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| Principles of Advertising and PR  Dr. May Fahmy/ Dr. Noha Bendary | Ali Muhammed – 186641 |

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# Abstract

We Telecom is an Egyptian telecom company that permanently displays advertisements, especially on occasions such as the month of Ramadan. Among these ads, Ramadan released an ad for Ramadan 2020. And this is what these papers study; how this advertisement succeeded. by analyzing the media used in this advertisement from all sides, in addition to Campaign PR's analysis. As it was found that external factors of corona virus and home quarantine greatly affected the advertising campaign.

# Executive Summary

We Telecom announced an announcement in the month of Ramadan 2020 on the Introducing doubled internet package for the original price of the package. The general idea of the announcement is based on the adoption of all online business and life actions on the internet usage due to the corona virus and home quarantine. The announcement was based on the verbal and nonverbal methods to deliver the message of the advertise. And as a way to scheduling ads during the month, Pulsing Method has been used. The Egyptian Football Association (EFA) and its sponsor over the unauthorised use of Liverpool winger Mohamed Salah's image for advertising generated news in local Egyptian and English media sources. Salah's agent and lawyer, Rami Abbas, and the EFA clashed in late March after the player appeared in a television commercial for a telephone company.

# The Advertising Objectives:

****Egyptian companies are keen to be present in the month of Ramadan with innovative and enjoyable advertising campaigns for viewers to attract audiences who have become interested in television ads as much as they are interested in series or programs. Where the "we telecom" company was interested in running an advertising campaign under the slogan "we lesa aktar". The main goal of "we telecom" was to remind and encourage people to quarantine at home and not go out or socialize due to the spread of the Coronavirus pandemic. In the campaign (we lesa aktar), the company was keen to present a double offer for the landline internet package due to the large number of internet usage during that period of all age groups.

# Media objective

The media objective explains what category the advertisement targets and why. Considering how to deliver the message or the purpose of the advertisement to the audience, and when

Media objective consist of two main majors: audience objective and message distribution.

## Audience objective

This advertisement is designed to be a way that addresses all family members of all ages and all genders. On this basis, a well-known actor with a sense of humour “Mostafa khater” was chosen to present the advertisement in order to be able to deliver the message of the advertisement simply to all people. In addition to adding scenes of family enjoyment together, attending online lectures, and the online meetings. And it is what clearly explains that this offer is useful for all family members.

## Message-distribution

Wee Telecom used television as the main source for displaying the advertisement, as it is known that the family always warp around television in the month of Ramadan to watch series. At first, the full version was shown on television, and then a small version of the original aad was released that included the offer clearly just in couple minutes. The advertisement was also published on the company’s page on YouTube and Facebook, where people can interact with it across pages and their account. In addition to digital marketing, street banners have been used as a traditional method of marketing. In these ways, the company was able to deliver the advertisement to a large number and different categories of people.

* In conclusion, the main media objective of the campaign is to target the largest number of families by using many advertising vehicles.

# The Media Vehicles:

We Telecom has taken great interest in spreading the (we lesa aktar) campaign in order to reach the largest proportion of the audience. So the company resorted to using more than one means of displaying advertisements (television, social media, and printed publications on the streets). For any huge advertising campaign in a bank to succeed, Egyptian companies are keen to see the campaign appearing on television on more than one channel if possible, because television is the most popular among Egyptian society. "Due to the statistics, nearly all Egyptians 98.8% have a working TV in their homes, as 84.2% use it daily or most days of the week." (GALLUP) By moving to the second method, which has become widespread in the past years among all age groups, which is “social media, as 84.9% of Internet users are active on social networking sites. Of these, all of them 95.9% use Facebook” (GALLUP) . So, We Telecom published the ad campaign (we lesa aktar) on Facebook, where the ad garnered 47.1 million views, 497K likes, 78K comments, and 14K shares. Moreover, the company promoted the campaign on the YouTube platform when it reached 28,249,572 views, 27K likes, and 1,728 comments. (Think marketing , 2020) The step of using social media is one of the prevailing thinking at the present time because of the interaction between the company and customers directly, and on the other hand, social media is considered a cheap method than any other method. The company was not satisfied with these two methods only, but the company followed a third method, which is the advertisements printed on roads and bridges such as the Ring Road and the October Bridge. That is in order to get their campaign to have better exposure.

