العنوان:	Employing Motion Graphics Videos in Public Awareness Advertisements on Social Media Platforms
المصدر:	مجلة العمارة والفنون والعلوم الإنسانية
الناشر:	الجمعية العربية للحضارة والفنون الإسلامية
المؤلف الرئيسي:	Khamise, Faten Ibrahim Awad
المجلد/العدد:	ع39
محكمة:	نعم
التاريخ الميلادي:	2023
الشهر:	مايو
الصفحات:	695 - 718
رقم MD:	1405085
نوع المحتوى:	بحوث ومقالات
اللغة:	English
قواعد المعلومات:	HumanIndex
مواضيع:	الرسوم المتحركة، الأساليب التوعوية، مواقع التواصل الاجتماعي
رابط:	http://search.mandumah.com/Record/1405085

Employing motion graphics videos in public awareness advertisements on social media platforms

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Abstract:

The term "motion graphic" is very popular these days; Because it can be used in many areas, it is a unique communication method that enables you to mix several elements together, such as pictures, shapes, characters and sound effects, making the idea you present or the story enjoyable, and easy to understand. Various statistics have proven that Motion Graphics ads are the most widespread and the most widely used on various social media.

Motion graphic video has several areas, and the research discussed the use of motion graphics in awareness advertisements in general and health awareness in particular, as health awareness represents one of the important challenges for the designer to persuade the audience to act differently from what they are used to in order to preserve their health first and for society secondly, and this is by trying to identify the reasons for using motion graphic art in health awareness advertisements through various studies that have linked the art of motion graphic and awareness advertisements by identifying the characteristics of this new art and identifying its advantages and linking them to the characteristics of health awareness advertisements.

The researcher dealt with two campaigns from the Facebook platform for a charitable organization, Ahl Masr Foundation, which is provided by Ahl Masr Hospital for free of charge treatment of burns, given that the various statistics proved that the Facebook platform is the most interactive platform by Egyptians, as Ahl Masr Hospital for Burns is the first and largest hospital and research center to treat accident and burn victims free of charge in Egypt and the Middle East.

The first campaign containing four ads, and the second five ads, and each of the two campaigns was first described and then analyzed for each of the elements used in the advertising film. Attempting to answer the research questions, and at the end of the research the researcher has reached the most important advantages of motion graphic art, which she strongly recommends for awareness advertisements, as it is characterized by the ability to attract attention and emotional capture. It can also present complex ideas in a simple visual way, making it easier to communicate with target audiences. The researcher also concluded that the visual elements used in the advertisement play a major role in the interaction and acceptance of the presented advertising message.

Keywords:

Motion Graphics, Social marketing, Public Awareness Campaign.

الملخص :

مصطلح "الرسوم المتحركة" شائع للغاية هذه الأيام ؛ نظرًا لإمكانية استخدامها في العديد من المجالات ، فهي طريقة اتصال فريدة تمكنك من مزج عدة عناصر معًا ، مثل الصور والأشكال والشخصيات والمؤثرات الصوتية ، مما يجعل الفكرة التي تقدمها أو القصة ممتعة وسهلة الفهم .

وقد أثبتت الإحصائيات المختلفة أن إعلانات الرسوم المتحركة هي الأكثر انتشارًا والأكثر استخدامًا على وسائل التواصل الاجتماعي المختلفة.

ولفيديو الرسوم المتحركة عدة مجالات ، ناقش البحث استخدام الرسوم المتحركة في الإعلانات التوعوية بشكل عام والوعي الصحي بشكل خاص ، حيث يمثل الوعي الصحي أحد التحديات المهمة التي يواجهها المصمم لإقناع الجمهور بالتصرف بشكل مختلف عما قد اعتادوا عليه من أجل الحفاظ على صحتهم أولاً والمجتمع ثانيًا ، وهذا من خلال محاولة تحديد أسباب استخدام فن الرسوم المتحركة في إعلانات التوعية الصحية من خلال الدراسات المختلفة التي ربطت بين فن الرسوم المتحركة والإعلانات التوعوية عن طريق التعرف على خصائص هذا الفن الجديد والتعرف على مميزاته وربطها بخصائص اعلانات التوعية الصحية.

تناولت الباحثة حملتين من منصة الفيسبوك لمؤسسة خيرية هي مؤسسة أهل مصر والتي تقدمها مستشفى أهل مصر لعلاج الحروق مجانا وذلك نظرا لأن الاحصائيات المختلفة أثبتت أن منصة الفيسبوك هى أكثر المنصات تفاعلية من قبل المصريين، كما أن مستشفى أهل مصر لعلاج الحروق هو أول وأكبر مستشفى ومركز أبحاث لعلاج ضحايا الحوادث والحروق مجانًا في مصر والشرق الأوسط.

الحملة الأولى تحتوي على أربعة إعلانات ، والثانية خمسة الإعلانات ، وتم وصف كل من الحملتين أولاً ثم تحليلها لكل عنصر من العناصر المستخدمة في الفيلم الإعلاني فى محاولة للإجابة على أسئلة البحث ، وفي نهاية البحث توصلت الباحثة إلى أهم مزايا فن الجرافيك المتحرك ، والتي توصي بها بشدة للإعلانات التوعوية ، حيث تتميز بقدرتها على جذب الانتباه والاستحواذ العاطفي. يمكنها أيضًا تقديم أفكار معقدة بطريقة مرئية بسيطة ، مما يسهل التواصل مع الجماهير المستهدفة. كما خلصت الباحثة إلى أن العناصر المرئية المستخدمة في الإعلان تلعب دورًا رئيسيًا في تفاعل وقبول الرسالة الإعلانية المقدمة.

الكلمات المفتاحية:

موشن جرافيك ، تسويق اجتماعي ، حملة توعية عامة.

Introduction:

Video marketing campaigns are being applied on a large scale and in multiple ways across all media platforms, one of which is motion graphics advertising videos. This form of advertisement is gradually taking over the internet's traffic. When video content becomes the top priority for video marketers, it is important for advertisements to capture the audience's attention within the first few seconds.

Almost every awareness advertising seen on social media or on the internet contains motion graphics in some form. This highlights the value of tools like video marketing, which is a common way to raise awareness and social marketing.

The researcher presented this research in an attempt to answer the following questions:

Question 1: What are the reasons why motion graphics are being used in awareness campaigns?

Question 2: What are the benefits of using motion graphics as an alternative to live images?

Question ٣: Is the use of motion graphics a sufficient reason for the success of the awareness advertisement in achieving its goal?

1. Theoretical framework:

1.1. Social marketing:

Social marketing as a system emerged in the 1970s when Philip Kotler understood that we can use the same marketing principles that were used to sell products to consumers, to sell socially beneficial ideas, attitudes, and behaviors.

Definition of Social marketing:

• The concept "social marketing" was firstly defined by Philip Kotler and Gerald Zaltman in 1971 as "the design, implementation, and control of programs that are calculated to influence the acceptability of social ideas and include considerations of product planning, pricing, communication and marketing research" (Philip Kotler, 1971).

