

# FOUNDATIONS OF INFORMATION SYSTEMS



## MARKETING AND ADVERTISEMENT

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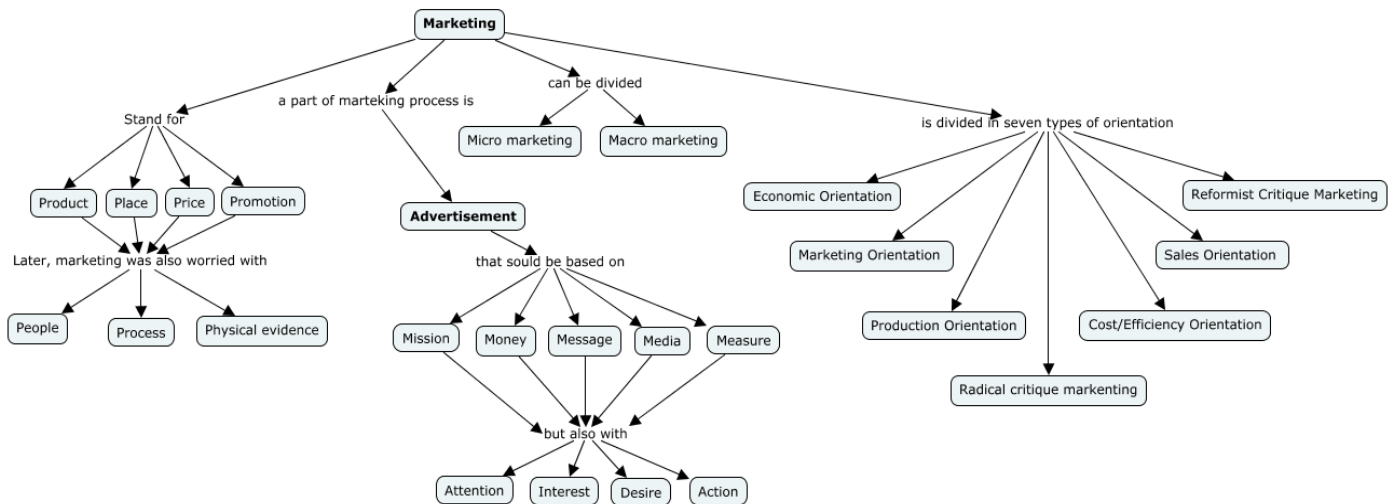
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# Definition of subject

## CONCEPTUAL MAP



## CONCEPTS

Term	Definition
Marketing	Concept that describes the events that occur at the interface between the organization and its customers, and its idea is based on giving customers what they want while offering a good value for money.
Product	Item or service offered for sale. It can be physical or in virtual or cyber form.
Place	Particular position, point, or area in space, basically a location.
Price	Amount of money expected, required, or given in payment for something.
Promotion	Publicizing of a product or venture so as to increase sales or public awareness.
Process	Mean by which the service is delivered. Is also part of what consumer is paying for
Physical evidence	Environment where the service occurs.
Advertisement	Part of the marketing process directly related to promotion is focused on creating result-oriented non-personal communication of information.
Mission	Definition of the reason why we are doing marketing.
Money	Identification target markets (most profitable).
Message	Communication passed or sent by speech, in writing, by signals, etc.
Media	Means of mass communication regarded collectively.
Measure	Identify what is working and what not.
Attention	Things done to express interest in or please someone.
Interest	Quality of exciting curiosity or holding the attention.
Desire	Stimulate the need to have the same product in other people.
Action	Invite public to act.
Micromarketing	Marketing strategy in which advertising efforts are focused on a small group of highly-targeted consumers.
Macromarketing	The effect that marketing policies and strategies have on the economy and society.
Economic orientation	Advocates that organizations should maximize the self interest in the market place, however these short-term interests can impact on longer ones.
Production orientation	Believes technical excellence is the way to long term success
Reformist critique marketing	Advocates that business dominates consumers.
Sales orientation	Believes in sales as way to long term success.
Cost/efficiency orientation	Is like product orientation but focus on cost reduction.

## DESCRIPTIVE ANALYSIS

**Marketing** is a concept that describes the events that occur at the interface between the organization and its customers, and its idea is based on giving customers what they want while offering a good value for money<sup>[1]</sup>. Although there are several definitions for Marketing, we will adopt the one from American Marketing Association which defines it as *“the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange and satisfy individual and organizational objectives”*. In 1960's E. Jerome McCarthy proposed the foundational model of marketing based on 4 P's. They stand for:

- **Product** – Product should answer to the customer needs.
- **Place** – Product should be easily accessible to the customers.
- **Promotion** – Marketing communication channels and tools should be used to promote the product or service in an appealing way to the target consumers.
- **Price** – Product should present itself as having a good value for money.

Later, in 1981, Booms and Bitner expanded the model with further three P's to deal with service **Intangibility**, **Inseparability**, **Heterogeneity** and **Perishability**:

- **People** – Most services rely on people to perform them.
- **Process** – The process by which the service is delivered is also part of what the consumer is paying for. This was created to address **Heterogeneity** problems.
- **Physical Evidence** – Environment where the service occurs. This was created to address **Intangibility** problems.

All these P's should be seen as ingredients necessary to create a mix to successfully achieve satisfaction.