# The used methods of scheduling

For any company that advertises and promotes any service or product of its own, there are 3 methods of Advertising Scheduling: (Continuity, Flighting, and Pulsing. When we telecom launched the advertising campaign (we lesa aktar), it relied on the pulsing method. At the beginning of the advertisement, we telecom spread the idea of ​​spacing and not mixing and adhering to quarantine so that they would not be exposed to any harm from the pandemic they are going through by communicating the idea that they can They practice everything in their life from home, such as studying students, doing their homework and exams via the Internet, shaving and attending job interviews for workers, in addition to doing some recreational activities such as cooking, playing and challenges. As indicated by the advertisement, we telecom has innovated in presenting the idea in a simple and entertaining way to people. Then the company promoted and advertised its offer, as the company provided double the package for the terrestrial Internet package in order to help all the family to perform all their work and study easily shown in the advertisement. We telecom follows the seasonal pulse on groups of ads according to the season. In this advertising campaign, it was concerned with the interconnectedness and closeness of family members due to the advent of the month of Ramadan. Also, reports indicate that we telecom used the startup pulse for a new service with heavy and many ads in the first part of the campaign (we lesa aktar) as it increased its GRPs in the first month (the month of Ramadan), then the campaign started by reducing the ads and the advertisement was displayed. On parts but not the full version, which led to a decrease in the campaign's GRPs, then in the final part of the campaign it increased its GRPs to remind people of the campaign's existence and in order to sponsor the promotion.

# Big idea

We Telecom have launched a campaign “w lesa w aktr “, under the slogan “Stay Ahead”. Simply explaining the main idea of the advertisement, which is the continuation of life activities and the enjoyment of staying at home by communicating via the Internet. The main idea of the advertisement revolves around how to spend time in the house during the home quarantine period in a positive way, keep it up and continue life activities. This was demonstrated by displaying various activities in the advertisement such as recording tiktok videos, making cakes, attending online lectures and meetings, watching TV series. The announcement focused on the fact that life during the quarantine depends entirely on internet consumption, As in Corona, the Internet is not limited to collecting information and traditional communication , but has become everyone's livelihood and all work is done through it. According to (Ahram online, 2020) “an increase in home internet usage by 12 percent during Ramadan, raising the usage rate since March to 99 percent”

So, with this high increase in consumption, customers will seek access to the Internet through the lowest-priced offers and packages. and that was what the company offered, a double package throughout the month of Ramadan enables the consumer to spend more time on the Internet with half of the original price.

The main reason behind the success of the idea of the advertisement is that it is an exact copy of the real life for everyone in home during quarantine, everyone spends his time sharing pictures and videos on social media platforms, and most people tend to bring recipes from the Internet and prepare cakes. In addition to the communication and video calls that spread quickly as a communication link in quarantine. Everyone spends their business at home and has used educational platforms and educational applications such as Microsoft Teams

All of these are examples of current reality presented in a comedic manner that makes the viewers realize the value and importance of the offer.

A picture containing person, person, indoor, posing

Description automatically generatedA picture containing text, indoor, person, window

Description automatically generated

# Analysis of the Message Strategy Elements:

A picture containing text, wall, indoor, person

Description automatically generatedMessage strategy “is the primary tactic or approach used to deliver the message theme”. (Advertising strategy) the main two elements of the message strategy at the advertise are verbal and nonverbal advertising. Verbal advertising in general depends on verbal messages, and instructions for what the message says about the advertisement, which appeared in the advertisement clearly from the selection of the song words that were used , which fully explains the daily use of the Internet in the quarantine. with the repetition of the phrase (Ida Ida w el net hayektar), which is the main message of the advertisement. ending the add with a detailed explanation of the internet bundle offer in the last few seconds. Over time, a little version of the advertisement was launched, which was a totally verbal message containing the offer only.