• Later on , Andreasen (1995) defined social marketing as "the use of commercial marketing principals to analyze, plan, enforcement and estimate programs designed to influence the behavior of target audiences in order to improve their personal and community well-being" (Andreasen, 1995).

We conclude from the previous definitions that social marketing is the use of commercial marketing principles and techniques to influence social behavior. The goal of social marketers is to sell a behavioral change. They usually want their target audience to be influenced with the aim of rejecting or accepting a specific behavior, or modifying or voluntarily abandoning some behavior in a way that achieves the benefit of the individual, groups, or society as a whole. (Kotler P. N., 2000)

1.2. The concept of public awareness campaign:

Public awareness campaign is one of the tools commonly used in stimulating behavior change, it is the element of social marketing techniques. The objective of a campaign is to raise awareness about a key issue and, implicitly, induce a desired behavioral change.

Definition of public awareness campaign:

• It was defined as: "a set of different activities planned for a specific time, addressed to a specific target group, whose aim is to increase knowledge, lead to change in thinking and in behavior towards a specific social problem" (Borawska, 2017).

• According to Bouder, 2003 , a public awareness campaign is "a set of integrated efforts that include several components such as messaging, grassroots communication, media relations, government affairs and the budget, that help reach a certain goal". (Consuela Mădălina Gheorghe, 2016).

 Thus, public awareness campaigns can be considered as a tool to motivate behavior change, and it is also called a public communication campaign, a public information campaign, a media campaign, and a public education campaign. Hence, these campaigns spread knowledge through messages. Correspondence is more than just using words or phrases that sound good and persuasive. In fact, correspondence with appropriate means and words that include facts that can educate individuals and societies. They convey a single type or combination of types of knowledge, i.e. influence, procedural, and normative (Consuela Mădălina Gheorghe, 2016).

In awareness campaigns, advertising tools and techniques related to commercial marketing are used and include advertising through multiple types of media such as television, radio, Internet, and others, which play an important role in terms of public perception and draw the attention of a wide audience to the problem presented by the campaign. The quality of a social campaign is mostly determined on the basis of its effectiveness which is evaluated based on its impact on the audience. Due to the complexity of the problem, the evaluation is done at five different levels: awareness, engagement, and change in behavior, social norm, and wellbeing (Borawska, 2017).

Thus, we conclude that public awareness campaigns target the following:

a. Creating awareness and Spreading knowledge.

b. Reach out to target audience regularly (engagement).

c. Influence attention and recall.

d. Motivate audience to change their thinking and behavior towards a specific social problem (social norm).

Although all of the above goals are important, it is difficult to create a campaign that has an impact at every level, in most cases, campaign creators' focus on two or three different goals.

2. What is motion graphics?

Motion graphics is a modern concept that has been used for a while for a genre of animation. They are a crossroads between animation and graphic design, and typically seek to provide viewers with information by using moving text or graphics, and often have voice-overs that narrate what the text or graphics represent.

The term "motion graphics" was first introduced by John Whitney, a well-known animator, in 1960. Saul Bass was the first to make significant use of animation in his work (Asadollahi, 2014).

In its simplest definition, "motion graphics" means graphics in movement, it is an animation, but with text as a major component. Basically, it's an animated graphic design where sound, motion and graphic design are combined exceptionally well (Shaw, 2018).

In the same spirit Joao Paulo (2014) devised the following definition of motion graphics: "The art of combining animation and graphic design in order to convey information and communicate ideas" (Schlittler, 2015).

Motion graphics, can be considered as a subclass of animation. While animation depends on building a story and characters, motion graphics centers on disposing of pointless substance and communicating with fundamental components such as color, space, and typography (Shaw, 2018).

2.1. Motion graphics and creating awareness:

Motion Graphics are used to create awareness through the background track and voice over to share a powerful message. It is not necessary to use fancy designs to share something that is important. Sometimes, the simplest designs can explain a story in a more direct way, while keeping the integrity of the story intact. You can use simple animations in the awareness, motivation and explanation videos. It is perfect for making effective videos for clarification. It is an efficient way to promote an idea because it can help a viewer interpret it in a way that a presentation cannot. It can be used to support an argument or to help a viewer see the knowledge

you share in a different way. Motion graphics help break down complex details through visual storytelling, presenting the message simply and clearly. As video is sponsored by social and media outlets, the motion graphics can be disseminated in many places and in many formats, helping to prolong a campaign's life cycle. In order to create content customized for particular groups, you could break up a video in accordance with the receiving audience (Nur Azila Azahari, 2019).

2.2.Motion graphics as a visual communication tool:

"One Picture is Worth a Thousand Words" A famous phrase that appeared in a newspaper advertisement in 1913. Thus one could argue that a moving picture is worth that much more. Recently the importance of moving pictures has increased, as human beings are no longer want to just read a story, they want to immerse themselves in it. They have evolved to remember stories more effectively than any other content structure. Moving picture allows viewers to experience more than just a static picture, and it also allows the creator to express themselves on a greater level (Shaw, 2018).

Mohsen Fathi Dare Shir and Mostafa Asadollahi in their study (2014) concluded that Visual Communication plays an influential role in benefiting from the educational concepts of people, and many educational contents are exchanged through positive and effective interactions (Asadollahi, 2014).

According to Steve Curran (2000), Shir & Asadollahi (2014), motion graphics has become a new tool for getting better and more effective communication. It is a way to communicate with the audience while adding depth to the content of the story.

Trafton (2014), suggests that images are only seen for 13 milliseconds before the appearance of the next image, but a part of the brain will continue to process the images for longer time than that. That is why Motion graphics are used in many categories such as branding, create ads, title sequences for movies, telling a story, creating awareness, explaining a concept and share a product video (Nur Azila Azahari, 2019).

Generally, in motion graphics, visual elements such as line, point, surface, and mass are mixed with visual ideas such as rhythm, emphasis and contrast, then combined with sound and movement, and finally by passing through the creative mind of the designer, they will be presented to the audience and create an impactful performance. When comparing motion graphics with other graphic works, we find that the presence of motion and sound act as effective and influential elements on the mind of the audience, which is what other graphic works lack. For this reason, motion graphics with its mobility and narrative foundations, are able to show an artistic expression completely different from other static visual arts, which ends with better communication for the audience with the work and conveys more complex concepts and meanings in a simpler way (Asadollahi, 2014).

In addition to that, in the world of social media, visual content is 40 times more likely to be shared. Researchers suggest that we are much better at learning and remembering the content we've seen in images rather than text, a phenomenon known as the "Image Superimposition Effect". There are several reasons why this might happen. One is that "image stimuli" are included in the memory twice, as a verbal code and as an image. Words are only generated through verbal code (Karyn Hobbs, 2017).

2.3.Motion graphic and attention:

Nur Azila concluded in his 2020 research that Motion Graphics are suitable for use in mental health awareness campaigns, for the following reasons: It is able to convey the message well, and it can attract audience attention. He also set a number of criteria that help in the success of the public awareness advertisements through Motion Graphics, as it is important to use colors to ensure that the audience continues to focus until the end of the video, and he also concluded that the duration of the video should not exceed four minutes so that the audience does not get bored and that each message contains a story to present it in a fun way (Nur Azila Azahari, 2019).

