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Utilizing Personal Branding Strategies on Instagram Pages of Egyptian Film Festivals to Manage their Digital Identity: A Qualitative study (*)

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Abstract

The study explored how Instagram pages of Egyptian film festivals are used to implement personal brand marketing strategies and assessed their effectiveness in achieving marketing goals, building a strong digital identity, increasing audience engagement, and enhancing credibility and artistic value. The study focused on the official Instagram accounts of the Cairo International Film Festival and El Gouna Film Festival.

Findings showed that both festivals used Instagram strategically to boost their digital presence. Cairo international film Festival (CIFF) emphasized its cinematic heritage by promoting international films, organizing workshops, and highlighting its long-standing history. It also showed commitment to quality and cultural diversity, and included humanitarian content such as support for the Palestinian cause, reinforcing its image as a prestigious and credible event.

El Gouna Festival, on the other hand, focused on professional organization, collaboration with partners, high-quality visuals, and aesthetic appeal. It adopted a more interactive and youthful approach, engaging audiences while supporting emerging talents and addressing social issues, positioning itself as a modern global film platform.

Key brand elements for both festivals included uniqueness, consistency, credibility, and authenticity. CIFF maintained a formal tone centred on tradition and education, while El Gouna favoured visual, emotional, and interactive content. Overall, their digital identity strategies on Instagram significantly contributed to audience interaction and strengthened each festival's brand image.

Keywords: Personal branding, Social Media Platforms, Film Festivals, Digital Identity.

(*)The Paper was received on March 16, 2025, and accepted for publication on June 25, 2025.