The non-verbal method is based on campaign graphics or a visual element in general. This appeared in the method used to display the scenes in the advertisement, such as showing some videos as being shot from a mobile camera, showing the TikTok video recording. The tactic of repeating things in a stereotype also with the phrase (Ida Ida w el net Hyektar) to give the eye also an impression of the increase in the bundle.

The use of dancing graphics and filters that are used on tiktok applications, Instagram, and others is evidence of the Internet’s relevance to the use of these platforms frequently and the ad rotation around the proliferation of this use.

The propaganda was coordinated between TV ads and the publication of the advertisement on social media platforms, YouTube, and large billboards on the highways. The campaign was released with simple headline “we lesa aktr” Based on the increase in the Internet and the increase in offers the company will create. the logo also was stylized incremental way which was a creative way refers to the increase in the internet

The offer was added to the company's website under the slogan “Stay ahead”. As mentioned in the main or big idea part, this slogan and this headline together reveal the goal of the advertising campaign; simply increasing the internet will help you move forward! (telecom egypt)



# Media strategy & tactics recommendations:

We Telecom should use new strategic methods to promote its service or develop its advertising campaign. Regarding the media strategy, it is recommended that the campaign be published on the radio, “as one in five Egyptians 17.3% use the radio weekly for news.” (GALLUP) This statistic may indicate that the percentage is small, but the advertising campaign must also be delivered to that category of people in order to spread faster and more. In view of the second recommendation, the company must provide the advertisement for the (we lesa aktar) campaign on more than one social media platform such as Tik Tok and Twitter, the advertisement is completely listed and with these recommendations it will be stuck in the minds of customers a lot.

# Creative strategy

For the creative strategy, it is recommended that you create geographically targeted ads that will simply divide the audience and deliver the offer to a large scale. There are many factors that contribute to the success of advertising campaigns, the most important of which is the design of the advertisement, so it was possible to clarify the offer more to the audience because the part mentioned in it is short and relatively fast. The idea of watching soap operas could have increased due to the advent of Ramadan during that period, in addition to soccer match, which is the most important sport in Egypt and whose audience is almost equivalent to the majority of the people, and with this idea it was possible to win the sympathy of more fans for the campaign.

# Crisis Faced WE Telecom:

In the year 2020, Slower internet speeds seen by many Egyptians during the coronavirus crisis, according to Minister of Communications Amr Talaat, are the result of both increased demand on the local network and substantial traffic on websites throughout the world. Due to the coronavirus epidemic, many Egyptians are using the internet to work from home. “These websites are under a lot of pressure, and as a result, they're having technological issues, which is causing the slowdown,” he added. “The issue isn't usually caused by a problem with the local networkLast year, Egypt increased the bandwidth of its local network sixfold as part of a statewide drive to extend high-speed broadband networks and enhance internet speeds. The ministry was able to raise internet speed from 5 mbps to 30 mbps for a cost of EGP 30 billion. The program, according to the minister, has been critical in assisting the network in dealing with the current strain. According to the minister, the most popular time to use the internet is between 5 p.m. and 5 a.m. In recent weeks, Telecom Egypt, the country's largest internet provider and a state-owned landline operator, has also noted a significant increase in local internet use. "Without the infrastructure enhancements, the network would have experienced crises and breakdown," Telecom Egypt Vice President Mohamed Abu Taeb said in a televised interview on Monday. According to the SpeedTest website, Egypt ranked 99th out of 176 countries in terms of average global internet speed for fixed lines and 108th for mobile in February. Egypt is an African nation. On March 24, the mayor of Los Angeles announced a curfew from 7 p.m. to 6 a.m. for two weeks as part of harsher measures to restrict the spread of the illness, which has resulted in 710 coronavirus cases and 46 fatalities. It has also halted courses at schools and universities in the middle of the crisis, requesting that students convert to e-learning. The communication ministry said earlier this month that it will assist online education by allowing free browsing of all educational platforms during curfew hours, in an effort to encourage people to stay at home and utilize the internet during those hours. It also doubled the data restrictions on internet bundles by 20%.To encourage citizens to use digital payment methods instead of cash, the ministry gave customers 30 times the amount charged in free minutes or units when they used e-payment options. This was done in order to prevent viral transmission via bank notes. Calling the Ministry of Health's hotlines is also free of charge. According to a Telecom Egypt official, there are more than 6 million landline internet customers in Egypt, the majority of whom use the service at the same time, with the start of the curfew hours at 7 p.m. and their presence at home putting double the strain on the network and possibly causing slow speeds. He went on to state that the company is working to improve service quality, reduce downtime, and stay in touch with customers throughout the day to address any concerns they may have. Telecom Egypt has invested $ 1.6 billion in the development of communications infrastructure and the conversion of copper to fiber communication lines since mid-2018.