The advantage of motion graphics as a tool for knowledge presentation will easily draw viewers' attention (Siregar, 2017).

2.4. Motion graphics are emotionally captivating:

Motion graphics can be used as a medium to convey information because it is emotionally captivating and thus information can be extracted and understood easily. In addition to being noticeable, it affects our feelings. In fact, it represents a biological response called the affective contagion phenomenon. According to this phenomenon, a person will immediately sympathize and feel the feelings of experiences depicted on the screen. This is why we feel physical fear when watching a horror movie. It provides many tools to help you communicate, as moody music, powerful voiceover, and stunning visuals can work together to build an emotionally moving story (Nur Azila Azahari, 2019).

2.5.Motion graphics illustrate complex ideas visually:

Motion graphics is a visual representation of a complex concept. They are regarded as visual aids because some concepts (particularly large and abstract ones) can be difficult to represent or explain in words or still images. A few seconds of motion graphics will aid in the transformation of problems into clarity.

On the positive side, since cartoons can be too childish in a formal business environment, the visual style of motion graphics appeals to a wide variety of viewers. On the other hand, motion graphics will take those cute and amusing aspects and apply them to more serious topics. The appearance of motion graphics will make communications more exciting and engaging.

According to research, 65 percent of video viewers can watch a video almost to the end (Brainshark, 2014), which is a feature that not all text-based content can achieve. This demonstrated that motion graphics can be used to illustrate a complex subject in a way that a market can easily understand. Understanding motions, color, and shapes, motion graphics explainer video, tutorials, and data visualizations can help to simplify the complicated nature of awareness mechanics. Whatever form of video is selected, it will generally result in increased traffic, interaction, and conversion rates. (Nhat, 2020)

2.6. Motion infographics:

The most basic components used to visualize the data are brief details, charts, figures and values. However, since these components are meant to illustrate the content of the data to be conveyed to the audience, the desired effect cannot be generated by the transmission of

information through a fixed medium. The material that is to be transferred must therefore be exceptional, desirable and unforgettable.

An infographic is a type of image that combines design with facts, allowing people and organizations to pass their messages to their audience. Infographic is a set of graphs that visualize information or infographic information from a stack (Delil, 2017).

Infographic is a term used for informational graphics and designs that mixes data with design in the form of simplified graphics and images, that helps individuals and institutions convey their messages to their audience. Infographic consists of shapes, lines and written information within or around these shapes, it is not just an arrangement of pictures, it depicts a group of graphs that depict a large amount of information or graph information. Which is conveyed in a more creative language rather than a regular writing style. An infographic is defined as "a visualization of data or ideas that tries to convey complex information to an audience in a manner that can be quickly consumed and easily understood" (Smiciklas, 2012).

With the development of animation arts and its programs, Infographic entered the field of animation and what is known as Motion Infographic appeared. Motion Infographic is one of the fields of motion graphics, it is about graphics or animation, but it is usually concerned with listing statistics, numbers and graphic indicators, as it is an informational animation. In today's world, videos have become an important means of knowledge transfer. In web searches, videos are preferred for details 53 times more than a regular website. Units such as tables, measurements and dates are combined together in infographic videos. Visualization of information is a more productive way of transmitting information to individuals rather than to audio or written media. The effect of information transfer is enhanced by the animation of these static visuals with animation techniques. The animation videos are chosen when the information that will be given to the target audience is too much and the quality of the program is minimal (Delil, 2017).

One of the most important problems facing the design of the awareness advertisement is that it contains a large amount of data and information that requires an interesting and attractive method to be displayed quickly and effectively so that the audience can understand and keep it in his memory in a short period of time, and here the importance of using Motion Infographic appears. In graphic videos, units such as tables, measures and data are merged together. Information visualization is a more effective way to convey information to people rather than audio or written media, as the animation of these static visualizations with animation techniques increases the effect of conveying information. And when using Motion Infographic to convey a certain amount of information to the target group, it must be taken into account that the perception of the information is directly proportional to the perception process of the target group (Delil, 2017).

3. Using Motion graphics to raise awareness on social media platforms:

Video marketing has ascended to new heights that have never been seen before. It's not difficult to see why video marketing has become so successful in recent years. One of the most important factors is that it is presented in an easy-to-understand format that allows the audience's eyes to rest from the daily onslaught of textual knowledge available on the internet (Digital marketing institution, 2019). As a result, it is estimated that 1 billion hours of YouTube content are consumed every day. (Nhat, 2020)

3.1.The most important video marketing stats in 2020 :

Video is the most popular form of content, with 93 percent of digital marketers claiming that social media videos brought them new customers, and more than half of users engaging with advertising after viewing videos on social media.

As video's value and popularity grow, it's more important than ever for video companies to keep up with the latest news and statistics in order to build a successful digital marketing strategy. Video is a highly successful medium of content, and its popularity has risen in tandem with that of social media. Marketers are taking advantage of the fact that video is watched on a regular basis by incorporating video into their digital marketing strategies to achieve the best results. (Chaffey, 2021)
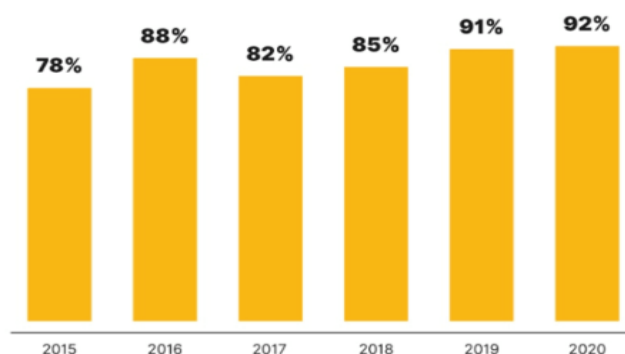

Fig. (1) A questionnaire by Wyzowl "Is video an important part of a marketing strategy?"
https://www.smartinsights.com/digital-marketing-platforms/video-marketing/video-marketing-statistics-to-know/20/4/2021

A statistic published by Wyzowl (one of the world's market leading explainer video companies) on video marketing. The questionnaire was submitted to a large number of marketers included the answer to the question "Is video an important part of a marketing strategy?" It turns out that: 92% of marketers in 2020 say video is an important part of their marketing strategy. And that is after the statistics in 2015 said that only 78% of these marketers considered that video is important within the marketing strategy, the percentage increased in 2016 until it reached 88% and returned to increase also after its decline in 2017 when it reached 82%.

