

# Journal



# of P R research

## Middle East

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# Journal of Public Relations Research Middle East

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## **The relationship between the exposure of the "Bold Reform" campaign and the trend towards economic reforms in Egypt**

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### **Abstract**

The Egyptian government has taken steps to reform the economy, including the free of the currency exchange rate, reduce subsidies on fuel, and the application of VAT, which led to higher prices and increased inflation, and unemployment.

The study focuses on the impact of public exposure to this campaign on their attitudes toward the economic reform process, applying the long tail theory, as a theoretical framework for analyzing the propaganda process in which economic reforms were marketed through the campaign. The long tail theory is based on a hypothesis that targeting a niche audience, with different messages specifically tailored to their needs, would yield a greater profit than one message fits all approach.

The researcher noted some of the characteristics of this theory in this campaign in terms of the number of advertising messages carried by the ads and the number of films that were broadcast through the campaign and the concentration of road ads in specific areas such as universities, major shopping centers and highways.

The study surveyed 250 people who were exposed to this campaign after a filtration question for 1050 individuals. The study showed that audiences generally perceived economic reform as an essential step, due to the economic crises. They realized that postponement of reform would be more dangerous, but they agreed that the government should have taken other measures to mitigate the negative impacts of the reform process.

The study found several results, including: the absence of a significant relationship between the exposure to the campaign and the positive attitude towards the economic reform that was taken, the study found a significant relationship between the age factor and the trend towards reform, where the trend is positive among the older group over 50, and negative among younger group (18-25) years, while there was no significant relationship between gender (male or female) towards economic reform among those exposed to the campaign.

Roads Ads came as the first source for audiences exposed through which to the Bold Reform campaign, followed by television and the Internet.

### **Keywords:**

Egypt, economic reform, political marketing, propaganda, long tail theory.