Telecom Egypt has partnered with IBM and Red Hat to improve communication networks and accelerate digital transformation through the use of an open source hybrid cloud approach. This partnership is part of Telecom Egypt's expansion strategy, which includes the construction and upgrade of infrastructure to provide computing and infrastructure services. According to a statement made by the company today, Tuesday, Adel Hamed, Managing Director and CEO of Telecom Egypt, said that this partnership underscores the company's goal of modernizing infrastructure and providing clients with the best possible service. The Corona epidemic has forced all businesses to reconsider and adapt their operations. . In this time of increasing demand for communications networks, Telecom Egypt has chosen IBM Cloud Pak for Automation to increase network performance and offer trustworthy services to its clients. For Telecom Egypt, IBM and its partners designed, constructed, and supplied administration and maintenance services for the construction of a highly adaptable data center, takes into account all of the project's requirements, including designing and providing an energy supply.

# Analysis Based on The Crisis:

The crisis began in 2020, when Coronavirus spread and led to the isolation of people in their homes, which led to great pressure on the Internet and the problems started with the disruption of the network and the weakness of the Internet due to more than 6 million people enter in the same time (Hagag, 2020). The company began to think how to fix this problem and eventually announced that in the current time they will try their best to improve the quality of their services and eliminate any lost connection, also customer service will be opened throughout the day to solve any problems for their customers until further notice (Hagag, 2020). The company before even this crisis happened, they began to improve their network for example last year the ministry managed to increase the internet speed quote “Egypt increased the bandwidth of its local network six-fold as part of a major national project to improve high-speed broadband networks to raise internet speeds in the country. The ministry has managed to boost the internet speed from 5 mbps to 30 mbps at a total cost of EGP 30 billion.” (Ahram Online, 2020). In 2018, also they invested 1.6 billion dollar to develop the communications infrastructure and convert communication cables from copper to fiber (Hagag, 2020). The company addressed that this crisis happened due to more than 6 million consumer entered the network at the same time which was the beginning of the curfew hours around 7 PM and this what caused the internet to be slow which caused by many consumers on the network (Hagag, 2020). The tactics they used in order to achieve their objectives are frequent news release which was always announcing news for the company in order to the public know what is going on, also using celebrities in their advantage. Eventually the company announced in 2021 their collaboration with IBM and Red Hat to develop communication networks and accelerate digital transformation using an open source hybrid cloud strategy. This collaboration comes as part of Telecom Egypt's plan to achieve growth by growing and modernizing its infrastructure to provide computing, infrastructure, and software services in a way that helps the company meet its customers' changing and increasing needs (Hagag, Masrawy, 2021). Adel Hamed, Managing Director and CEO of Telecom Egypt said that this collaboration confirms the company's strategy towards modernizing the infrastructure and providing customers with the highest level of services. Telecom Egypt chose IBM Cloud Pak for Automation to advance the company's performance and provide its customers with the best services throughout this period during which the request on telecom networks doubles. Telecom Egypt used IBM and a group of its business partners to build the first modern data center that could connect to all global submarine cables passing through Egypt. IBM and its partners designed, built, and managed and maintained the project to build a highly flexible data center for Telecom Egypt , taking into consideration all Factors required for the project, such as designing and constructing electric power networks, panels, generators, cooling systems, environmental control monitoring, and other logistical and technical matters (IBM News Room, 2021).

