Advertising and public relation on campaign at Egypt in arabic languages.  1-Task environment analysis, including those forces and organisations that the company interact with and affect its performance (supplier relations, buyer relations, competitors’ relations, Socio-economic actors, Economic actors, Political/legal actors, Technological actors). You need to ask the following questions: • What are the long term external forces/ actors that are developing now? • Which one affect the organization and which is the most important now and in the future? 2- Identify the crisis occurred in the last 3 years that affected the reputation of the organization and how did they handle it from a communication perspective, also the issues the company raised how did that they worked on. 3- Based on crisis or issues discussed in question 3, analyse the following: • Objectives developed to handle crises or issues • Identify the public addressed and their segmentation • The message or dialogue developed for each • The strategies and tactics applied to achieve objectives.