists to support tourism by influencers and tourist guides As a form of social responsibility for celebrities(pic. 8&9), Also some of these hashtags for lovers of Egyptian tourism (pic10) , whether they are Egyptians or Arab and foreign nationalities, through snapshots and pictures expressive of the Egyptian tourist heritage places under the hashtag #I support\_Egypt\_tourism, مصر #بعضون عشاقها#، وحشانا أم الدنيا

These campaigns received widespread and electronic support, especially as they were appropriate for the period of home quarantine. In which lovers of Egyptian tourism from different countries participate, bearing the same hashtag, with multiple clips expressing heritage places, multiple tourist attractions, or authentic Egyptian products.



Pic.8 (<https://www.youm7.com/story/2018/2/5/>)



Pic. 9& 10

<https://www.facebook.com/groups/857117751474472>

## Second: Official advertising campaigns to stimulate foreign tourism.

These official campaigns, organized by the authorities responsible for revitalizing tourism in Egypt, began with the beginning of a more conscious dealing with the pandemic and the restrictions caused by it, the beginning of a gradual opening of all economic and commercial activities with the partial reopening of airspace in several "A Tourist's Journey in Egypt" campaign:

Arab and European countries, focusing on the importance of precautionary measures in travel. Both with regard to revitalizing the production sector, transportation, consumption and the tourism experience, and working on strategies to restore the mental image and reputation that were affected by the crisis, especially since tourism is a reputation-based industry, the reputation of a destination, which is generated by DMOs, is a more stable indicator of performance than brands or images from the tourists' perspective (Hassan and Soliman 2021)

These campaigns began since the Egyptian Ministry of Tourism launched a television advertising film directed at foreign tourism, in which the Egyptian Minister of Tourism appears, following the procedures of disinfection and sterilization in tourist places and it is considered as the opening of the tourism season in Egypt, whether internally or externally.

Egypt is the first country to take this step in the world, so it started encouraging tourism again and restoring the mental image by emphasizing the adoption of precautionary measures and the readiness of places. This was followed by a promotional film entitled A Tourist's Journey in Egypt, showing sterilization operations and precautionary measures, with the return of tourists and wearing a medical mask with the same beauty of the Egyptian nature and the general heritage and historical places.



PIC.11(Resource of campaign pic. <https://www.facebook.com/tourismandantiq>)

**Funder:** The Egyptian Ministry of Tourism and Antiquities represented by the Egyptian General Authority for Tourism Promotion.

**Advertising media:** The film is part of the Ministry's promotional campaign with the slogan "Same Great Feelings" via the Internet, on TV and various social media platforms.

\*\* The film was broadcasted on several Arab and international TV channels, such as CNN and Discovery, as well as at railway stations, airports, and hotels.

### Designing for brand equity:

**Image:** The tourist places that express the Egyptian identity, especially the pyramids at the beginning of the announcement, then the various destinations, Sharm El Sheikh, Luxor, Aswan, temples, and others.

**For awareness:** Proving the state's name and constant brand slogan for tourism promotion: "Where It All Begins", the official slogan of the Tourism Promotion Authority from 2009 after the development of the identity. It means that Egypt is the cradle and place of civilization and antiquities to preserve the awareness of the sign and recall its memory with a design in the Key of Life, the authentic Pharaonic symbol.

**For loyalty:** "Same Great Feelings" advertising phrase to promote emotional loyalty to the brand, and to emphasize commitment to delivering on the brand's promises.



**For quality:** Achieving the required health procedures during this period.

This appeared in more than one scene including disinfectants and facial masks.

**The Campaign’s Goals:**

- 1- Activating foreign tourism
- 2- Restoring the mental image associated with the heritage and entertainment places and the Egyptian identity.
- 3- Stressing safety and precautionary measures through sterilization and disinfection processes that start at airports and hotels.
- 4- Restoring confidence in the phase of recovery from the crisis.

