

New, interactive ways to advertise

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Agenda



Introduction

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Versatel in a nutshell


New, interactive ways to advertise

Theoretical framework

Practical implications & current examples

About me

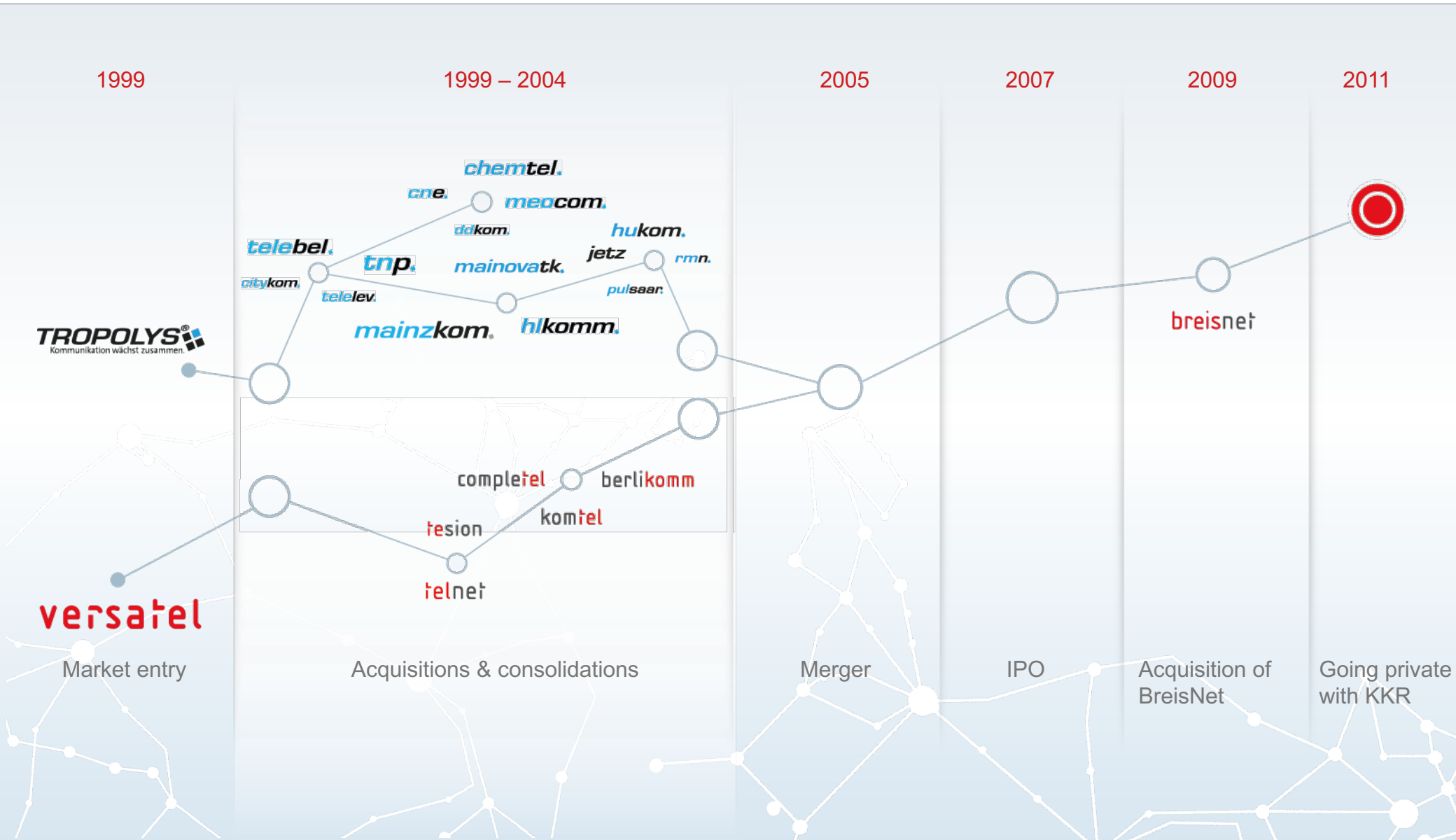
„>10 years of practical experience in the consultancy
and telecommunication industry “

2000-2001	T-Online.....	
2001-2004	Institute for Brand & Communication Research.....	
2004-2005	Virtual Identity.....	
2005-2006	Vectia.....	
since 2006	Versatel.....	


