

The Influence of Social Advertising on Public Awareness and Behavior: An Empirical Analysis of Effective Campaign Strategies

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Abstract: *Social advertising, the use of advertising strategies to promote social causes and influence public behavior, has seen significant growth in recent years. This paper examines the influence of social advertising on public attitudes and behaviors. Through a comprehensive literature review and empirical analysis, this study aims to provide insights into the effectiveness of social advertising campaigns and identify key factors that contribute to their success. The findings suggest that social advertising can significantly impact public awareness and behavior, especially when messages are crafted to resonate with the target audience's values and emotions.*

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