**Results:**

\*\* The film achieved more than 160 million views in about a month, and the search rates for Egypt as a tourist destination increased online and via social media platforms.

**“Experience summer in Egypt حكاية الصيف في مصر” campaign:**



PIC.12 (Resources of campaign pic. <https://www.facebook.com/tourismandantiq>)

**Funder:** Egyptian Ministry of Tourism and Antiquities.

**Advertising media:** an electronic advertising campaign on social media platforms, Google search engines, in addition to the online platform for search and reservation in the Middle East and North Africa “Wego”

**Campaign time:** Launched in May 2021 for two months

**Target audience:** Arab tourists and domestic tourism.

**Campaign slogan:** Spend summer in Egypt.

**Campaign hashtag:** “#Egypt is calling you, #Your holiday in Egypt and #TravelEgypt”.

**Design for brand equity:**

**Awareness:** focusing on photographs that express the environment, handicrafts, local products, and Egyptian nature with the Egyptian logo and the distinctive brand of the tourist destination, designed with the famous Egyptian Key of Life.

**Image:** focusing on the internal tourist destinations that express the famous Egyptian identity in Egypt and its suitable atmosphere and temperature suitable for holidays in that winter period.

**For loyalty:** “experience summer in Egypt” advertising phrase to promote emotional loyalty to the country brand, and to emphasize commitment to delivering on the brand's promises.

**For quality:** focused on the quality component of the monetary value for the service provided to the tourist. Advertisement design relies on photographs of the distinctive internal tourist destinations in Egypt to highlight their beauty, which supports the nation brand’s awareness and mental image.

**The campaign’s results include:**

- According to Google search engine, about one month after the launch of the campaign, the campaign reached nearly 20 million Internet users in the Gulf Cooperation Council countries.
- A campaign with a second part for the campaign “Summer in Egypt is a story” was designed in June 2021 as an investment in the great success and positive results achieved by the promotional campaign. It included a short film and a video propaganda content that focused on the most important tourist and archaeological elements of Egypt, including the picturesque nature, the distinctive sandy beaches, and the non-typical tourist and archaeological activities.

The promotional film “Summer in Egypt is Amazing” won as the best promotional film for tourism at the World Tourism Organization.



### “Sunny Christmas” campaign:



PIC. 13 (Resources of campaign pic. <https://twitter.com/ExperienceEgypt>)

**Founder:** The Ministry of Tourism and Antiquities, represented by the Egyptian General Authority for Tourism Promotion, launched an electronic campaign on various social media.

**Campaign Time:** starting from December, with the “Sunny Christmas” campaign, an invitation to tourists from all over the world for New Year’s celebrations in Egypt, where the nature of the warm weather, followed by the “Sunny January” campaign to continue enjoying this warm weather during the winter period, then “Follow the sun” campaign at spring.

**Target audience:** Tourists from UK, Germany, Italy, France, and USA.

**Advertising media:** images, videos, and written content from publications.

**Design for brand equity:**

**For awareness:** This campaign invites tourists to follow the weather condition constantly, which will make them choose Egypt as a distinctive tourist destination to spend their holidays there and enjoy its warm atmosphere throughout the year, where the sun shines and is an integral part of Egypt's pharaonic history and ancient civilization creating stunning views, wonderful seas, and the immortal Nile River, in addition to promoting the product.

**Image:** focusing on the internal tourist destinations that express the famous Egyptian identity in its entertainment and facilities.

**For loyalty:** A series of campaigns focused on the sun as an essential feature and an authentic and distinctive part of the Egyptian civilization and destination, as it assumes the loyalty of the tourist to this suitable destination throughout the year

**For quality:** The campaign relied on photographs expressing the distinct tourist areas included in the campaign's tourism destinations and Egyptian local products, with a focus on the sun.

**Campaign's results:**

It reached 107 million users and achieved more than 100 views on various social media sites, in addition to its success in raising Egypt's electronic search rates on global search engines, then “Follow the Sun” campaign, in several the main tourist markets exporting to Egypt, which is the Kingdom.