Before 1950's, the general idea was that marketers needed to create consumers to mass production products, however this idea was replaced by the concept of **Customer Orientation**, where instead of making customers to suit the business interests, they should make the business do what interests customers. Later the idea of market orientation evolved into a range of definitions of the marketing concept. According to Stone<sup>[1]</sup> there are seven types of orientation in marketing. **Economic Orientation** advocates that organizations should maximize the self interest in the market place, however these short-term interests can impact on longer ones. **Marketing Orientation** defends that to maximize self-interest, the ever-changing customer needs must be understood and met. This can be achieved by making the organization able to adjust to the environment. **Production Orientation** believes technical excellence is the way to long term success. **Cost/Efficiency Orientation** is like product orientation but focus on cost reduction to exclusion of customer wants. **Sales Orientation** believes in sales as way to long term success. All these last three orientations suffer from “**Market Myopia**” which is the confusion of short term with long term interests through blindness with some product, process or technology instead of focusing on customer's needs. **Reformist Critique Marketing** advocates that business dominates consumers while **Radical Critique of Marketing** is broader and states government and business dominate citizens and consumers.

In the 90's, marketing concept was extended with **Relationship Marketing**. This view assumes that an organization want to create long term relationships with its customers, shifting the focus from creating transactions to satisfying and retaining customers.

Marketing itself can be divided into Micro and Macro Marketing. **Micromarketing** uses geodemographic to consumer marketing. **Macro Marketing** addresses important issues at the connection point between marketing and society.

**For-profit Marketing** the term of success is the profitability and their ability to pay dividends / loans. **Non-profit Marketing** is the

utilization of marketing techniques by non-profit organization to benefit society. It can generate profits, but they must be used to keep non-profit status of the organization.

**Mass Marketing** is characterized by having a wide separation and indirect communication.

**Direct Marketing** establishes a personal communication with the customer allowing the customer to purchase the product directly from the manufacturer and then communicate with the customer on a first-name basis.

**Internet Marketing** is a type of direct marketing making full use of internet capabilities to achieve its goals.

**Business-to-Business Marketing** sell to other organizations that consume the product as part of operating the business

**Business-to-Consumer Marketing** sell to individuals who consume the finished product

**Marketing system** is influenced and influences environment. There are five major environmental forces:

- **Demographic** – The knowledge about population is essential in marketing. Factors such as size, growth rate, age distribution, ethnic mix, education levels, etc.
- **Societal** – Deals with cultural and social values, attributes and traditions of society. Social and cultural trends result in the introduction of new products and marketing practices. These have an influence on social and cultural trends. Constraints in marketing activities and practices are all part of the societal environment.
- **Political** – Includes formal legal constraints on organization operation and informal constraints such as public opinion, organized political pressure, etc.
- **Economic** – Factors and processes related to the satisfaction of human needs through material goods and services, including the resources used to provide satisfaction. **Demand** is an important aspect of economic environment and refers to the various amounts of a product that customers will buy at different prices in a given period of time. **Competition** is another aspect as it's a major force for restraining organization sales. **Cost** is another aspect as organizations seek for maximum efficiency by minimizing costs of resources.
- **Physical** – Can be natural such as climate, geography, natural resources, etc or created by technology like pc's, emails, e-shopping, etc.

**Advertisement**, as a part of the marketing process directly related to promotion is focused on creating result-oriented non-personal communication of information. This is achieved by mixing careful **planning** with **creativity** and **innovation** to promote a **psychological change** to the **masses** through appeal to their conscious level to acquire **advertised products, ideas or services**. Successful advertisement should be based not only on **5 M's**:

- **Mission** – Definition of the reason why we are doing marketing.
- **Money** – Identification target markets (most profitable).
- **Message** – Focus on creation persuasive messages.
- **Media** – Choice of the right media to deliver the message.
- **Measure** – Identify what is working and what not.

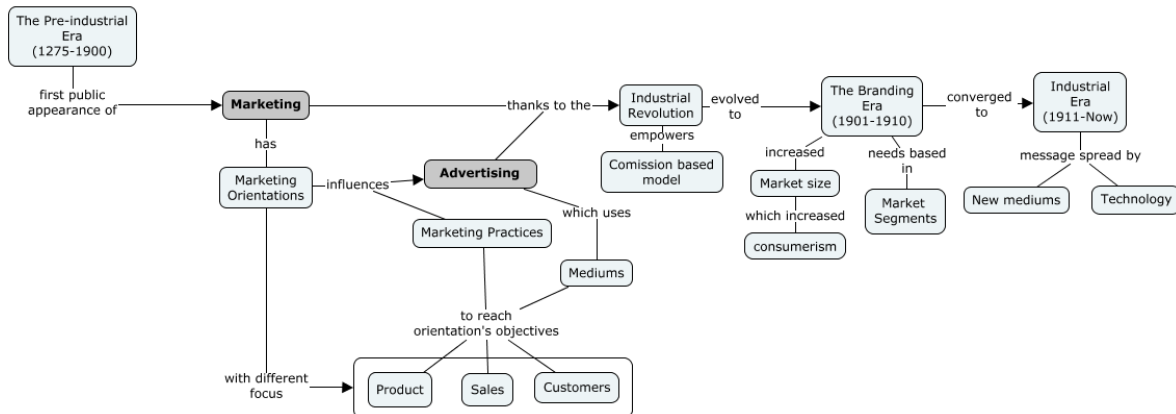
but also with **AIDA** theory:

- **Attention** – Successful advertisement must attract attention of the public.
- **Interest** – Appeal to public in order to maintain their interest.
- **Desire** – Stimulate the need to have the same product in other people



# Subject in the past

## CONCEPTUAL MAP



## CONCEPTS

Term	Definition
The Pre-Industrial Era (1275-1900)	Pre-industrial is a time that precedes the Industrial Revolution, before there were machines and tools to help perform tasks in large scale.
Marketing	Marketing is the study and management of exchange relationships. It comprehends activities of a company associated with buying and selling a product or service. Marketing includes advertising, selling and delivering products to people.
Marketing orientations	It is the philosophy that influences a marketing practice. It can be defined as the type of activity or subject that an organization seems most interested in and gives most attention to, during different periods of time.
Advertising	Advertising is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea.
Mediums	Medium refers to the means of delivering and receiving data or information between an organization and an audience.
Marketing practices	These are the ways marketing is practiced, influenced by marketing orientation.
Sales	Sales is activity related to selling or the amount of goods or services sold in a given time period.
Product	A product is anything that can be offered to a market that might satisfy a want or need.
Customer	A customer is the recipient of a good, service, product or an idea - obtained from a seller, vendor, or supplier via a financial transaction or exchange for money or some other valuable consideration.
Industrial Revolution	The Industrial Revolution was the transition to new manufacturing processes, from hand production methods to machines.
Commission Based Model	Commission Based Model is used when a business charges a fee for a transaction that it mediates between two parties.
The Branding Era (1901-1910)	The time when the concept of brand equity and the science and practice of building and managing brands strategically appeared.
Market Size	The number of individuals in a certain market who are potential buyers and/or sellers of a product or service.
Consumerism	Consumerism is a social and economic order and ideology that encourages the acquisition of goods and services in ever-increasing amounts.
Market Segments	Consists on <b>Market Segmentation</b> (divide potential customers into sub-groups of consumers, known as segments, based on some type of shared characteristics.) and <b>Product Differentiation</b> (the process of distinguishing a product or service from others, to make it more attractive to a particular target market).
Industrial Era (1911-Now)	An era marked by widespread industrialization, specifically the period in the history of the developed world from the start of the Industrial Revolution.
Technology	Technology is the collection of techniques, skills, methods, and processes used in the production of goods or services or in the accomplishment of objectives.

## DESCRIPTIVE ANALYSIS

### Pre-Industrial Era

There was a time, thousands of years ago, people bartered, and mass production of goods was nonexistent. People were illiterate, which left no reason to advertise. Fruits and vegetables were sold in the city square from the backs of carts and wagons and their proprietors used street callers (town criers) to announce their whereabouts. This time marked the beginning of the **Pre-industrial era**, which comprised the time from 1275 to 1900.

By this time, the concept of **Marketing** appears: it is the study and management of exchange relationships. Marketing is used to create, keep and satisfy the customer. Marketing includes **advertising**, selling and delivering products to people. The practice of marketing has been changing since its very beginning: people evolve and new techniques have been emerging.

According to etymologists, the term “**marketing**” first appeared in dictionaries in the **sixteenth century**: *“the process of buying and selling at a market”*. A number of studies have found evidence of **advertising**, branding, packaging and labelling in **antiquity**. Egyptians, Greeks and Romans used papyrus to make sales messages and wall posters. Political campaign displays and commercial messages have been found in the ruins of Pompeii and ancient Arabia, in the form of wall or rock painting, which express a manifestation of an ancient advertising form that is still present, nowadays, in many parts of Asia, Africa, and South America.

Marketing has its own **Marketing orientations**, which states for the philosophy that influences a **marketing practice**. Any marketing orientation can be defined as the type of activity or subject that an organization seems most interested in and gives most attention to during different periods of time. Orientations’ types and focus have changed as marketing evolves: **Production, Selling, Marketing, Societal, and Relationship**. These orientations influenced **advertising**, which in the beginning were essentially personal classifieds, with a headline to garner the customer attention.

By the year of **1440**, Johannes Gutenberg invents the printing press, which opened the door to the first form of mass media. During the **middle ages**, market towns sprang up in Europe. As the general population was unable to read, images were the key to advertise a product or service. By this time, there was travelling door-to-door in order to sell produce and wares, as a form of distribution.

In the **17<sup>th</sup> and 18<sup>th</sup> century**, trades between countries or regions grew, companies required information on which to base business decisions. Individuals and companies carried out formal and informal research on trade conditions. The evidence of **advertising and promotion** has been found in eighteenth century Europe, on which advertising showed a **high level of sophistication** in its practice and ability to reach mass audiences; it also started to appear in weekly newspapers, where they were used mainly to promote books, newspapers and medicines. At this time, ads weren’t only about a good headline; it became so numerous that could be very negligently perused, and it has become necessary to **gain attention by promises to the customer**.

As transportation systems improved from the mid-**19<sup>th</sup> century**, due to the effects of the **Industrial Revolution**, the economy became more unified allowing companies to distribute standardize, branded goods at national level. Manufacturers tended to insist on strict standardization in order to achieve scale economies with a view to keeping production costs down and also to achieving market penetration in the early stages of a product’s life cycle, with Model T Ford as an example of a product

being manufactured at a price that was affordable for the burgeoning middle classes. As the economy expanded across the world, advertising grew alongside.