Versatel in a nutshell



History of Versatel



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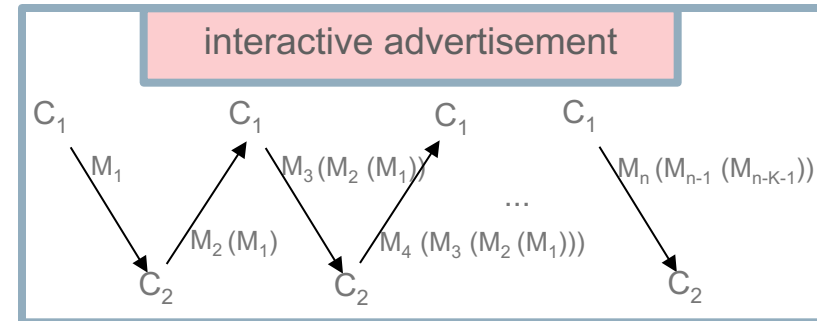
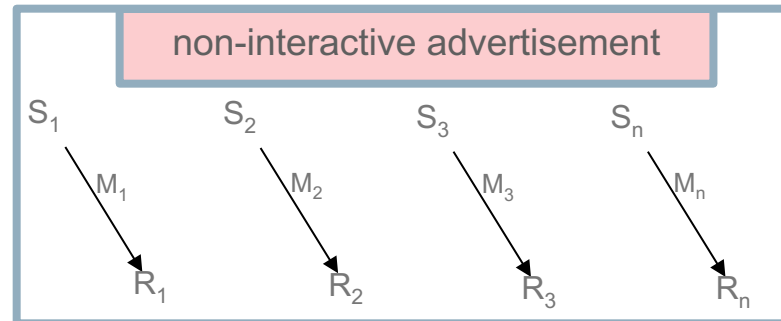
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From passive to interactive advertisement



S = sender; R = receiver; C = communicator; M = message

Source: according to Rafaeli/Sudweeks, 1997, Kiss 2005

Today, customers are used to be active/interactive...

The screenshot shows the Amazon.de search results for the book "Wer bin ich und wenn ja wie viele?" by Richard David Precht. The search bar at the top shows the query "wer bin ich und wenn ja wie viele". The results list several editions of the book, including a hardcover (HC) and a Kindle eBook. The top result is the HC edition, priced at EUR 14.95. Below it, the Kindle eBook is listed for EUR 9.99. The page also shows a sidebar with category filters and a bottom section with related books.

The screenshot shows the OS X Lion desktop environment. The desktop features a grid of icons for various applications and folders. A central window displays a presentation slide titled "The New York Times". The dock at the bottom contains icons for frequently used applications. The top of the screen shows the menu bar with options like "Fenster", "Top Charts", "Categories", "Purchased", and "Updates".

The screenshot shows the iTunes movie page for "Harry Potter and the Deathly Hallows - Part 1". The page includes a large movie poster at the top. Below the poster, there is a "Pilot Summary" section, a "Credits" section listing the cast and crew, and a "Viewers Also Bought" section with recommendations for other movies. The "Customer Ratings" section shows an average rating of 4.5 stars. The "Customer Reviews" section includes a "Write a Review" button and a list of reviews. The page also features a "Includes iTunes Extras" section and a "More" button for additional content.

Key dimensions of interactivity

1. Dimension: Range of interaction possibilities/features

(Source: Downes/McMillan, 2000, p. 173; Coyle/Thorson, 2001, p. 69; Liu/Shrum, 2002, p. 54; McMillan/Hwang, 2002, p. 30).

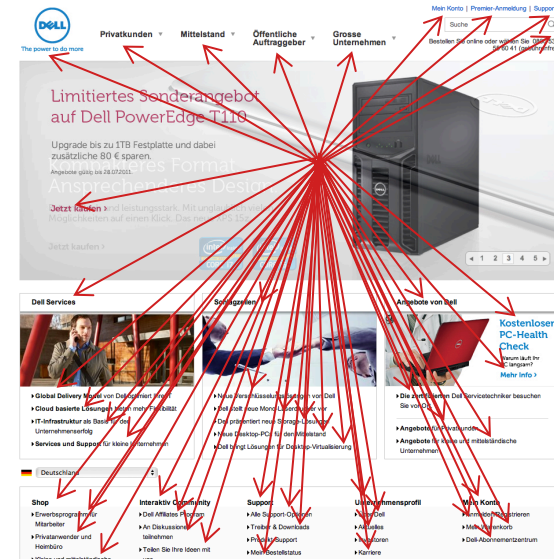
2. Dimension: Responsiveness of communication messages

(Source: Deighton, 1996, p. 151; Dholakia et al., 2000, p. 7; Kiss/Esch, 2003, p. 6; Kiss, 2005; Chang/Yan/Zhang/Luo, 2010).