### Third: Advertising campaigns to activate the domestic tourism campaign

Which is directed at Egyptians or foreigners inside Egypt during the period of lockdown of “شتي في مصر” campaign

international aviation and the lack of foreign groups. Thus, the trend was towards the citizen or resident in Egypt to revitalize and revive the tourism sector.



PIC.14 Resources of campaign pic. <https://www.facebook.com/tourismandantiq>

**Funder:** The Egyptian Chamber of Hotel Establishments.

**Advertising media:** daily newspapers, news websites, radio programs

**Campaign time:** From January 15 to February 28, 2021

**Target audience:** Domestic tourism directed to the Egyptian citizen.

**Designing for brand equity:**

**Awareness:** focusing on photographs that express the environment, handicrafts, local products, and Egyptian nature, with the Egyptian logo and the distinctive brand of the tourist destination with the design of the famous Egyptian Key of Life.

**Image:** focusing on the internal tourist destinations that express the famous Egyptian identity in Egypt and its suitable atmosphere and temperature suitable for holidays in that winter period.

**For loyalty:** "Winter in Egypt" advertising phrase to promote emotional loyalty to the brand, and to emphasize commitment to delivering on the brand's promises.

All advertisements are in Arabic for local display, and the linguistic vocabulary is as simple and clear as other visual vocabulary.

**For quality:** The campaign relied on photographs expressing the distinct tourist areas included in the campaign's tourism program, with a focus on its economic cost for the service provided to the tourist.

**The Campaign's Goals:**

- 1- Promotion of domestic tourism and maintaining workers in the tourism sector.
- 2- It aims to reduce domestic flight prices to connect tourist cities.
- 3- Maintaining the brand's distinctiveness and supporting its loyalty.

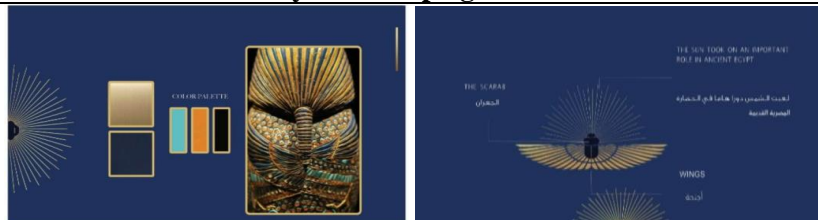
#### Fourth: Official Campaigns Accompanying Events

This step is generally important in the field of tourism promotion, but it becomes more and more important in the event of a crisis to overcome it safely and emphasize that. In addition, the consistency of the message between the sub-brands and nation brand is important for unifying the identity, such as the brands of mega events and sporting events to provide an effective "universal" brand for the entire country (Dooley & Bowie, 2005) such as the "Pharaohs' Golden Parade". In addition, there was the opening event of the "Sphinx Avenue", which was widespread, because it coincided with the easing of restrictions and the restoration of aviation movement in an almost normal manner, so the hotels were filled with tourists at that time in addition to the international advertising campaign launched by the Egyptian Ministry of Tourism, an integrated campaign that

included all advertising media and the live broadcast of the celebration.

This integrated campaign included television ads, digital ads, postage stamps, and others. A series of events and partnerships were planned to showcase the links between Egypt and its target foreign markets demonstrating the tangible influence of Egyptian ingredients, traditions, and history to create a local conversation between people and brands. In addition, there was the opening event of "Sphinx Avenue", which was widespread, because it coincided with the easing of restrictions and the restoration of aviation movement in an almost normal manner, so the hotels were filled with tourists at that time in addition to the international advertising campaign launched by the Egyptian Ministry of Tourism, an integrated campaign that included all advertising media and the live broadcast of the celebration.