In June 1836, *La Presse* was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability and the formula was soon copied by all titles. N. W. Ayer & Son was the first full-service agency to assume responsibility for advertising content, opening in 1869, the same year **commission-based** agency model is born. The style of ads become more specific and John E. Powers becomes known for “**Power’s Style**” ad copy, which states for the need to the **advertising being short, to-the-point, truthful, convincing and straightforward, that convey why the consumer should buy**.

Just before the turn of the 20<sup>th</sup> century, countries began to become more industrialized and, consequently, people began to be surrounded with marketing.

### Branding Era

In the early 20<sup>th</sup> century, the **branding era** evolved, as **market size** increased and, consequently, the **consumerism** of the customers. It became more common place for manufacturers to produce a variety of models designed to meet the needs of various demographic and lifestyle market segments: **Market Segmentation** and **Product Differentiation**. Commercial Pacific Cable Company laid, in 1904, the first Pacific telegraph cable, which Theodore Roosevelt used to send a message around the world (and received it 12 minutes later). And, one year after, it was created the famous can of soup brand image, used until today.

As industry grew, the demand for skilled business professionals also grew. To meet this demand, universities began offering courses in commerce, economics and marketing. Marketing, as a discipline, was first taught in universities in the very early twentieth century. Also, by this time, domestic electricity is standardized, creating a market for household appliances.

### Industrial Era

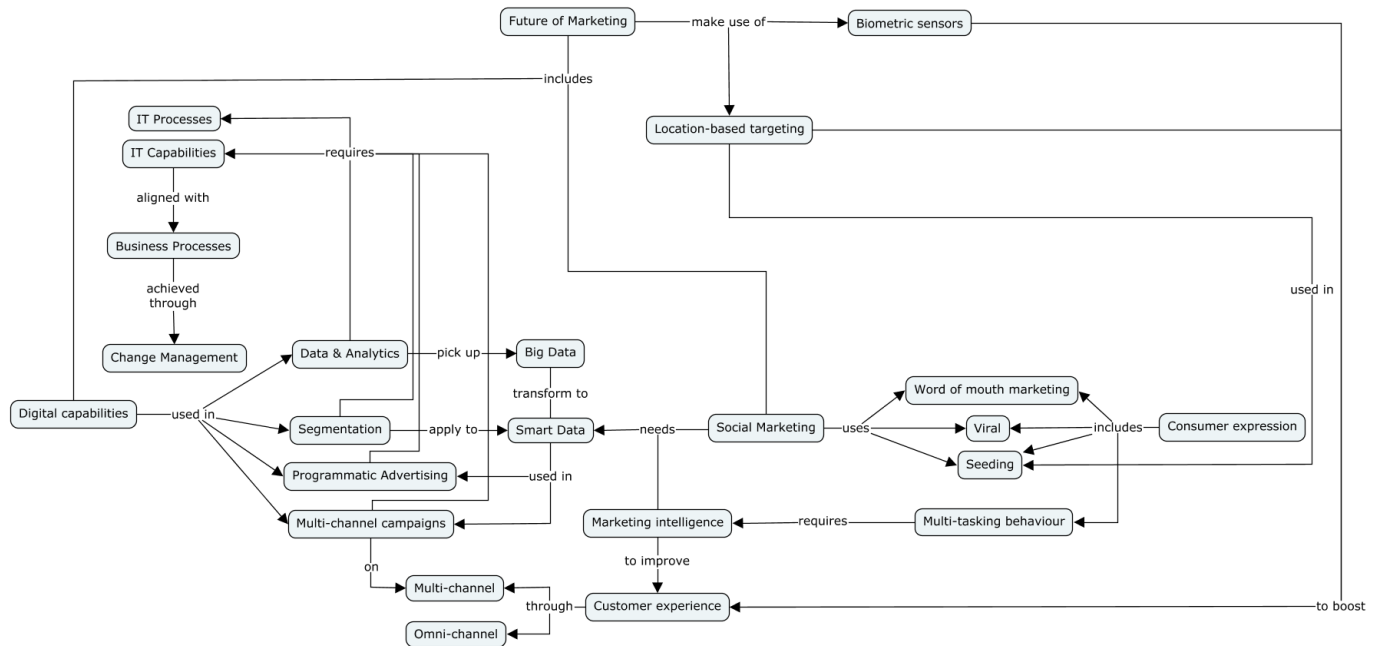
Between the years **1910-1920s**, advertising was all about **emotional appeal**. The first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers, when the practice of sponsoring programs was popularized, each individual radio program was usually sponsored. That is when consumerism starts to increase, even more.

In the early **1950s**, began the modern practice of selling advertisement time to multiple sponsors on TV, by selling smaller blocks of advertising time to several businesses, which eventually became the standard for the commercial television industry. With the advent of the ad server, online advertising grew, with entire corporations operating solely on advertising revenue. By this time, advertising worked with campaigns, which dictated its successfulness, by a series of ads.

Finally, at the turn of **20th to the 21st century**, websites and social media stopped being a way to just chat with friends and started becoming a way to connect with brands, complain, spread news, shop and even influence other shoppers. Web marketing platforms like google, yahoo, Facebook Youtube, etc, appeared and some websites changed online advertising by personalizing ads based on web browsing behaviour, by the born of **the cookie**. **Technology and new mediums** of data management are changing the way advertising and marketing campaigns are being designed and tracked, until today.