3. Dimension: Speed of interaction

(Source: Dellaert/Kahn, 1999, p. 41; Dholakia et al., 2000, p. 7; Lombard/Snyder-Duch, 2001; Liu/Shrum, 2002, p. 55; Kiss, 2005).

What kind of impacts can an interactive website achieve?

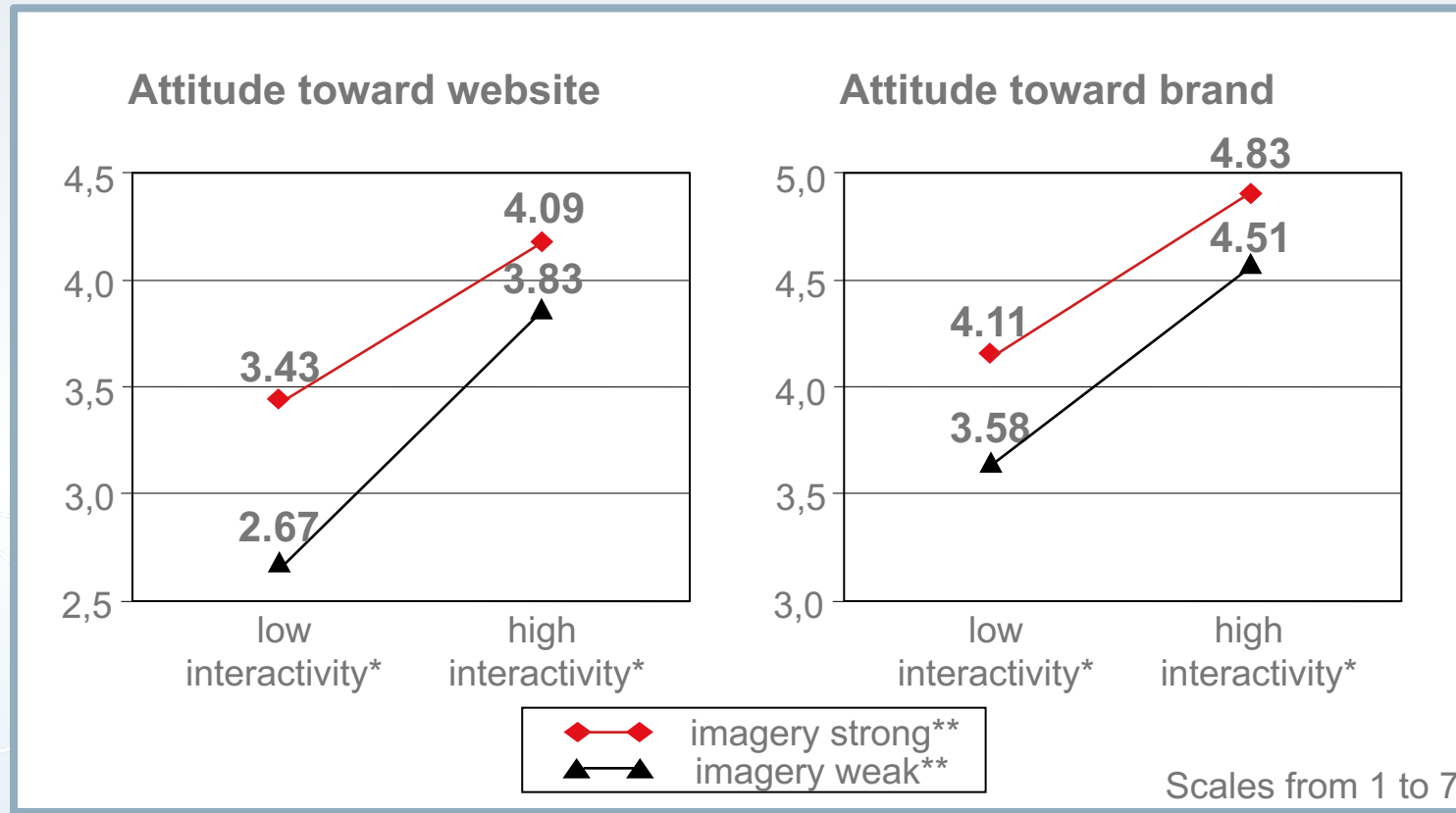


lower (range of) interactivity

higher (range of) interactivity

Which communication effects (attitudes and purchase intentions) can result from the interaction of the visitors with an interactive websites (or virtual social networks) on the internet?