# Evaluation Based on The Reputation Quotation Questionnaire:

After conducting the survey, it show’s that the company’s popularity is phenomenal, all the people who answered the survey known the company for over 4 years and dealt with them before, also all of them were between 18-34 years old, with 100% of them are students.

The Variables Are:

1. Emotional Appeal
2. Products and Services
3. Vision and Leadership
4. Workplace and Environment
5. Social and Environmental Responsibilities
6. Financial Performance

The first five variables are evaluated with 3 out of 5, but the sixth one which is Financial Performance evaluated with 4 out of 5. In this situation the company’s is not so good which gives the company the chance for a better performance. The first five variables are, emotional appeal which means how much do the customers like and respect the company, products and services stands for the value, innovation and quality of their products and services, vision and leadership stands for the how the company’s demonstrate a strong leadership and a clear vision, workplace and environment means how the company is managed, the employees behavior, and how its like to work there, finally social and environmental responsibilities is how the company deals with the environment, employees, and communities. These variables are important for the company and in this case in which they got in the evaluation 3 out of 5 they need to work on these variables to become much more successful and respected company.

Chart, bar chart

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# **Recommendations Based on the Reputation Quotient Questionnaire:**

1. Making a live chat customer service besides the call center for the small problems, this way they will save so much time and satisfy each customer because they will reply within minutes and it is possible because in the call center the employee could be with only one customer solving his problem while many more waiting on the phone for help, but if they do a live chat one employee could assist more than one customer at a time this way it will save more money and time for the company. This will increase their social responsibilities, emotional appeal, and workplace environment.
2. When the customers increases they should increase or upgrade their servers in this case they will not face any breakdown in the future no matter how many people is on the internet, this way they will satisfy their customers and will also attract more to be with them and enjoy their services instead of their competitors. This will benefit the company with increasing their products and services, workplace environment, and emotional appeal.
3. There is no doubt that employee productivity is critical to the success of a business and a communications firm because the number of problems will decrease; however, it will take a lot of effort from both business owners and employees, as a high-productivity firm represents a strong competitive advantage. Listening attentively to the customer, demonstrating interest in his wants and wants, informing him of his significance, and conversing with him in a pleasant manner with appropriate language. Serve him in the quickest, most efficient manner possible, and then double-check that the customer's demands have been satisfied properly and effectively, and that he demonstrates a willingness to assist him at all times.
4. Establish a complete analysis of the current operations of the company, with an emphasis on the customer service aspect. Make process diagrams in the service area to show how employees manage customer interactions. Books that outline an organization's customer experience process from both the consumer and staff viewpoints

# The Environment Analysis:

The Supplier, Buyer and Competitors’ Relations:

Telecom Egypt has maintained a relationship management program with its suppliers for a long time and is always working to improve its cadres' capabilities and attain the greatest degree of competence. Because the organization is interested in developing the next generation of leaders capable of addressing problems, the Training Institute offers its prestigious training services to workers.

## The Political Factors:

Security of individual information within organizations. To dictate his data and his growth.

Telecom Egypt has been interested in developing a future generation of leaders who will be capable of confronting difficulties in an era of openness, competition, and rapid technological development. In 2003, Telecom Egypt came up with the concept of developing a leadership development centre as part of their communications strategy. Agreement on Sector Support with the US Agency for International Development. Employees' leadership abilities have been updated as a result of the agreement, which has also aided in the support of the leadership preparation program, which is based on the development of personal behaviours. In addition to the Leadership Development Program, the Centre offers a number of specialty courses that aid in the development of personal and administrative abilities. These courses are offered at the centre or in the company's several sectors' offices around Cairo and the governorates. A series of short courses for middle and supervisory management are available at the facility, which have received positive feedback, acceptance, and interest from a wide range of stakeholders. The centre also provides a series of short training courses in managerial and leadership abilities for senior management roles (general manager / sector head) on a variety of themes relevant to this level of leadership.

