# Journal





#### Middle East

#### **Journal of Public Relations Research Middle East**

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The Journal is part of Al-Arabia Public Relations Agency's publications, specialized in education, scientific consultancy and training.

- The Journal is approved by the Supreme Council for Media Regulation in Egypt. It has an international numbering and a deposit number. It is classified internationally for its both printed and electronic versions by the Academy of Scientific Research and Technology in Cairo. In addition, it is classified by the Scientific Promotions Committee in the field of Media of the Supreme Council of Universities in Egypt.
- It is the first arbitrative scientific journal with this field of specialization on the Arab world and the Middle East. Also, the first Arab scientific journal in the specialty of (media) which obtained the Arab Impact Factor with a factor of 2.01 in the year of 2020G report of the American Foundation NSP "Natural Sciences Publishing" Sponsored by the Arab Universities Union.
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# Advertisements Designing in the Electronic Stores Platforms on the Internet: A comparative Analytical Study on a Sample of Arab and International Commercial Companies

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### **Abstract**

With increasing of public interest in e-shopping sites (electronic stores), and the increase in the number of e-shopping stores, these platforms began to rely on advertisements to market their products, so there was a need to alert marketers of the importance of good advertisement design and the use of innovative advertising strategies on e-shopping sites. Hence; there was an urgent need to study and analyze the advertisements of online e-shopping stores from a design point of view, and to reveal the aspects of the technology used in their construction, and how to use the design elements in the study sample platforms such as (titles, images and colours), the design foundations available, and the design methods used in the e-shopping stores under study. This study is a continuation of previous studies in the field of electronic advertising design, especially e-shopping advertisements. "texts only", then ranked the third is "written advertisements accompanied by sound only". The study recommends paying attention to update the design of commercial advertisements and its impact on sales rates by creating a mental image of them.

**Keywords:** Design, Advertising, Online Store Platforms, Commercial Companies.