If this indicates anything, then it indicates consumer confidence in videos, and the increase in them indicates an increase in this confidence. (Chaffey, 2021)
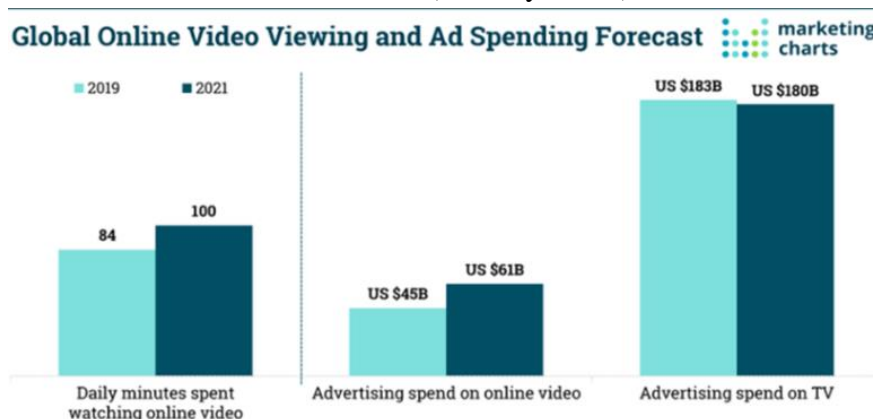

Fig. (2) Forecasts of global video views and expected spending
https://www.smartinsights.com/digital-marketing-platforms/video-marketing/video-marketing-statistics-to-know/20/4/2021

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A statistic published by MarketingCharts.com shows forecasts of global video views and expected spending. People are expected to spend 100 minutes per day viewing videos on the Internet in 2021, and this percentage is greater than the ratio of 19% in 2019, which was 84.

People who said their business currently uses video for marketing:
Will you continue to use video in 2020?
How much do you plan to spend on video marketing in 2020 in relation to previous years?
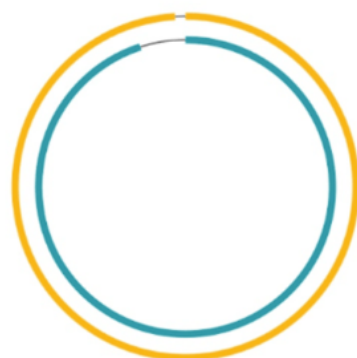
99% of current video marketers willl continue using video in 2020.

95% plan to increase or maintain their spend.

Source: Wyzowl State of Video Marketing Survey 2020

Fig. (3)
https://www.smartinsights.com/digital-marketing-platforms/video-marketing/video-marketing-statistics-to-know/20/4/2021

3.2.Statistics of social networking sites Egypt:

According to a report by **datareportal**, the number of social media users in Egypt reached 42.00 million (January 2020). The number of users increased by 2.9 million (+ 7.3%) between April 2019 and January 2020. (https://datareportal.com/, n.d.)

Egypt also ranked 16th in the world in the daily time users spend on social media, according to the We Are Social report for July 2020, with an average of two hours and thirty-eight minutes per day per person.
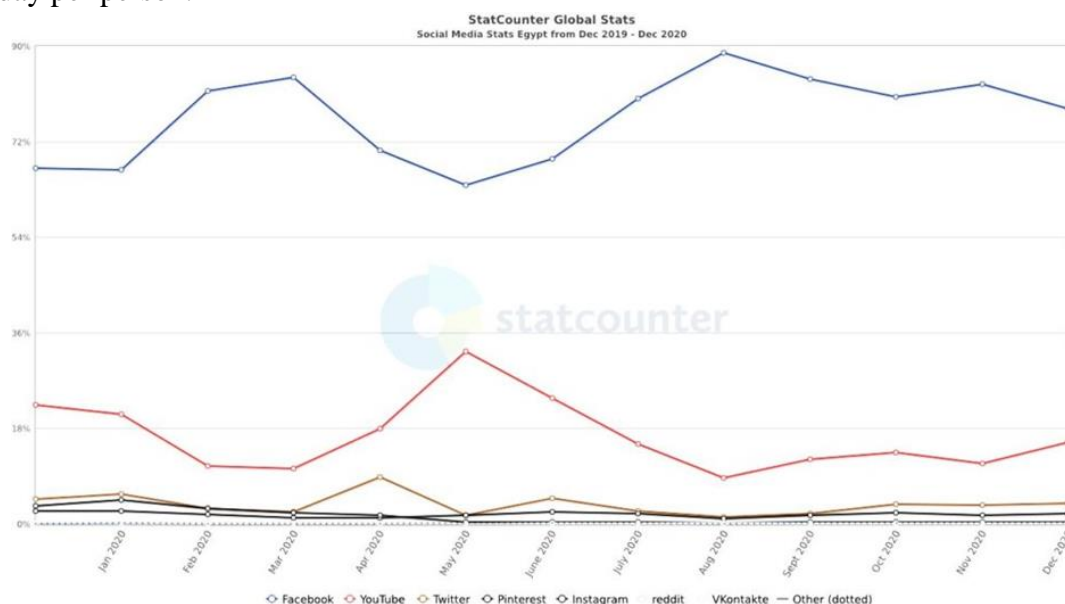

StatCounter Global Stats
Social Media Stats Egypt from Dec 2019 - Dec 2020

◇ Facebook ◇ YouTube ◇ Twitter ◇ Pinterest ◇ Instagram reddit VKontakte — Other (dotted)

Fig. (4)Number of social media users in Egypt Jan. 2020-Dec. 2020
https://statcounter.com/20/4/2021

Facebook (78.15%)
- YouTube (15.4%)
- Twitter (3.85%)
- Pinterest (1.97%)
- Instagram (0.38%)

Facebook is the most used platform in Egypt throughout the past year and also at the beginning of this year, and the number of users is constantly increasing. YouTube is visited at a very high rate in Egypt, but users do not frequent it like Facebook, and the number of hours a person spends on Facebook is greater than YouTube. This is due to the capacity of the Internet, as many users depend on phones, and most telecommunications companies offer them a free service to browse the Internet on Facebook, and browsing Facebook does not consume a large number of data such as YouTube, which depends on video broadcasting.

Total number of Egyptian users who can be actively promoted on various social media platforms:

• Facebook has 39 million users, 64% of whom are males.

• Instagram has 11 million users, 42% of them are females.

• Snapchat 3.03 million users, 73% of whom are females.

LinkedIn has 3.05 million users, of whom 71% are males.

It is also noticeable that the number of new users is increasing at a rate of about 5% on LinkedIn compared to the previous year, which is a significant increase that you have to bear in mind.

In addition, the age group of 18:25 is the one that contains the largest percentage of females participating in social media compared to other age groups.

3.3. Facebook in Egypt:

Facebook is the most interactive platform by Egyptian users, this interaction varies according to the type of post, and the following list shows the order of the posts in terms of the most interactive.

- Videos
- Posts with links
- Pictures
- Publications of speech

Note that the average interaction on posts is 3.43% of total page followers, regardless of their type, and interaction on the video reaches 5.05%. That is why the videos on Facebook are very important. (https://www.alrab7on.com/arabic-countries-social-media-statistics, 6/4/2021)

Also, some statistics regarding motion graphic videos indicate that:

 • 92% of Motion Graphics video viewers share it on various platforms.

• One minute of motion graphic videos saves 1.8 million words that can be written.