## CONCEPTUAL MAP



## CONCEPTS

Term	Definition
Big Data	Refers to data sets with such sizes and complexities that make the traditional data processing applications inadequate to deal with them.
Biometric sensors	Transducer that converts a biometric trait of a person into an electrical signal.
Business Processes	Consists in a set of activities or tasks that produce a given service or product in an organization.
Change management	Is the discipline that guides how an organization should organize, prepare and equip in order to successfully adopt change and achieve the desired outcomes.
Consumer expression	The way consumers buy and the behaviour that they express when doing it
Customer experience	User experience that the customer undergoes when buying
Data & Analytics	Is the process of analyzing, filtering, transforming, and modeling data with the purpose of reaching some conclusions and supporting decision-making.
Digital capabilities	Digital capabilities are defined by Joint Information Systems Committee as “those capabilities which support living, learning and working in a digital society”
IT Processes	Is a set of activities or tasks, executed by the IT department of an organization, that produce a given outcome for the organization or even a product or service
IT Capabilities	Is an organization’s ability, by using its IT assets and know-how, to create business value.
Location-based targeting	Segmentation of customers based on their location
Marketing intelligence	Ability to anticipate consumers’ preferences and customer behaviour
Multi-channel	Set of individual channels that allow the company to interact with the customer through various platforms.
Multi-channel campaigns	Individual campaigns on each channel.
Multi-tasking behaviour	Behaviour characterized by doing multiple activities at the same time, like when consumers use social media while watching television
Omni-channel	Incorporation of all multi-channels to provide the customer with an integrated experience.
Programmatic Advertising	Consists in serving ads and reaching a targeted end user or audience by aggregating the most specific data.
Seeding	Strategic approach to scatter content across the Internet. Content creators spread content to various locations where that content will be read, noticed and spread.



Segmentation	The creation of target groups and custom audiences based on different data points.
Smart Data	Is the digital information that is formatted so it can be acted upon and sent to an analytics platform in order to be consolidated and analysed.
Social Marketing	Application of principles and techniques drawn from the commercial sector to influence a target audience to voluntarily accept, reject modify, or abandon a behaviour for the benefit of individuals, groups, organizations, or society as a whole. Its intent is to create positive social change.
Viral	Marketing technique that uses pre-existing social networking services and other technologies to produce increases in brand awareness or to achieve other marketing objectives.
Word of mouth marketing	Intentional influencing of consumer-to-consumer communications by professional marketing techniques.

## DESCRIPTIVE ANALYSIS

### What will Marketing look like at the end of the decade?

The present technological evolutions have been disrupting Marketing as we know it, thus making it increasingly more individualized in all its channels. However, this individualization translates into some uncertainty surrounding the future optimal shape of marketing. Furthermore, low **Digital Capabilities** (e.g. Integrating digital within marketing strategies and plans, digital measurement and analytics, Technology capability etc.) are the current biggest bottleneck for marketing. Therefore, the need for change and, consequently **change management**, is increasing in the global market and it goes hand-in-hand with how to best align **business processes** with modern **IT applications** and **IT processes**, particularly in grown, heterogeneous process and application landscapes.

The above mentioned digital capabilities are used in different use cases, scenarios and functions, like:

- **Data & Analytics** - Using information in order to create reports for KPI tracking in Digital Marketing or Social media. More specifically, **Big Data** (i.e., data sets with so voluminous and complex sizes that regular data process software can't deal with them) is transformed in **Smart Data** (i.e., actionable data that allows effective outcomes to address customer and business challenges)
- **Segmentation** - Creation of target groups and custom audiences on the basis of different data points (e.g. Look-alike Audiences like "statistical twins" for a fast optimization of advertising performance)
- **Multi-channel Campaigns** - Developing campaigns through multiples channels, like Display Advertising, Mobile Advertising, Video Advertising, App Marketing.
- **Programmatic Advertising** - Describes the automated serving of digital ads in real time based on individual ad impression opportunities. This means serving ads and reaching a targeted end user or audience is possible through aggregating the most specific data.

In a more future outlook, comparing the biggest challenges for marketing to move forward into 2020 with the existing capabilities, a significant number of fields are recognised as the major challenges to solve in Marketing until 2020. Firstly, Omnichannel Management, since it is of extreme importance to provide the customer with a seamless experience whether online from a desktop or mobile device, by telephone or in a physical store. In second place, "*Individualised customer management across customer journey*" requires establishing a customer experience personalised to each customer. Thirdly, "*Consistent customer experiences across all touchpoints*" requires the experience to be provided the same way across every channel and touchpoint with the customer. In fourth place, comes the need for IT

and digital applications. Finally, the need for cooperation between departments namely with departments such as IT [4].

All in all, although marketing has been disrupting and technology is helping to keep the pace, organizations need to be aware of the challenges that need to be tackled in order to provide the right experience to an increasingly more demanding customer.

