

Interactive Advertising

Meaning

Interactive advertising is a shift from the more traditional (and perhaps, boring) method of advertising, which relies on customers seeing and remembering a typical magazine ad or hearing about a product on the radio. Interactive advertising is about developing two-way communication between brand and customer, because the brand has developed advertising that requires the customers to react in some type of unusual way (not simply going to a store and buying the advertised item).

You're probably most accustomed to seeing the interactive nature of advertising through the medium of the internet, right? After all, you have to click on links to view content and choose to follow through on an advertisement you see on your favorite news site. Savvy marketers have determined that interactive advertising can take many different forms (like JetBlue discovered), in an effort to open up the dialogue between a business and its audience, engage them, build relationships and ultimately, convert them into customers.

Interactive advertising is all about enticing, developing a two way communication between the brand and the targeted audience, because the brand has strategically developed advertising that requires the audience to react in some type on unusual way. Not necessarily mean going to a store and buying the advertised item. This form of advertising Gives viewers more control over their interpretation of your content, Proves the importance of the consumer (by asking them to respond or react in some way) and Opens lines of interaction and dialogue between a brand and its audience.

Types of Interactive Advertising

1. Online

Interactive/Digital advertising isn't now just restricted to the internet, especially as online channels continue to develop and merge into offline ones. For example, we're seeing traditional advertising space, such as television and outdoor display evolving into digitally-driven

platforms, like connected TV and electric billboards. So what are the types of Interactive advertising?

Lets first look at the online interactive advertising. It ranges from a few mediums.

a) Social Media

How can we ever look past social media platforms for advertising activities? An effective interactive advertising method is Internet marketing via social media and networking websites. Social media marketing involves advertising to consumers through platforms such as social networking websites, online communities and blog operations. When you advertise through social media, it provides a form of direct marketing. You reach out to your target audience based on their interests. For example, a beauty company may target an online group of make-up addicts by marketing beauty products on websites dedicated to make up and beauty.

b) Video

Video ads are forms of interactive media advertisements that display short advertisement messages to consumers who visit various websites. Videos appear automatically when a consumer visits a particular site, or consumers may have the option to view videos at their disposal. These advertisements are usually content-related.

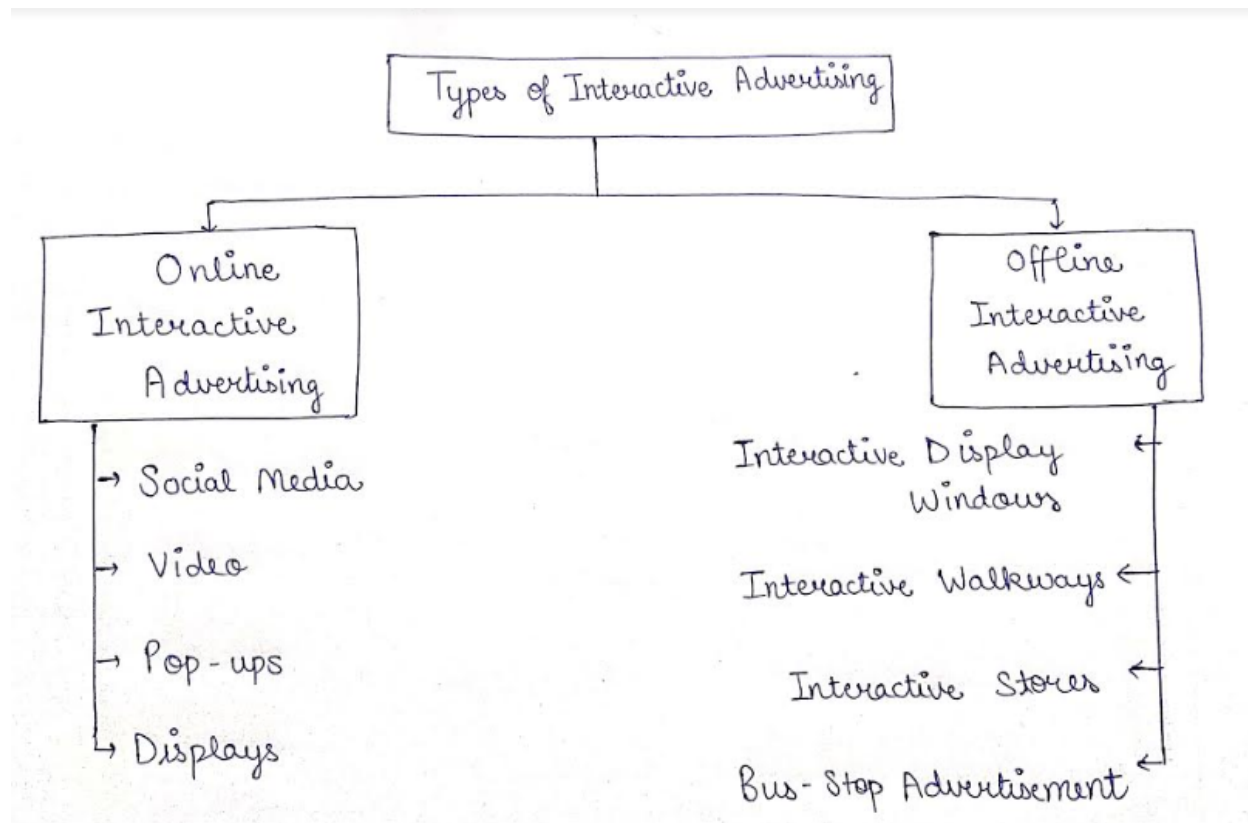
c) Pop-Ups

Pop-ups as a form of interactive advertising. Pop-up advertisements are new browser windows that appear on the computer screen with advertisement-rich content. Businesses utilize pop-up advertisements to make announcements, sell products, offer discounted services or get consumers to visit a new website. But whether its interactive or annoying... that would be a debate for another day!