• In a survey of 570 medical and public sectors, it was found that 85% of motion graphic videos were an important factor in effective strategic marketing, with 76% saying that the use of explanatory videos increased sales.

Fig. (5)
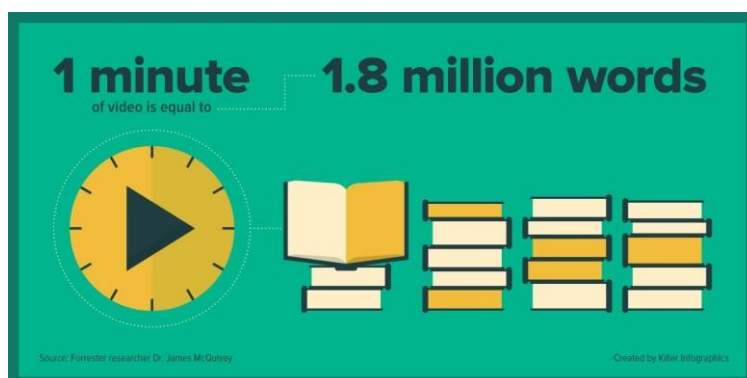
Fig. (6)

4. Methodology:

The research used the descriptive analytical methodology by addressing a number of videos posted on the Facebook page of Ahl Masr Charitable Foundation, in which it used the art of motion graphics.

Ahl Masr Foundation for Development is a non-profitable foundation, it was established in 2013 as a non-governmental organization affiliated with the Egyptian Ministry of Social Solidarity and is subjected to the Egyptian law. Ahl Masr aims to provide free treatment and health and psychological care for victims of accidents and burns, in Egypt, the Middle East and Africa, it is constructed on a building area of 45,500 square meters, in the 1st settlement in Cairo. Ahl Masr Hospital is the defining moment hospital because it is the first and largest hospital and research center for treating accident and burn victims for free in Egypt and the Middle East. These videos were chosen for the following reasons:

1. First: The Facebook platform was selected due to what statistics have proven that it is the most interactive platform by Egyptians.

2. Second: Ahl Masr Charitable Foundation was chosen for several reasons:

a. Ahl Masr Hospital is the first and largest hospital and research center for treating accident and burn victims for free in Egypt and the Middle East.

b. Burn injuries in Egypt represent a big problem compared to other diseases, as studies reveal that about 0.1% of the total population suffers from major burns, about 100 thousand burn

victims suffer annually, and the death rate is about 30% of the injured, 36% will need reconstruction and subsequent plastic surgeries.

c. Burns are one of the most dramatic events that are difficult to express in advertising ideas without disturbing the recipient.

d. The advertising campaigns for this hospital caused controversy more than once when they were shown on Egyptian television and social media platforms, due to the difficulty of realistic scenes and its cruelty to the recipient, which leads the viewer to abandon the advertisement.

Fig. (6)

Screenshots of advertisements for Ahl Masr Foundation that used realistic images of burns. Therefore, the researcher chose two advertisement campaigns for the hospital and dealt with them with description and analysis to reach an answer to the research questions.

4.1.Description of first campaign videos:

Table 1. Description of first campaign videos.

	Video 1	**Video 2**	**Video 3**	**Video 4**
Exhibit	Fig. (9)	Fig. (10)	Fig. (11)	Fig. (12)
Title	A moment for your safety	A moment for your safety	A moment for your safety	A moment for your safety
Date release	48 weeks ago	45 weeks ago	43 weeks ago	30 weeks ago
Duration	40 sec.	35 sec.	31 sec.	35 sec.
Film Style	2D Character Animation	2D Character Animation	2D Character Animation	2D Character Animation
Sound	Music + voiceover	Music + voiceover	Music + voiceover	Music + voiceover
Views	182.4 k	842.8 k	6.9 k	462
Likes	1.1 k	5.9 k	47	13

Table 2. Flow and storyline chosen videos.

Flow and storyline				
Duration	**Video 1**	**Video 2**	**Video 3**	**Video 4**
0 – 15 sec	A moment for your safety with Ahl Masr Foundation.	A moment for your safety with Ahl Masr Foundation.	A moment for your safety with Ahl Masr Foundation.	A moment for your safety with Ahl Masr Foundation. Because road

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	70% of burn accidents happen in the kitchen.	37% of burn patients die in the first six hours.	50% of burns victims are children.	accidents are the number one cause of death in the world, Ahl Masr Foundation, in your thinking, know the maintenance dates for your vehicle.
15-30 sec	Ahl Masr Foundation says to all women, if there is a fire because of fat, put off the cooker and cover the pot with a wet towel and do not use water because the fire will increase. Always leave a pot cover located next to the butane if there is a fire that covers it, and always leave the fire extinguisher in a place near the kitchen.	For this reason, Ahl Masr Foundation alerts you if the burn injury is large and deep and the color of the skin changes. You notice symptoms of infection of the wound, swelling, increase in pain, or a high body temperature. Medical intervention is required immediately.	For your safety, you and your child should not use electrical appliances in the bathroom next to the sink or bathtub, while your hands are wet, and of course do not leave the child alone in the bath so that he does not open hot water.	Fix it at a specialized mechanic and don't let anything flammable, such as a lighter, paper, charger or plastic bag, be inside your car in the sun for long periods of time. If you park the car in the sun for long periods, make sure that any part of metal is far from your children, and always make sure of the validity and efficiency of the fire extinguisher.
30-45 sec	To inquire or report any fire cases, call 16863 and donate your charity on account number 9899 in all Egyptian banks, Ahl Masr Hospital, together we save a life.	To inquire or report any fire cases, call 16863 and donate your charity on account number 9899 in all Egyptian banks, Ahl Masr hospital, together we save a life.	To inquire or report any fire cases, call 16863 and donate your charity on account number 9899 in all Egyptian banks, Ahl Masr Hospital, together we save a life.	- To inquire or report any fire cases, call 16863 and donate your charity on account number 9899 in all Egyptian banks, Ahl Masr Hospital, together we save a life.