#### "Pharaohs' Golden Parade" event identity and campaign



PIC 15 (Resource of campaign pic. <https://www.facebook.com/tourismandantiq>)

**Identity design:** The logo for the celebration of the procession of the mummies and the advertising campaign accompanying it, and the identity is taken from the identity and the colors and kings of Pharaonic Egypt to confirm the identity and the Egyptian personality and in this support for the nation brand.



Various designs for Egyptian postage stamps launched by the Ministry of Communications with the Egyptian Ministry of Tourism using a qr code technology service, where it can be scanned with a mobile phone and access to the website of the ministry and information about the procession and kings. For the first time, these interactive stamps are issued in Egypt from that celebration.



Snapshots from the celebration of the procession the pictures show the cohesion and interdependence of the identity elements in the design of the celebration and between the national identity and the identity of the advertising campaign, which enhances the state as a brand and enhances its value, originality and prestige, and cohesion supports awareness and loyalty to nation brand of the recipient, whether internally or externally.



Examples of introductory advertisements on social networking sites showing pictures of statues of the kings that will be transported in the procession and showing the coherence of the design and the one formal construction while adhering to the visual identity of the campaign.

**Funder:** The Egyptian Ministry of Tourism and Antiquities.

**Advertising media:** an integrated advertising campaign.

**Campaign time:** It started from March 25 on various social media platforms, with all promotional materials and films for the event translated into 14 different languages.

**Target Audience:** Egyptian and foreign audiences

**Designing For brand equity:**

**Awareness:** focusing on all the elements related to the Egyptian identity from the smallest details of the design of the advertising logo and all the advertising means of the event, including the design of carriers for transporting kings, costumes, music, and others. It is to emphasize awareness of the Egyptian identity and the ancient Pharaonic elements.

**Image:** The design of the logo for the advertising and festive campaign, taken from the shape of scarabs, wings, and sunlight, which is characteristic of the Egyptian identity, the golden colors taken from the royal necklaces, the distinctive colors of the celebration and the prints of the campaign are all taken from the ancient Egyptian colors, clothes, and costumes of the models in the celebration, designed by pharaonic clothes and costumes,

The distinctive identity in the design of the mummy transport vehicle, and the performances, parades, and accompanying songs, all of which have the Egyptian Pharaonic identity, as well as designs, printed advertisements and postage stamps inspired by the colors and pharaonic symbols.

**Loyalty:** Confirmation of the Egyptian visual identity of symbols and colors in the design of the advertising campaign, the design of show dances in the celebration, songs and costumes to enhance them for the Egyptian citizen, where the event is held on Egyptian soil and the roads and corridors are equipped with advertising phrases and graphics supporting the event and celebration.

**Quality:** The possibilities of direct online follow-up made the viewership high in the world. The campaign focused on introducing me to the kings and their history on social media pages to support the Egyptian



civilization and confirm and consolidate its identity and its uniqueness with this rich history.

#### Event and Campaign's Results:

- The event was topped by the various social networking sites, Facebook, Twitter and Instagram, and was followed by more than 400 international TV channels and major newspapers and media outlets.
- The international media described it as the legendary event of this year, and it is considered a marketing and propaganda campaign for tourism in Egypt that has never happened before, and it deserves an Oscar because it presented the most beautiful and impressive performances, dances, clothes and pharaonic music that befit the greatness of ancestors and the nobility of the Egyptian civilization.

International media and advertising agencies said that the Mummies Parade that the world witnessed highlights the Egyptian economy and society and the return of tourism to Cairo after the Covid-19 crisis. They also stressed that it is part of Egypt's efforts to revive the tourism industry.

The research finds that Egypt is recovering the preservation of its identity and the value of its tourism brand, while drawing a futuristic picture that keeps pace with the times, provided that the content of its identity is properly communicated to the outside world. The state's efforts to support its positive image are numerous, including these various advertising campaigns with an important promotional and introductory role, which will contribute to supporting and forming a positive image of Egypt that contributes to supporting its economy and investments.

- Egypt name was selected as brand destination to confirm and easily remember and recall.