### The Future of Social Marketing

The Future of Marketing includes a new type of marketing. Never before have end users expected to interface so closely with organizations and with one another to define and shape what they need. In its highest form, marketing is now considered a social process, composed of human behaviour patterns concerned with exchange of resources or values, and this is called **Social Marketing** (Serrat, 2017). It makes use of four concepts:

- **Word of Mouth marketing** - intentional influencing of consumer-to-consumer communications by professional marketing techniques (Robert, 2010)
- **Viral** - marketing technique that uses pre-existing social networking services and other technologies to produce increases in brand awareness or to achieve other marketing objectives (USATODAY)
- **Seeding** - strategic approach to scatter content across the Internet. Content creators spread content to various locations where that content will be read, noticed and spread (outro site)
- **Multi-tasking behaviour** - behaviour characterized by doing multiple activities at the same time, like when consumers use social media while watching television (Fossen and Schweidel 2016)

All of these four concepts are part of the **consumer expression**, and together with the **multi-tasking behaviour**, as well as the **Social Marketing** itself, they require **marketing intelligence** and **smart data** to be able to anticipate consumers' preferences and customer behaviour, and to improve the **customer experience** through both the **multi-channel** and the **omni-channel**. Both these distribution channels require specific marketing tools and techniques to engage and interact with customers (Iamberton2016).


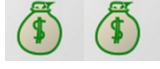
The **Future of Marketing** also includes the use of new technologies, like **biometric sensors** and **location-based targeting**, to boost the **customer experience** on the referred distribution channels. For example, the **biometric sensors** can make use of heart-rate sensors and sensors to check the blood pressure, and they can be incorporated in tech devices to be used by multiple apps and, in the case of marketing, to target specific groups (e.g. athletes, like runners, cyclists, swimmers, etc.). On the other hand, the **location-based targeting** aims to work with the location of the customer to deliver them specific products and services, thus enhancing the customer experience (Iamberton2016).



## Real case

### BUSINESS MODEL CANVAS

Based on the Case Study “Celtra –Refocusing the role of creative”

Key Partners*** <b>Co-Branding</b> with Advertisers, Advertisement Platforms & Publishers.	Key Activities <b>Design and Development of Ad's (Interstitial aid with Ad Formats)</b>  <b>AdCreator (CMP) Maintenance &amp; Customer Support</b>  <b>Development of new applications and software</b>	Value Propositions*** <b>Quality Assurance</b>  <b>Sustainability</b>  <b>Innovation</b>  <b>Privacy and data security*</b>  <b>Software Standards :</b> - Ability to Access Granular Data - Responsive Design & Animation - Great Efficiency and Control	Customer Relationships*** <b>Customer Support ***:</b> - Expert email support - Weekly “webinars”  <b>Ad Creator Support ***:</b> - Free Onboard Training - Vast library of Support - Automatic built-in QA - User-Friendly Interface	Customer Segment & <b>Big Medium Enterprises</b>  <b>Digital Advertising Agencies</b>
	Key Resources <b>AdCreator – Creative Management Platform &amp; AdFormats (Interscroller, Miniscroller, Reveal)</b>  <b>Employees :</b> - Managers & Strategists, Engineers, Designers, etc..		Channels*** <b>Business Channels</b> - U.S.A (Boston, New York, San Francisco) - UK (London) - Singapore - Australia (Sydney) - Slovenia (Ljubljana) <b>Distribution Channels</b> - Web & Mobile platforms - App Store - Review Sites & Social Media	
Cost Structure <b>Recurrent cost of the infrastructure (IT, Employees Salary , Partnerships, “Webinars”)</b> 		Revenue Streams <b>Free / Freemium Revenue Model*</b> <b>Sales Revenue Model (Service Fee)*</b> 		

\*\*\*Information obtained in <http://www.celtra.com>

### CONCEPTS

Term	Definition
<b>Co-Branding</b>	Is a Marketing partnership between at least two different brands of goods or services.
<b>Advertisers</b>	A person or a company that promotes a product, service, or event
<b>Advertisement Platforms</b>	Is a Third-party network that allows advertisers to publish text, graphic or animated advertisements.
<b>Publishers</b>	A company or a person that prepares and issues books, journals, or music for sale
<b>Interstitial</b>	Is a page that is inserted in the normal flow of editorial content structure on a website for the purpose of advertising or promotion.
<b>AD Creator (CMP)</b>	Cloud-based tool for brands and publishers to produce, distribute and measure their digital creatives.
<b>Designer</b>	One who creates and often executes plans for a project or structure.
<b>Granular Data</b>	Is detailed data, or the lowest level that data can be in a target set.
<b>Digital Advertising Agencies</b>	Is a Business that delivers marketing services and the creative and technical development to its clients.
<b>Free / Freemium Revenue Model*</b>	Celtra's AdCreator(CMP) offers a basic service for free, while charging a premium fee for advanced or special features.
<b>Sales Revenue Model (Service Fee)*</b>	Celtra's (AdFormats) aid in AD Development and Design can be obtained through a Service/Project fee



## DESCRIPTIVE ANALYSIS

**Celtra Inc.** is a company founded in 2006 that operates in the tertiary sector and provides services in the **rich media mobile and digital advertising and analytics segment**.

This corporation sells a Software as a service platform labelled **AdCreator**, which is a **creative management platform** for creative production, management, distribution, and optimization of display, video, and native advertisements. They also provide **outstream mobile video advertisements, effective advertisements formats for creating brand experiences, and insights**. **AdFormats – Interscroller** feature allows a user-friendly **interstitial**, that provides a natural introduction and dismissal of an ad through a simple swipe gesture. **Miniscroller, Reveal and Standard Ad Formats** are also solutions for effective advertisements formats. Celtra's HTML5 Advertisements products provide user experience and performance on mobile platforms with one single advertisement unit. **Customer support** is also a preoccupation and several support related activities are provided.

