

Advertising media communication in corporate social projects in China in the context of the SARS-Covid-19 pandemic

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After more than 40 years of reform, openness and continuous development, Chinese enterprises have entered a new phase of global competition in quality, technology, brand and culture. As micro-entities of the market economy, enterprises have to fulfil their social responsibilities in practice. Corporate social projects are one part of corporate social responsibility. Especially in the context of the SARS-Covid-19 pandemic, corporate social projects in China not only create brand awareness among consumers, but also lead to a positive brand image of the minds of potential consumers. Today, companies strategically use social projects as a marketing tool.

Social design is the activity of developing and implementing projects aimed at solving social problems. Social design involves the conceptual phase of the project, the development, implementation and debriefing of the project. Development and implementation of social projects of companies can improve their image, enhance company's credibility and competitiveness, brand recognition, which effectively affects the performance of the company.

The Chinese advertising industry has become one of the largest industries in China. In China, advertising in the media, it is characterized by the peculiarities of content, which is reduced to the active use of colour and light, symbols, as well as the presence of a special artistic concept. Media advertising in China is the most prevalent on television, the Internet, radio, newspapers and magazines. Each type of advertising has its own advantages and disadvantages due to differences in audience reach, speed of distribution, cost and different advertising effects.

The empirical study in this thesis focused on the use of social design in Dongfeng's advertising communications before and during the pandemic. It was found that the company actively refers to social design tools, especially during the pandemic period. However, quite often the social advertising created by the company become commercially oriented, aimed exclusively at car owners, which reveals the problem of applying social design in Dongfeng's strategic advertising communication. At the same time, the advertising of some social projects lacks the non-verbal elements of the company's advertising communication, which makes it less effective, as a result social design expenditure do not to bring the benefits that the company's management expects. In general, the following problems of the social design of the company were identified. Firstly, the company lacks a mature awareness of corporate image. Secondly, the problem of Dongfeng's social design is the low relevance to corporate public service advertisement and company image.

The main problem of Dongfeng's social design advertising communication are that the use of this tool acts as part of the company's ineffective strategic advertising communications. The company should apply social design more rationally in its promotional activities. Therefore, the following solutions have been proposed to this study:

- the company should focus on a specific social problem and link it to the company's activities (including the company's image promoted in advertising communications);
- Dongfeng's social projects should be launched on a regular basis.

In general, it should be not that an analysis of the experience of these activities in other companies suggests that they are effective. Therefore, their use for Dongfeng's advertising strategy is justified.

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