Fig. (7)First video of the first campaign
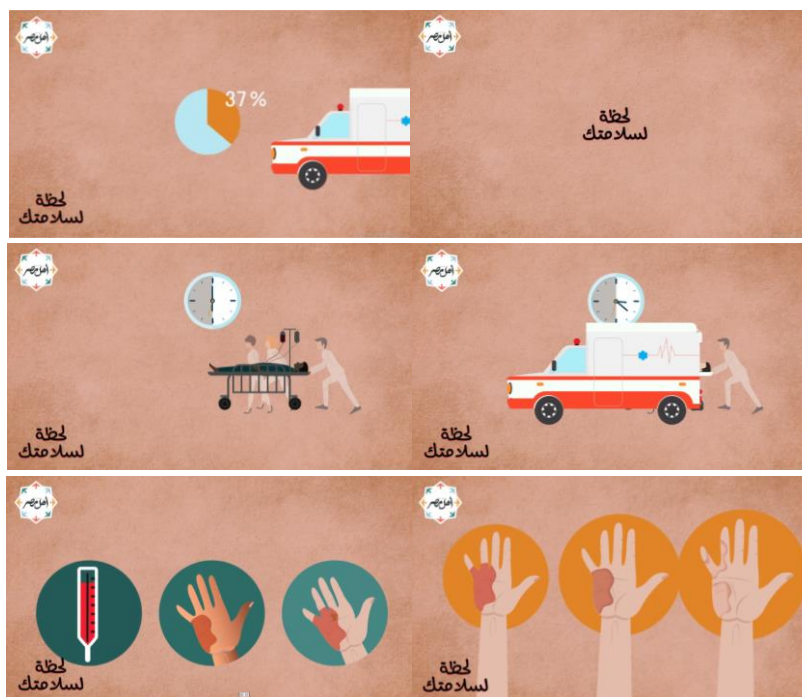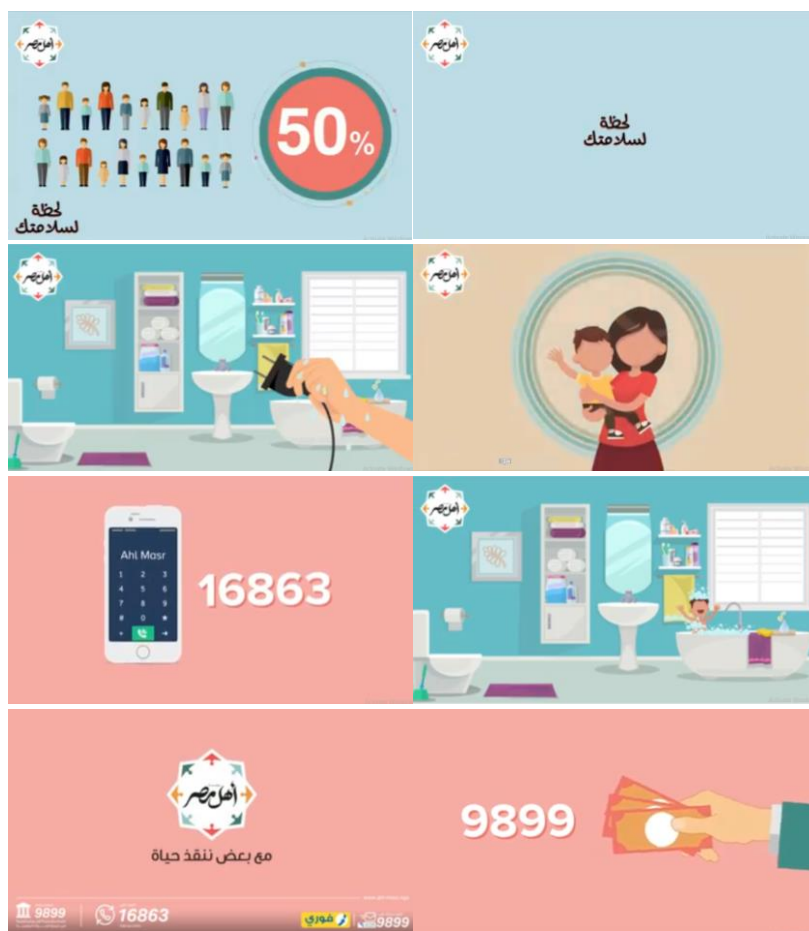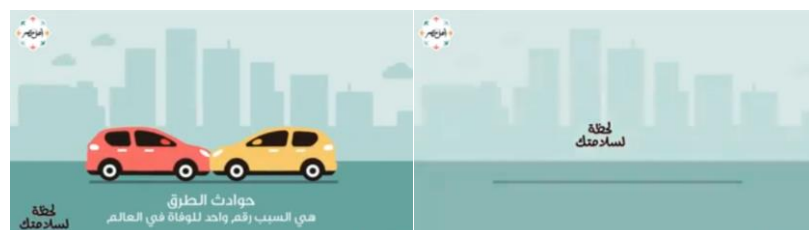
Fig. (8)Second video of the first campaign
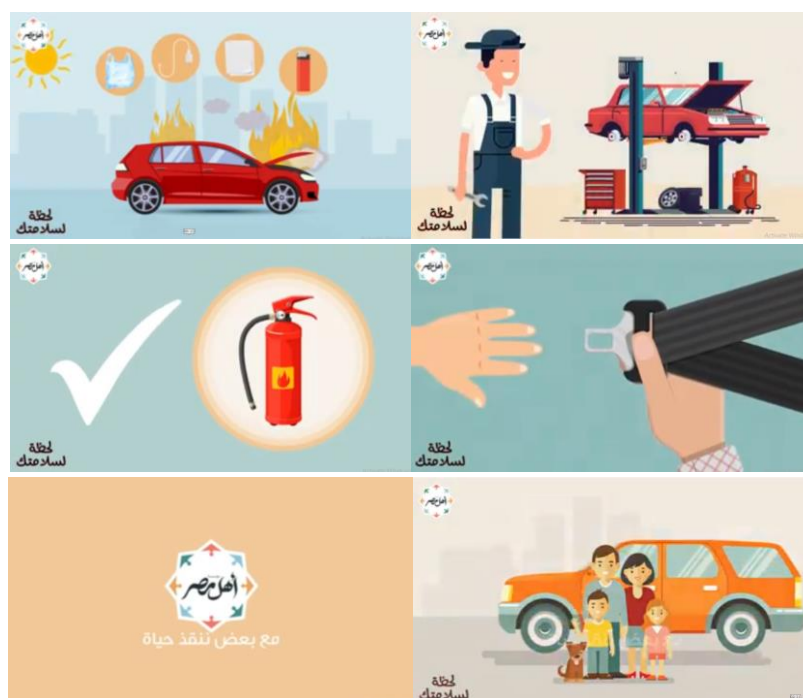

Fig. (9) Third video of the first campaign

Fig. (١0) Fourth video of the first campaign

4.2. Description of second campaign videos:

Table 1. Description of second campaign videos.

	Video 1	**Video 2**	**Video 3**	**Video 4**	**Video 5**
Exhibit	Fig. (13)	Fig. (14)	Fig. (15)	Fig. (16)	Fig. (17)
Title	Burns are much more dangerous than you can imagine	Burns are much more dangerous than you can imagine	Burns are much more dangerous than you can imagine	Burns are much more dangerous than you can imagine	Burns are much more dangerous than you can imagine
Date release	10 weeks	9 weeks	8 weeks	7 weeks	6 weeks
Duration	36 sec.	36 sec.	36 sec.	36 sec.	36 sec.
Film Style	2D Character Animation	2D Character Animation	2D Character Animation	2D Character Animation	2D Character Animation
Sound	Music + voiceover	Music + voiceover	Music + voiceover	Music + voiceover	Music + voiceover
Views	109 k	350 k	167.2 k	8.1 k	161.5
Likes	323	3.7 k	444	60	258

Table 2. Flow and storyline chosen videos.