The centre’s present strategy is to expand its programs to other firm sites and industries, both inside and beyond Cairo. The existence of a staff with specialized expertise in the field of preparing trainers distinguishes the Leadership Development Centre, as it offers a distinct course in the effective interactive training approach that does not rely on theoretical lectures or the traditional academic technique.

## The Social Factors:

Among the distinctive programs offered by the centre:

Successful communication skills, effective team building, leadership, motivation, time management, marketing and customer service, project management, financial management, performance appraisal, planning, process analysis and causes of accidents and breakdowns.

## The Technological Factors:

In 1854, Egypt's telecommunications sector had its start. The first telegraph connection between Cairo and Alexandria is established.

In 1881, the first telephone line between Cairo and Alexandria was established.

Telephone connections were extended to Port Said, Ismailia, Suez, and the cities of Zagazig, Mansoura, and Tanta in 1883.

# The Crises That Faced the Company:

In 2018

The Egyptian Football Association (EFA) and its sponsor's fight with Liverpool winger Mohamed Salah over the illegal use of his logo for advertising made headlines in some Egyptian and English newspapers. The issue is deciding who owns Salah's endorsement rights and who has the authority to allow the player to appear in promotional campaigns. Are the interests of the EFA's funding organization incompatible with the rights of Salah's other sponsors? FIFA has specific rules governing team endorsement arrangements, to which both parties can adhere. The crisis erupted after Abbas mentioned a "major problem" Salah was having with the EFA on Twitter without providing any information. The row began when the EFA announced the private plane that would be used to carry the national team to training camps outside of Egypt. Salah wearing the national team jersey is included on the aircraft, along with slogans from businesses that have signed contracts with the EFA's sponsor. Abbas was outraged by the event, particularly when those corporations compete with other sponsors of the players. The EFA stressed that the relationship between its sponsoring company and Salah as a player in the Egyptian national team is regulated by internationally recognized marketing rules. They added that it was unreasonable that a foreign company intervene in that relationship to achieve commercial purposes at the expense of Egyptians. They noted that the sponsoring company exercised its rights stipulated in the contract. Salah is "the pride of Arabs," according to the EFA's sponsor, who denied any disagreements with him. According to the company, Abbas made up the issue in order to oppose the company's commercial rights, which include Salah's participation in the Egyptian football team. According to company reports, Abbas declined to allow Salah to feature in any promotional campaigns without first consulting his legal counsel.

On the crisis, legal opinions

According to a variety of legal outlets and scholars, Salah's presence in joint promotional campaigns or photographs does not constitute a dispute with the player's legal representative since this is the sponsoring company's original privilege under the EFA deal. A sports laws specialist, Mohamed Fathallah, clarified that the player's presence in press interviews or commercials for any organization that did not contract with the player's legal representative is unethical and breaches sponsoring rights regulations.

Mohamed Salah, the Egyptian star of English club Liverpool, said his dispute with the Egyptian Football Association over the illegal use of his picture rights is on the "road to settlement," hours after it erupted violently. Salah said on Sunday that the manner in which the crisis is being handled is a "great insult." What caused Egypt's Minister of Youth and Sports, Khaled Abdel Aziz, to participate in the situation, according to him. The use of Salah's name on the team's aircraft, next to the logo of the Wei telecommunications group, which sponsors the team and is a rival to Vodafone, is one of the key points of contention. Salah has a personal patron. And it was widely disseminated through social media. On Sunday night, the Egyptian Minister of Youth and Sports said on Twitter, "It was decided with Engineer Hani Abu Raida (President of the Federation) to execute all of Captain Mohamed Salah's demands." Is exposed to any issues.

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