



Public Relations & Advertising Campaigns

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Response of the Public Relations Campaigns to Digital Transformation from a Strategic Communication Perspective

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Abstract

The study aimed to monitor response of the public relations campaigns to digital transformation from a strategic communication perspective, the study analyzed the visual content of public relations campaigns (infographics, advertising videos), and analyze customer engagement to it, applying “Digital Egypt platform” Campaign, within the framework of strategic communication evaluation model, engagement pyramid, and the unified theory of acceptance and adoption of technology, using an approach survey with a combination of quantitative and qualitative analysis in the period from 19 June 2022- 15 August 2022.

The results indicated the high and diverse level of customer interaction on the visual content of the digital campaign, and highlighting the social acceptance of the idea of digital transformation of government services.

The study recommended the application of the strategic approach in public campaign communications, to integrate stakeholders and influencers, and to develop the visual content for campaigns using storytelling, real models, and endorsement in a appropriate to digital transformation and digital consumer interaction on digital platforms.

key words: Public Relations Campaigns - Strategic Communication - Digital Transformation - Digital Platforms - Digital Egypt Platform.