- The use of the pharaonic symbol in design is one of the main reasons for supporting the process of mental memory.

- The use of advertising phrases associated with the name of the state (summer in Egypt is a story, discover Egypt.) has a major role in preserving and remembering the sign as a tourist destination and its connection to the entity of the state.

- The visual design of the campaigns focuses on important and distinctive features of the Egyptian state as a tourist destination, the most important of which is the sun, which focused on more than one campaign, and it is an authentic element in the Egyptian civilization.

-Advertising messages focused on the emotional dimension.

- The campaigns sought to preserve the mental image of the tourist destination and to evoke the ancient symbolic meanings.

- Focusing on the beauty and diversity of Egyptian tourism destinations and their suitability for all times, summer, and winter.

-Focusing on the diversity of motivational, emotional, and simple advertising phrases.

-Focusing on supporting national identity and culture in museums and historical monuments and paying attention to the presence of an informative and cultural aspect in advertising campaigns.

- Focusing on highlighting national products and this supports the national identity of the citizen and the tourist and to encourage export and international trade.

- The advertising videos included focusing on precautionary measures such as sterilization, wearing face masks, and social distancing, especially in campaigns at the beginning of the crisis.

- The virtual campaigns, at the beginning of the crisis, served as a prelude to the advertising launch later, as it included a method of stimulating and stimulating the most important tourist destinations inside Egypt for the audience of social networking sites.

- The main goal of most of the campaigns was to spread hope and reassurance during the quarantine period and upon the gradual return, then seek to encourage tourism.

- Focusing on digital campaign as it is easier and faster to reach the audience through various social networking sites Facebook, Youtube, Instagram, through content (photos - videos - written content).

#### Analysis study:

- An electronic form was designed on Google form and an electronic questionnaire was conducted for several Egyptians and tourists on the social networking pages.
- The questionnaire focused on the two parties given that the advertising efforts were directed to citizens through domestic tourism campaigns, and to the foreign public, Arabs, or other nationalities through external tourism campaigns by sending the form to tourism and travelling groups via social media
- The Questionnaire form based on Customer-based brand equity (CBBE) model which are (brand awareness, brand image, brand loyalty and brand quality).
- The questionnaire was shared for different age groups and the questions varied to identify the extent to which aspects of the brand's equity were achieved for the recipient.

## “The Questionnaire Form”



### Advertising strategies for maintaining nation brand equity during times of crisis

#### “Tourism advertising campaigns as a model”

Welcome to my survey to support my research. Egyptian Ministry of Tourism and Antiquities launches several campaigns and events with a plan for the gradual return of inbound tourism during Corona Virus crisis from April 2020 till June 2022. These are the most common campaign's hashtags:

#ExperienceEgyptFromHome

#ThisIsWonderfulEgypt

#Followthesun

#SunnyJanuary

#Sunnychristmas

#Experiencesummer

Also, the "Pharaohs' Golden Parade", and the "opening road of RAMS in Luxor " as a lifetime event.

The questionnaire is treated confidentially for purpose of scientific research and not to use for other purposes.

This survey just takes 2 minutes just click submit while you finish, let's start.

-Age: 18:30 ☐ 31:50 ☐ 51+ ☐

- Gender: Male ☐ Female: ☐

- Your experience with Egypt: Citizen ☐ Visitor ☐

- There are Collection of several Egyptian tourism advertising campaigns and events ceremony during covid 19 crisis (2020:2022)




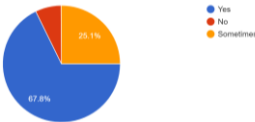
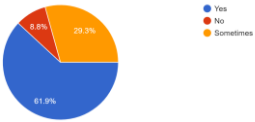

