

مميزات الإعلان الرقمي التفاعلي من خلال الوسائط الجديدة

The advantages of the interactive digital advantages through new media

أ.د / تامر عبد اللطيف

رئيس قسم الإعلان - كلية الفنون التطبيقية - جامعة حلوان

م.د / لينا عاطف عبد العزيز

مدرس بقسم الإعلان - كلية الفنون التطبيقية - جامعة حلوان

م/ دعاء عبد الفتاح عبد الحليم حسن

مصمم إعلان- بشركة السكر والصناعات التكاملية المصرية

Abstract :

New Media is a phenomenon that has created a new era and still seen as part of a much larger scene of social, technological and cultural change, in short as part of a new "Techno culture". The new media is a major indicator of the transition from modernity to postmodernism "and a contributing factor in the processes of globalization and the transition from the industrial age to the information age.

The term "new media" appeared in the latter part of the 20th century and in fact refers to a wide range of changes in media, production, distribution and use.

With the rapid adoption of consumer digital and networked media and increased time spent by the consumer at the interaction with digital media and directing the declaration to the consumer itself through the networked personal digital media that accompanied consumers wherever they are, the advertising through new media became a true rival within the rapidly changing advertising landscape

New interactive media technologies allow advertisers to provide enhanced brand experience to consumers through online games, instant reactions and sharing content, which led to improve impacts on consumer behavior.

Digital media also enables performance metrics *, which provide new and additional measures of effectiveness.

The performance metrics is critical to the development of advertising industry due to its role in achieving efficiency gains and encouraging more spending.

They are also contributing toward better returns on investment for advertisers in terms of consumer response to marketing activities, where the return on investment is measured more accurately in real time.

Here, the idea of research in trying to reach the advantages of advertising through the new media to employ them to create new advertising ideas that are more effective and measurable.

- **Research problem:** despite the continuing growths of digital and networked media, researches are still limited in knowledge the advantages of advertising through them; Most advertising campaigns have failed to take full advantage of the new media.

* **performance metrics:** A form of advertising, which the buyer pays only when there are measurable results. Performance-based advertising has become more common with the spread of electronic media, especially the Internet, where it is possible to measure user actions resulting from advertising. Advertisers are now interested in performance-based metrics to improve their ROI estimate. Developing performance metrics is critical to developing the advertising industry for efficiency and encouraging more spending on the advertising, Such as cost-per-click (CPC), Cost per Action (CPA) , and cost-per-thousand impressions (CPM), or a number of visitors.