



Public Relations & Advertising Campaigns

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(ISSN 2314-8721)

Egyptian National Scientific & Technical Information Network (ENSTINET)

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Deposit Number: 24380/2019

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Journal of Public Relations Research Middle East
(JPRR.ME)

Scientific Refereed Journal

Forty First Issue - Tenth Year - 10 October 2022

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- Submissions will be sent to the chairman of the Journal.

Address:

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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

Egyptian National Scientific & Technical Information Network
(ENSTINET)

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Deposit Number: 24380 /2019

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The Journal is indexed within the following international digital databases:



Recent Trends in Effectiveness of the International Advertising Campaigns Research

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Abstract

The analytical research was conducted according to two main aspects, the first one analyzed the studies that examined the international advertising strategies, whereas the second aspect covered the studies that discussed the various techniques and dimensions of evaluating the effectiveness of advertising campaigns.

It was noticeable that there is a clear research gap in linking between the effectiveness models - that have been developed through academic research - and the models - used in professional and practical field - to evaluate advertising campaigns, especially international advertising campaigns. Therefore, there is a actual need for developing measures to ensure access to different segments of the target audience and communicate with them effectively.

Therefore, the suggested future orientation in the agenda of the academic research in evaluating effectiveness of the advertising campaigns should be conducted within the framework experimental studies on the applied models used by research companies and international advertising agencies to reach a scientifically controlled model with approved and objective measures to establish effectiveness indicators of the advertising campaigns.

There should also be more Arab studies that use all research methods to measure the effectiveness of all elements of advertising campaigns in terms of campaign ideas, messages, media used, impact, and purchasing behavior of the campaign target consumers.

Keywords: Trends, The Effectiveness, International Advertising Campaigns.