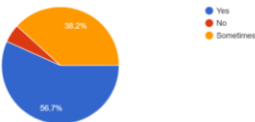
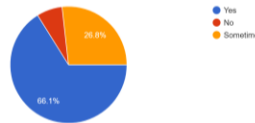
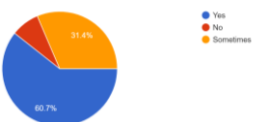
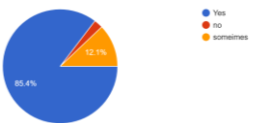
	Yes	No	Sometimes
Is this destination name very famous?			
Is this destination has distinct characteristics?			
Is the image of destination consistent with your own self-image?			
Do you feel that this destination is familiar and attractive?			
Is this destination campaigns expressing Egypt identity?			
Is this destination fit your expectation?			
Is this destination fit your personality?			
Do you prefer this destination?			
Will you visit this destination in the future?			
Will you advise your friends to visit this destination?			
Are these campaigns make you feel hopeful and reassured during the covid crisis?			
Are these campaigns make you feel this is a safe destination?			

Table1 sample characteristics

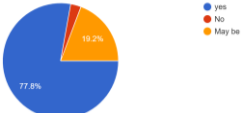
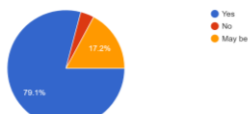
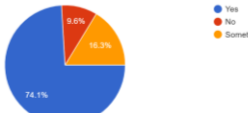
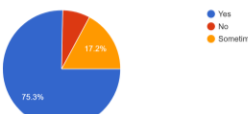
Age	Num.
18:30	58
31:50	107
+51	74

Experience with Egypt		Gender	
Citizen	Visitor	Male	Female
151	88	106	133

Table2 participant's answers about the 4 dimensions of brand equity of nation brand and tourism campaign

Brand recall	Yes	No	Sometimes
<p>Is this destination name very famous?</p> <p>? Is this destination name very famous</p> <p>1/2/239</p> 	76.2%	5.9%	18%
<p>Is this destination has distinct characteristics?</p> <p>? Is this destination has distinct characteristics</p> <p>1/2/239</p> 	67.8%	7.1%	25.1%
Brand image			
<p>Is the image of destination consistent with your own self-image?</p> <p>? Is the image of destination consistent with your own self-image</p> <p>1/2/239</p> 	61.9%	8.8%	29.3%
<p>Do you feel that this destination is familiar and attractive?</p> <p>? Do you feel that this destination is familiar and attractive</p> <p>1/2/239</p> 	71.5%	5.9%	22.6%
<p>Is this destination campaigns expressing Egypt identity?</p> <p>? Is this destination campaigns expressing Egypt identity</p> <p>1/2/238</p> 	56.7%	5%	38.2%
<p>Is this destination fit your expectation?</p> <p>? Is this destination fit your expectation</p> <p>1/2/239</p> 	60.7%	7.9%	31.4%
<p>Is this destination fit your personality?</p> <p>? Is this destination fit your personality</p> <p>1/2/239</p> 	60.7%	5%	31.4%
Brand loyalty			
<p>Do you prefer this destination?</p> <p>? Do you prefer this destination</p> <p>1/2/239</p> 	85.4%	2.6%	12.1%



<p>Will you visit this destination in the future?</p> <p>?Will you visit this destination in the future</p> <p>٤٠٠٠٠</p> 	77.8%	2.9%	19.2%
<p>Will you advise your friends to visit this destination?</p> <p>? Will you advise your friends to visit this destination</p> <p>٤٠٠٠٠</p> 	79.1%	3.8%	17.2%
<b>Brand quality</b>			
<p>Are those destination ads campaigns make you feel hopeful and reassured during the covid crisis?</p> <p>?Are these campaigns make you feel hopeful and reassured during the covid crisis</p> <p>٤٠٠٠٠</p> 	74.1%	9.6%	16.3%
<p>Are these campaigns make you feel this is a safe destination?</p> <p>?Are these campaigns make you feel this is a safe destination</p> <p>٤٠٠٠٠</p> 	75.3%	7.5%	17.2%