The company throughout its several **business channels assists advertisers, publishers and advertisement platforms around the globe**, listening to the feedback and **co-branding** has been vital for the business's growth.

## SUBJECTIVE ANALYSIS

The 21st century and the evolution of technology has brought a very innovative and novel concept of marketing known as digital marketing. Through this form, media products and services are promoted with the use of **database-driven online distribution channels** in order to reach consumers in an appropriate and appealing manner.

This seems to be working well since the brands' messages are transmitted across multiple formats and devices. However, besides the success of this new type of advertisement, the marketing business is starting to notice the lack of creative power. As mentioned in the case study we had chosen: "when coupled with programmatic ecosystem and multi-agency landscape, the **creative delivery and optimisation process becomes increasingly complex**". It is hard to do great digital creative for the following reasons: (1) **dynamic and last-minute nature market** makes it difficult to put energy into the optimisation of an ad; (2) the new digital marketing teams consist of a large group of people and their goals aren't always shared; (3) it is challenging to maintain **creative consistency** across worldwide platforms and different formats, cultures and markets.

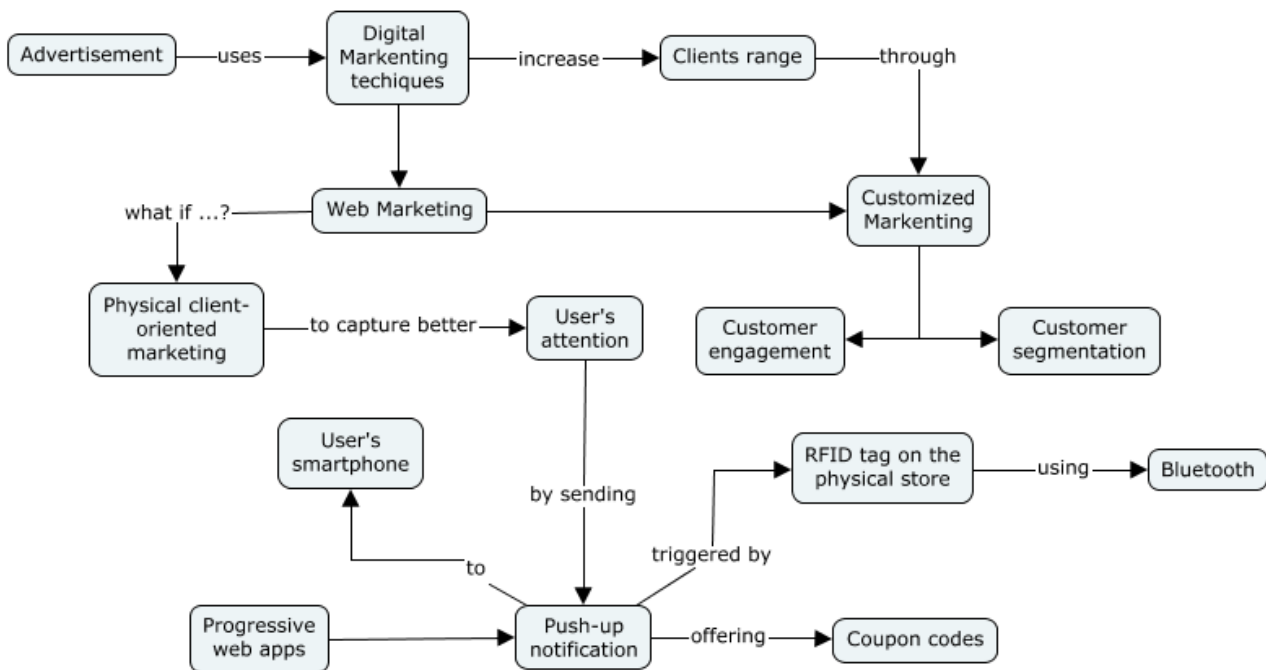
To solve this problem, **Celtra** built a **Creative Management Platform (CMP)**, a cloud-based technology that enables **real-time creative production**, distribution and optimisation. On the other hand, it allows marketers to manage the entire creative lifecycle in digital advertising, allowing brands to run performing creative at scale. The platform allows **collaboration**, faster **innovation**, **testing** and the use of **bespoke** which result in **higher productivity and better advertising performance**.

Unilever, world's largest consumer goods company, piloted with Celtra's CMP and reported an enormous success, thanks to the added value and effectiveness of the platform. We can conclude that the digital marketing is always changing so it is important for brands to keep improving their business models to take advantage of every opportunity and maintain their advertisement presence.