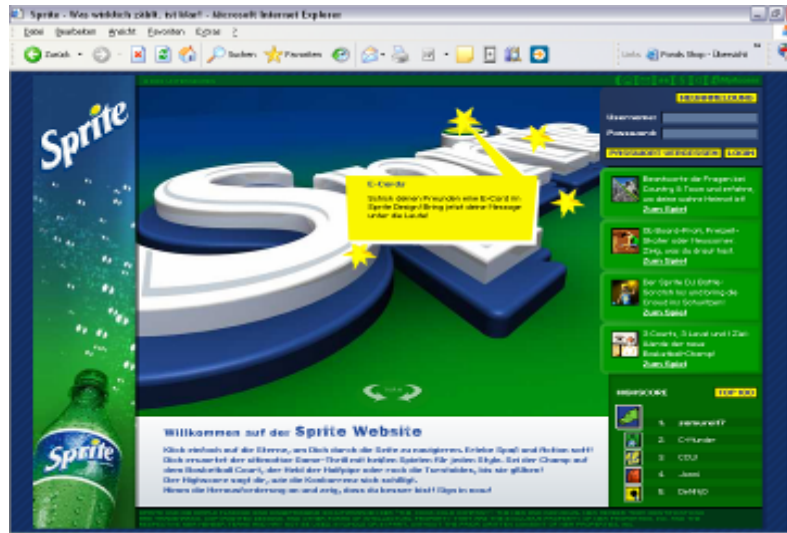
Results show positive impact of interactivity on customer attitudes



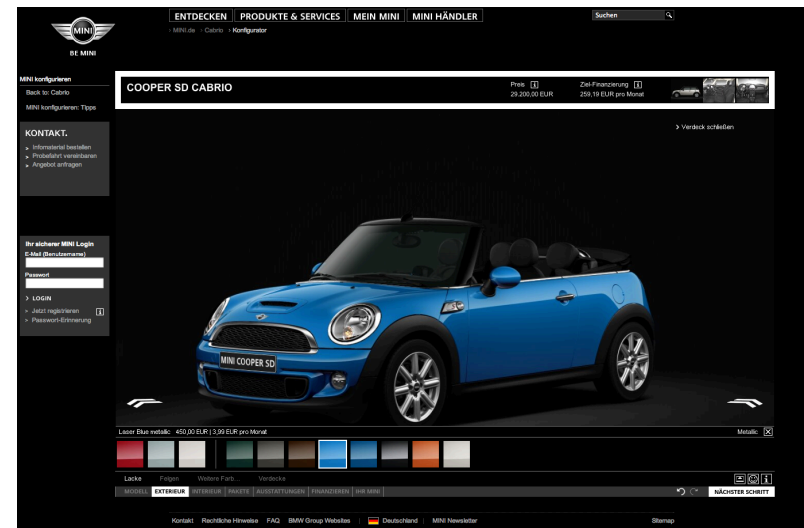
*($F_{1,155}=20.111$, $p<0.001$)
**($F_{1,155}=6.046$, $p\leq 0.01$)

*($F_{1,155}=17.929$, $p<0.001$)
**($F_{1,155}=4.189$, $p<0.05$)

Implications to website building I



Brand Logo as Navigation Element

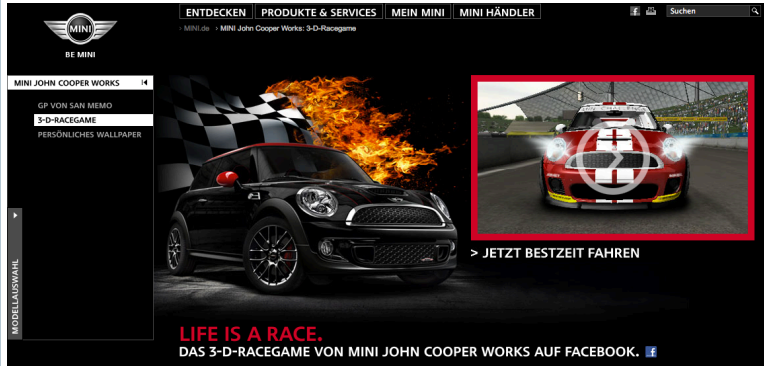


Interactive Product Presentation

Elements which are highly relevant for the brand perception should be designed as interactive as possible to improve attitude toward brand.

Brand elements should be designed interactively in a way that they can be linked to user relevant functions (product presentations, navigations, etc.)

Implications to website building II



Online games or “in-game” Ads



Embedded social network functionalities

Players' interest has a positive effect on their purchase intentions, especially, if there is a link between game and product usage (see Chang/Yan/Zhang/Luo, 2010).

Study results indicate that both cognitive social presence cues (information about followers or other consumers online) and affective social presence cues (emoticons etc.) enhance attitudes toward the website and brand (see Cui/Wang/Xu, 2010).

Thank you for your attention!