### Indications confirming the preservation of the brand's equity for the country:

As a result of these clear advertising efforts, through which the Egyptian Ministry of Tourism achieved an honorable and expressive destination for the effort made to maintain tourism activity considering the pandemic atmosphere. However, it is a distinctive, unique, and safe tourist destination, which has been proven by the successive successes that have proven the national brand's preservation of its position as:

- 1- The analysis showed high a single of "loyalty". participants would recommend visiting this destination to their friends (79%) and would also visit again in the future. That World Tourism Organization confirmed that Egypt is ready to receive tourists from all over the world, and this is a strong indication to restore its position.
- 2- The analysis showed high a single of "quality" as a safe destination (75%) That's why Egypt obtained the Safe Travel Seal from the World Travel and Tourism Council (WTTC) in June 2020
- 3- Also, the analysis showed that (74%) of participants answered that campaigns were successful and hopeful, so Egypt won the best promotional campaign launched on social media platforms in Russia 2020, according to

what was announced by the global Ad colony platform, one of the leading platforms in evaluating electronic advertising campaigns.

- 4- Also, CNN Travel chose Egypt as one of the tourist destinations that can be traveled to during the Corona Virus pandemic crisis within the framework of the Unlocking the World initiative launched by CNN Travel for its readers about tourist destinations that can be traveled during corona crisis.
- 5- About "awareness" the analysis showed that 76% of participants answered that Egypt is a famous destination and has distinctive features that's why Increasing the rates of electronic search for the Egyptian tourist destination through Google by 102% compared to the year 2020 in the target markets.
- 6- The analysis showed that about 72% has a distinctive "image", familiar and attractive that's because and campaigns focused on the occasion of the summer or winter weather (#Experience in Egypt, #summer in Egypt, various with Egypt and the sun of Egypt) due to the diversity of Egyptian tourist places and destinations that suit all atmospheres and focus on pictures and videos that express the places that can be always visited, in addition to the various attractions. So, The British newspaper The Telegraph nominated Egypt as an "amazing" destination for the winter holidays

of 2021, inviting all lovers of travel around the world to visit the land of the Pharaohs and enjoy its various tourist and archaeological elements.

- 7- After the events "Pharaohs' Golden Parade" and "Sphinx Avenue," there has been an increase of 15% in Google searches about traveling to Egypt compared to those prior the Corona virus outbreak, which is a remarkable increase compared to the typical global search rates.
- 8- In the poll of the English magazine Dive for the best diving destinations in the world, Egypt ranked second.
- 9- A higher number of tourists means a stronger brand in a global and homogeneous market, which brings higher profits in terms of value to the national economy.
- 10- The ultimate success of a destination brand strategy depends on the effective extension of the core brand through effective relationships with the target audience. This confirms that the advertising efforts in the tourism sector support the mental image of the nation brand.

#### Recommendations:

Research is still ongoing on the effects of the virus and its repercussions on all sectors and attempts to contribute to shedding light on some points or contributing to find solutions to the same pandemic, hoping that this research will be one of these researches that contribute to supporting advertising for the tourism sector and the nation brand through a qualitative analysis of advertising campaigns to activate internal and external Egyptian tourism that appeared since the beginning of the pandemic in Egypt until the completion of the research, the research reached several points.

- 1- Advertising campaigns by social media activists are predominantly emotional in nature, positive participation, and loyalty, especially that show not only the aesthetic aspects of the Egyptian nature, but the Egyptian character as well.
- 2- Adopting the design of international advertising campaigns with symbolic and material references to health procedures and sterilization operations contributed to the impression of the safety of the health situation in Egypt, which resulted in a higher classification of Egypt as a safe tourist destination, an increase in the number of tourists, and an increase in the search for

Egyptian tourist places on the Google search engine.

- 3- The study concluded that it is necessary to exploit all means of modern technology and communication, social networking sites and virtual applications in the field of tourism advertising with the aim of stimulating and promoting domestic tourism.

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