d) Displays

Display ads use visually stimulating graphics to entice the people who visit websites. Display advertisements appear anywhere on a web page and come in different shape, size and content. These advertisements draw the visitor's attention to the ad with colors, pictures and relevant

content. Effective displays entice consumers to click on the ad to obtain additional information about the product or service advertised.



2. Offline Interactive Advertising

a) Interactive Display Windows

Stiff mannequins in store windows are slowly making their way to the store-rooms. As passersby move, the images change. Consumers quickly learn to make arm movements and leg movements that alter the display. Below is one such example of an interactive window display. Other brands such as diesel, Nike, adidas has also follow suit in developing interactive window displays.

b) Interactive walkways

As pedestrians walk, lighted messages appear under their feet. The realization that the walker's movement triggers the message can engage consumers in reading what you have to say.

Complex patterns may arise in response to multiple pedestrians, creating a communal feel to your advertising. Barclay implemented this at an airport and I must say it was definitely attention worthy.

c) Interactive Stores

Remember The old store catchphrase, “Don’t touch” , well that has certainly disappeared in favor of a “Do touch” set of displays. Customers can now create personalized toys by putting together parts, or they can view themselves in mirrors that come alive Your interactive store can offer customers a unique experience every time they visit by offering them the opportunity to see their own faces. This allows better buying decisions and somehow make customers more involved and enticed. I mean isn’t it exciting to see your own face in a big screen?

d) Interactive Bus-Stop Advertisements

I can go on and on about this one. This is an example of how a “creativity out of the box is displayed in a box. What an irony.” Bus stop advertising is a highly effective way to ensure your ad gains excellent exposure to pedestrian and vehicular traffic in busy urban areas, and if these advertisements are interactive, it would mean brands would ideally have hit their prime objective.

I bet you would have seen compilation video of interactive bus ads going viral on social media platforms. Advertisers have really put in thought into it and with the use of technology, TADAAAA! magic happens. Overdramatic, but yes its the truth. Imagine sitting at the bus stop waiting for a bus and then suddenly you see a tiger approach you! Or imagine being attacked by aliens? Now that would get your attention no matter how hooked up you are with your phone.

Advantages of Interactive Marketing

1. Immediate Response

Interactive marketing is intended to create immediate results, as opposed to more traditional, brand building advertising that has delayed results that accumulate over time. A direct mail promotional offer with a 10 percent discount for the coming weekend can help you drive

business during a slow period or on a product launch. A prompt response from your buyer is also important if you need to clear out inventory or get extra cash flow.

2. Relationship

Building long-term relationships that result in repeat business and more spending from key customers has become integral to success in the competitive 21st-century landscape. Interactive marketing tools provide a direct, ongoing communication system between you and your customers. A mortgage broker, for instance, may generate repeat business or referrals from satisfied customers who sign up for his weekly email newsletter. Many service providers have turned to these systems to keep their name in front of customers even during gaps in sales.

3. Feedback

It may not sound appealing to open yourself up to criticism, but one benefit of interactive marketing is the opportunity to learn from your customers. You can use polls, surveys or inquiries to ask top customers about their experience with your product or service. This allows you to correct any problems with that customer's experience while also addressing systemic issues that affect your greater business success. Without this ongoing dialogue, you might not know there is a problem until sales and profits decline significantly.

4. More Loyalty

Loyalty programs are designed as an interactive marketing system with top customers. By offering your customers rewards for more purchases, you entice them to make your business a more regular part of their lives. As your online customers or those with membership cards make purchases, you collect more data on their behaviors, which increases your ability to target them with more effective marketing and promotions tailored to their interests and purchase behaviors.

Disadvantages of interactive marketing

As with any marketing strategy, interactive marketing requires careful planning and implementation. Although a system will ultimately record and decipher many factors for you, you will still require the tools to understand what these measures mean.

1. Comfortability factor

For some consumers, ads that are targeted towards their wants and needs may come across as creepy or unnerving. Delivering recommendations means tracking what your customers do, and for some this is uncomfortable. Targeting ads in their direction may cause them to pull away from your company slightly. But of course, many technologically aware customers will be used to it.

2. Customer differences

Interactive marketing works on customer probabilities. However, just because many people bought both items A and B, does not mean that this will happen every single time. Unfortunately, this could go wrong in some cases while working to highlight that you don't know your customer as well as you think.

Implementing interactive marketing in your business isn't just about a simple click of the mouse. It's really about taking the time to understand your marketplace as well as the wants and needs of your customers.