Flow and storyline					
Duration	**Video 1**	**Video 2**	**Video 3**	**Video 4**	**Video 5**
0 – 15 sec	Every year there are half a million burn accidents victims, half of whom are children. Burns are much more dangerous than you can imagine.	Burn accidents are the number three cause of death from injuries in Egypt, because victims are not saved, and they will not find a specialized place to be treated. Burns are much more dangerous than you can imagine.	A burn patient is not like any patient, and he/she is not concerned about waiting because he will have only six hours so that we can save his life. Burns are much more dangerous than you can imagine.	More than a quarter of a million burn victims suffer severe physical disabilities, requiring many costly operations in order to resume their normal lives. Burns are much more dangerous than you can imagine.	The treatment period for victims of burn accidents is long, and the duration of their treatment takes months and possibly years. It requires very high costs in order to resume their normal life again. Burns are much more dangerous than you can imagine.
15-30 sec	With your charity, we will be able to prepare the first nursery department specialized in treating children who are victims of burns and give them hope of living.	With your charity, we will be able to open the first stage of Ahl Masr Hospital and give hope to many people whose dream is to live.	With your charity, we will be able to open the first stage of Ahl Masr Hospital and give hope to many people whose dream is to live.	With your charity, you will be able to financially sponsor one or more operations to treat the victims of burn accidents, and give hope to many people whose dream is to live.	With your charity, you will be able to financially sponsor one or more operations to treat the victims of burn accidents, and give hope to many people whose dream is to live.

	9899 is our bank account number if you would like to participate. Ahl Masr Hospital is the first hospital to treat burns for free.	9899 is our bank account number if you would like to participate. Ahl Masr Hospital is the first hospital to treat burns for free	9899 is our bank account number if you would like to participate. Ahl Masr Hospital is the first hospital to treat burns for free.	9899 is our bank account number if you would like to participate. Ahl Masr Hospital is the first hospital to treat burns, and for free	9899 is our bank account number if you would like to participate. Ahl Masr Hospital is the first hospital to treat burns for free.
30-45 sec					

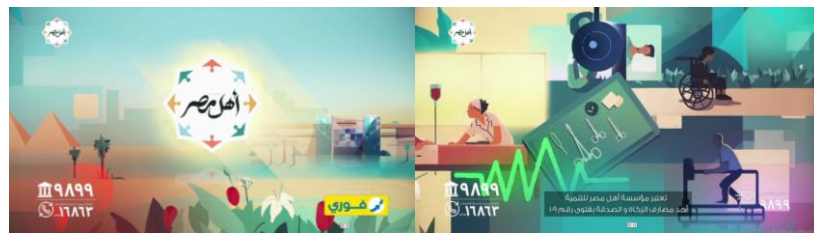**Fig. (١1) First video of the second campaign**

Fig. (١٢) Second video of the second campaign

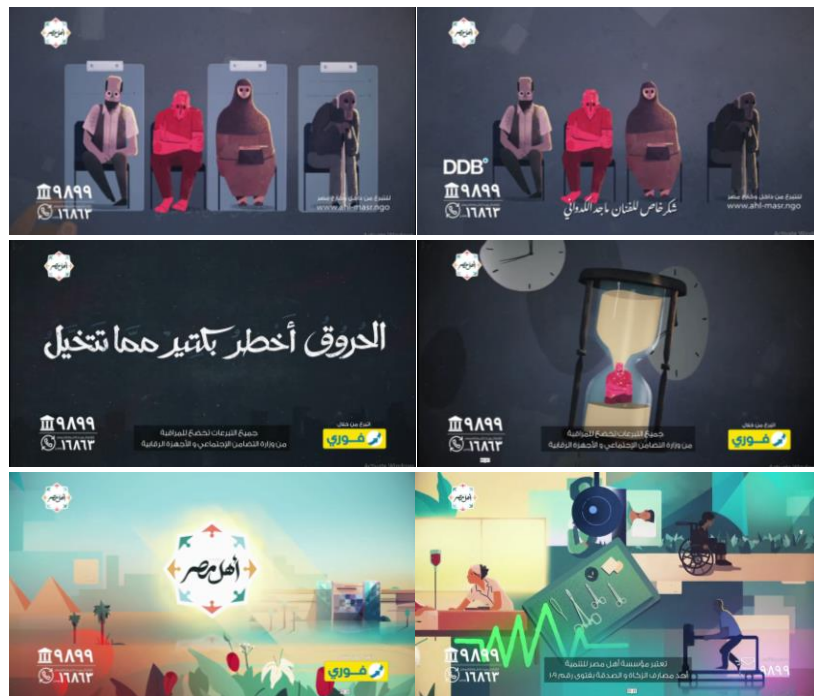**Fig. (١٣) Third video of the second campaign**
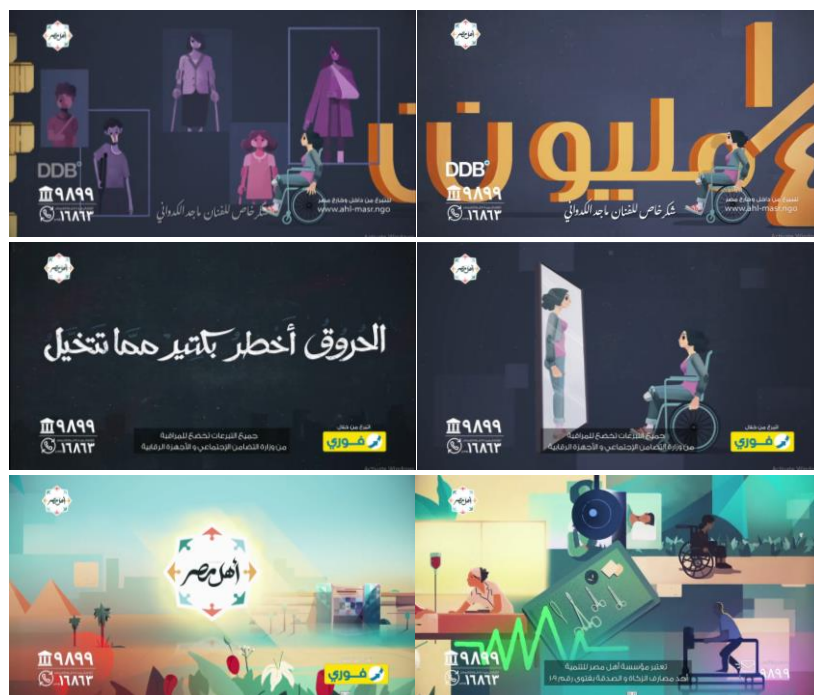

