

In this report, the importance of value appeal in advertisement is described. Promotion by distributing advertisements in corporate activities is one of the most important activities. As stated in frameworks such as AIDMA and AISAS, it is considered important to clearly appeal the value of goods and services in advertisements. The purpose of this report is to reaffirm the importance of value appeal in advertisement by thinking about why it is important by using game theory and to conduct more logical advertising activities. As mentioned earlier, promotion through the distribution of advertisements in corporate activities is one of the most important activities. We believe that it is useful for future corporate promotion activities to determine whether it is really necessary to revalidate the importance of value appeal in advertisements described in the existing framework. There are various kinds of advertisements. In this report, I focus on human resource advertisement and EC advertisement from various advertisements and describe which advertisement method is suitable for each service. The form of advertisement is Web advertisement. Use content based filtering (DA algorithm) and collaborative filtering for advertisement. By the above method, it becomes easier for customers to deliver information desired by each customer. However, I believe that it is not enough to simply make it easier for customers to deliver. Just because an ad is delivered, the customer does not necessarily view the advertisement. Before clicking on it, the customer does not know whether advertisement about the desired information is being delivered. I describe ambiguity and Example of an El-bark pot etc. Under such circumstances, customers are choosing whether to click on advertisements under uncertainty or not. In this report I use game theory to say that appealing the value of goods and services in advertisement is important in order to be more clicked and viewed.