## What if

### CONCEPTUAL MAP



### CONCEPTS

Term	Definition
Advertisement	Advertisements are usually found in magazines and newspapers, on television, radio and billboards, and even now on the Internet. Advertisements don't just have to be about selling something. They can also persuade the public to change their behaviour.
Local Marketing (Digital marketing techniques)	Instead of selling a product to <i>all world</i> , as the name implies, local marketing specifically targets to a community around a physical store or area. Promotional messages are directed to the local population, rather than the mass market
Web Marketing	Marketing of products using digital technologies, mainly on the internet including mobile phones.
Customer Engagement	It is a business communication between a company and a client. In the first interaction between these two, it is in the seller's best interest to create a good relation.
Customer Segmentation	Practice of choosing a customer base into groups of individuals that are similar in specific ways, such as age, gender interests and spending habits. Relies on identifying key differentiators that divide customers into groups that can be targeted.
Physical client-oriented Marketing	A type of digital marketing oriented to the customers that are nearby of the physical stores for some products. Get the customer to get an incentive to enter your store when walking by.
RFID	Radio Frequency Identification refers to wireless system between tags and readers. The reader is a device that emit radio waves and receive signals back from the RFID tag
Progressive web apps	Are web applications that are regular web pages, but can appear to the user like traditional <u>applications</u> or native <u>mobile applications</u> . The application type attempts to combine features offered by most modern browsers with the benefits of <u>mobile</u> experience.
Push-up notifications	A push notification is a way for an app to send you a message or to notify you without you actually opening the app. The notification is "pushed" to you without you needing to do anything about it
Coupon codes	Promotions of products, ready to use in the nearest shop around

## DESCRIPTIVE ANALYSIS

**What if the future of marketing is physical marketing, and not digital marketing, as it is reasonable to assume? How to address the digital marketing current serious problems?**

Nowadays, there seems to exist a gap between traditional (physical) marketing ads and customer attention. For instance, the advertisements present in bus stops, placards and on featured locations. Despite the excellent efforts from marketing teams behind the ad campaigns, they are not always successful. People tend to ignore them, simply because some are very general ads. Physical marketing also has some big disadvantages, such as risk of low engagement [5].

The strategy of Five Whys is used broadly by companies, to determine the root cause of a problem or issue. Let's apply the strategy of Five Whys, considering the actual state in Lisbon, to try to comprehend the root cause of one of the reasons that drives unsuccess of physical marketing campaigns: why are physical advertisement campaigns struggling? Because the audience don't pay attention to them. Why? Because people identify them as unwanted, and therefore, don't pay attention to them. Why isn't the audience paying attention? They are, probably, more focused and interested on their smartphones, rather than seeing ads. Why? Because the tendency is to pay attention to your smartphone when waiting, or not doing anything relevant. Why? Because it seems there is more value in paying attention to smartphones rather than paying attention to ads. In short, not enough customer engagement and the ability of having direct feedback.

We should emphasize that It is not strange to generations up to generation X (up to people born on 1961) on their smartphones, while using public transportation, or even walking. People are generating a lot of traffic using smartphones. There are an estimated 2.87 billion people worldwide with a smartphone [6] and about 53% of web pages view worldwide are done through a mobile device [7]. With that number set to increase sevenfold between now and 2021 [6], businesses can't afford to dismiss mobile and tablet internet usage. The mobile ad market is huge, and growing. The prediction is that the market will reach \$215B by 2021 [8]. For now, digital marketing is the way [5]. Nonetheless, the digital ad marketing may suffer a crisis, with the rise of ad blockers [9].

The problem: How to fight back ad-blockers, investing in physical marketing? Is there a way to deliver useful ads, in a physical way, to this specific customer segment, in a non-disruptive way, while keeping high levels of engagement? Can we deliver physical ads which reaction can be directly measured, similarly to digital ads?

The solution: an onmi-channel strategy, using RFID tags and **Progressive Web Apps (PWA)**, by Google.

PWAs [10] are mobile apps that are delivered via internet and aims to join the best of mobile apps and the internet. Navigating and using a PWA is like using a native app on a device. It is proven that PWA increase user engagement and conversion rates [11]. How can PWA's help solving the problem? The idea is to use the combination **PWA + push-up notifications** [12] to reach Android users, according to their location. There is how the connection happens: The potential customer is walking, looking at his/her **smartphone**. When the customer passes by a store which is a client of InnovativeStartup#1, he/she receives a push notification on the phone. That push notification might contain useful information (like coupons or new products) from Store#1, a client of InnovativeCompany#1. If the potential customer is already a customer, some specific campaigns can be applied. For the user to receive the notifications, Bluetooth must be active. What happens, is that the store contains a RFID tag [12] on the physical location. When the smartphone is in the radius of the tag, it receives a push-notification. Then, if the user comes in and uses the coupon code, the InnovativeCompany#1 may charge Store#1. The high concept pitch for this product is **Google AdWords, but for physical locations**. The ClientStore#1 may have a dashboard, implemented by InnovativeCompany#1, connecting its database to the marketing application, allowing the store to deliver customized ads based on a specific algorithm or magic sauce. In our opinion, there is a lot of business opportunities and room to innovate.

If this is successfully implemented, local businesses may have a stronger expression and client outreach, by mixing physical with digital marketing in this way. Hopefully, this will create new clients, while reinforcing relations with existing ones. Not only this is a new approach, but also considers aspects that digital marketing can't address effectively, like personal real-time feedback.

We strongly believe that the marketing tendency is to move more and more to our personal space. Companies will try to reach us while we are trying to distract ourselves on our smartphones. There are also advantages for the user: the tendency is the user to receive more customized information. We can always turn our Bluetooth off, disabling this strategy, but we won't be able to ignore for too long this useful kind of in-place information and, possibly, new reality. With this, it will be more difficult to ignore ads, but maybe they will be much more useful and personal.



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