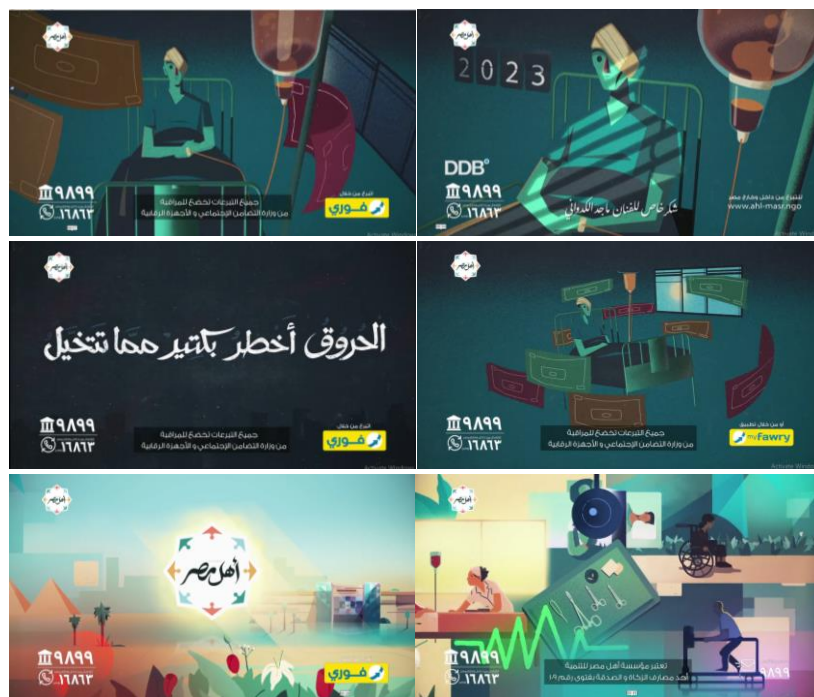**Fig. (١٤) Forth video of the second campaign**

Fig. (١5) Fifth video of the second campaign

4.3.Analysis of first campaign videos:

The researcher will deal with the advertising campaign by analyzing the idea first, then the elements used in the videos and analyzing each element to identify the strengths and weaknesses of the advertising campaign.

Table 3. Analysis of first campaign videos

Concept	The campaign offers an idea under the name (A moment for your safety). Each of the four videos dealt with the most important causes of fires inside and outside houses, tips to avoid fires, as well as some tips on how to act in the event of a fire. The campaign idea is simple and important to raise awareness of the causes of fires and how to avoid them.
Images	The campaign used simple, but primitive, flat graphics that are widely circulated on websites, as the designer did not make dedicated graphics for the campaign, but rather used some pictures and drawings circulating on websites that lack dazzle and innovation.
Colors	The campaign did not adhere to a fixed color plan in the four advertisements, so each advertisement came with a different color group, as well as each scene inside the advertisement in different colors, which made the campaign lose an important element of correlation, and the colors used are dull, inconsistent, and lacking the element of lighting and dazzling.
Duration	The duration of the four advertisements ranged between 30 and 40 seconds, which is a period of time commensurate with the size of the advertising message presented, as some studies such as the study (Krasner, 2008) indicated that the time period for a motion graphic video should not exceed three minutes so that the audience does not get bored. (Krasner, (2008).)

Text	The use of the text was limited in the advertising campaign, as the campaign relied on the use of voice over in the delivery of the advertising message and the presence of the accompanying text was limited, but it was clear and the font used was well legible.
Sound	The campaign used music with voiceover, which is considered one of the advantages of the campaign, as the voiceover explains the campaign message in more details than just writing.
Transitions	The designer used simple transitional movements between the cadres that represent the basics or beginnings of the movement in the animation programs without resorting to professional or advanced movements, so the advertisements were simple and primitive.

4.4.Analysis of second campaign videos:

Table 4. Analysis of second campaign videos

Concept	The idea of the campaign is based on clarifying the dangers of burns and the various effects they leave on the victims through the phrase (burns are much more dangerous than you can imagine). Each of the five ads dealt with one of the side effects that burn accidents cause to the victims, and the audience is asked at the end of each advertisement to Donate to the hospital to treat these effects.
Images	The designer used strong and expressive images that were specially designed for the campaign, so each of the five ads came with graphic images that match the theme of the advertisement and each image carries an idea that expresses the message of the advertisement in a strong and attractive way, which made the images in this campaign one of the strong points.
Colors	The campaign used a fixed color scheme in the five ads, where the advertisement begins with a group of cadres with a uniform background color commensurate with the idea of the advertisement and its message, then in the middle of the advertisement a black cadre appears in the background, carrying the white campaign phrase, which is (burns are much more dangerous than You imagine), then comes the second section of the five ads with the same color group and images. The colors used are strong, dazzling, consistent, and compatible with each of the five advertising ideas.
Duration	The duration of the five advertisements are the same 36 seconds, which is a period of time commensurate with the size of the advertising message presented, as some studies such as the study (Krasner, 2008) indicated that the time period for a motion graphic video should not exceed three minutes so that the audience does not get bored. (Krasner, (2008).)
Text	The use of the text was limited in the advertising campaign, as the campaign relied on the use of voice over in the delivery of the advertising message and the presence of the accompanying text was limited, but it was clear and the font used was well legible.

Sound	The campaign used music with the voiceover, and the voice belonged to the famous and beloved artist, Majid Al-Kadwany, which is one of the advantages of the campaign.
Transitions	The transitional movements between cadres were simple, but professional, sophisticated, and they demonstrate strong control over the use of professional animation software, so the ads were impressive and attractive.

4.5 Discussion and Conclusions:

Animation is used as a medium because many studies have shown that it is easy to understand. They are also emotionally attractive and can extract information for easy understanding. Animation is suitable for use in awareness campaigns, including the awareness campaign against the dangers of burns, as it is a new tool for better communication and more effective message delivery. Animation is able to convey the message well because it can capture the audience's attention.

Despite this, we find that the response of the audience to the ads varies according to the strength and beauty of the elements used in the ads, so we note that although the first campaign extended for a longer period of time, the response of the masses was stronger compared to the first campaign, so we note the following:

- The first campaign spanned over a period of time from 30 to 48 weeks, so the second ad was most viewed by 842.8 k, and the highest interaction was also 5.9k.

- The second ad campaign lasted over a period of 6 to 10 weeks only, yet we find that the highest viewership is 350 k and the highest interaction 3.7k.

- By comparing the interaction with the duration of the two campaigns, we find that the second advertising campaign has come close to achieving the same interaction as the first campaign despite the big time difference in the duration of the presentation, which means that the interaction of the second campaign is stronger.

- From here it is possible to deduce the strength of the elements used in the design of a motion graphic advertisement in attracting audiences and achieving interaction and success for the advertising campaign, which requires more research to study the elements used in more detail and to conduct questionnaires to find out the effect of each of these elements on the success of the Advertising and achieving the goal of the campaign.

And now we can conclude:

- Motion graphic art is the best art form that can be used in awareness advertisements.

- Motion graphic art has many advantages, including: The ability to attract attention and being emotionally captivating. It can also present complex ideas in a simple visual way, which facilitates communication with target audiences.

- Although the art of motion graphics has many advantages, attention must be paid to the elements used in the advertising film to achieve attracting attention and persuading the advertising message.

Recommendations:

At the end of the research, the researcher; it recommends conducting more studies and questionnaires to reach the elements that mostly affect the audience in the motion graphic advertisements, as well as studying the technical elements of the advertisement video.

As well as conducting studies to compare realistic photography and motion graphics and their psychological impact on the recipient.

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