

The Merging mechanisms of interactive techniques in printed Advertising applications and its applicability in Egypt

Dr. Heidi Youssef Aboul Gheit

Lecturer at the Faculty of Applied Arts - Benha University

haidy.youssef@fapa.bu.edu.eg

Introduction:

The multiple applications of interactive technologies in advertising have shown great future challenges, especially with regard to their integration in printed advertising. The developed countries set out to invest in transforming these technologies into the design of the printed advertisement into an element of attraction and dazzling recipient, rather, it went beyond realizing a tangible benefit that would make the recipient satisfied with the advertisement, the advertised product, and the interactive experience as a whole. At the same time, applying these interactive technologies in the printed advertisement in Egypt faces many obstacles and challenges.

The actual reality of interactive systems practices in the field of advertising in general, and printed advertising in particular, are linked to future trends that reformulate and re-use of these interactive technologies in the printed advertising, which aims to move from the receiving individual case to interactive receiving two-way system in the printed advertisement. It becomes possible depending on the systems and rules of interactive techniques and the possibility of integrating these techniques easily into the design of the printed advertisement, as achieving them is a different challenge for the designer because it deals systematically with a different amount of quantitative and non-quantitative variables in the advertising design.

Research problem:

The research problem arises from the need to develop a vision for the possibility of applying interactive technologies in the design of printed advertising in Egypt.

Research objective:

This research aims to monitor the characteristics and mechanisms of incorporating multiple applications of interactive technologies into printed advertising and their applicability in Egypt.

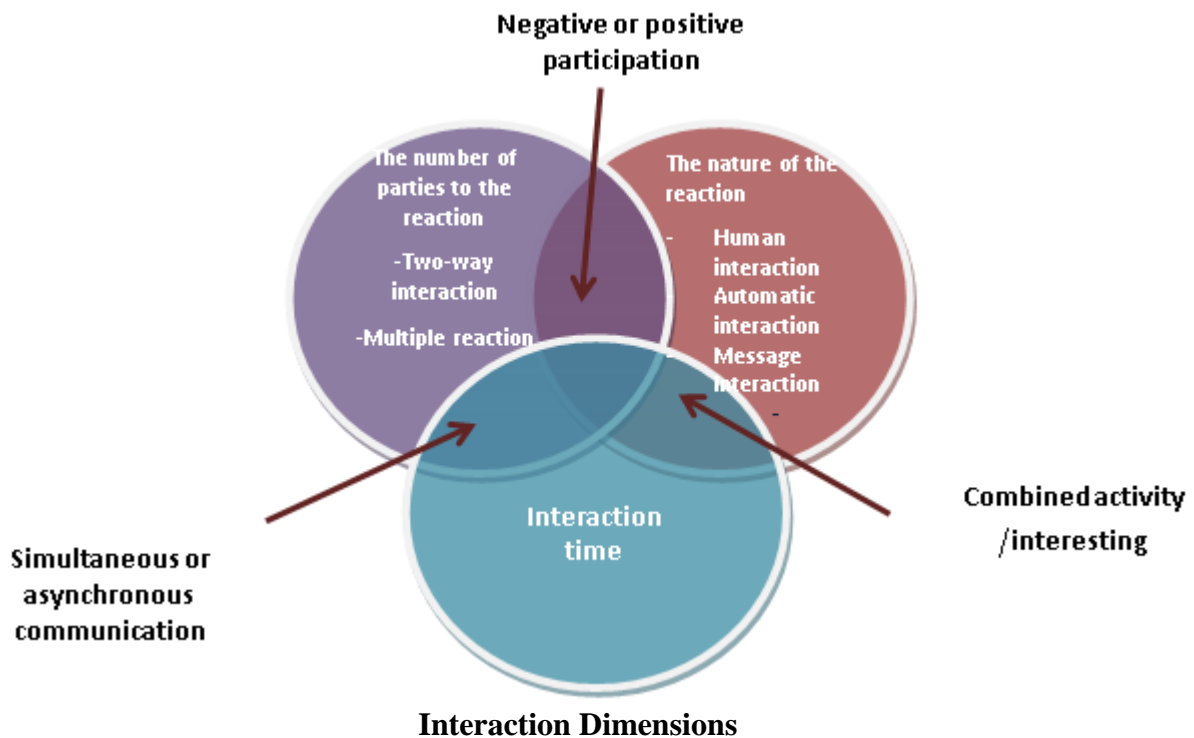
First: Interactive print advertising

Interaction means a reciprocal relationship between a sender and a recipient. One of its most important characteristics is the occurrence of interaction / response, meaning that interactive communication goes beyond the traditional human communication boundaries for communication and interaction with the medium itself and not between the individual and the parties to the communication process.

Interaction design is defined as: the art of facilitating communication processes and interaction between people through products and services, and the interaction design has inspired its fundamentals from: traditional design rules, usage controls and engineering

sciences, but by applying its own methods and practices that are consistent with the nature and desires of users and that change across time.

The interaction is multidimensional in design, which he presented for the first time *Gillian Crampton Smith* in presentation of her book " Designing Interactions ", she mentioned that interaction dimensions includes (Words - Visual Representations - Physical objects or space - Time -Behavior) while (Sally J. Macmillan et al.,2002) added that the interaction dimensions in the design is overlapping relationship, it could be clarified by the following figure:



There are a set of basic features in interactive design practices that can be shown as follows:

- Better understanding of user needs as each user has his own requirements.
- Focus on the capabilities, behaviors and individual user differences.
- User integration and participation to various degrees in all stages of the design process.
- Data is becoming more about user and experience (USER - experience).
- Repetitive designs and alternatives achieve the same goal.
- New ways and means to show and visualize virtual reality.

The characteristics of the interactive process of realization of the interactive ad have some features that distinguish it from the traditional ad, which makes its application give added values and multiple challenges, namely:

- The perception process of interactive advertising is a constructive process in which details are collected from the design elements based on self-experience, in order to put them in a meaningful framework to complete the realization process.
- The perception process of interactive advertising is selective, as the viewer understands what attracts his interest.

- The perception process of interactive advertising varies with different experiences, tendencies and trends.
- The perception process of interactive advertising is a meaningful process; it gives meaning to sensations through the psychological impact that occurs when a sense of the senses is exposed to an external stimulus.

Hence the role of interactive methods in the advertising communication process in printed advertising depend on the ability to employ and integrate large and successive developments in computer technologies. It relies on integrating digital technologies in the process of producing, displaying and retrieving information, based on the small interactive multimedia. It effectively incorporated interactive media as a powerful and successful method for presenting the advertising message in a print ad, which is becoming more effective as it relates to technical progress.

Second: Incorporation of interactive technologies in the internationally printed advertisement "an analytical study"

1- Incorporation of precision technology in the printed advertisement:

This trend is formed by finding the relationship between modern digital technology and traditional and semi-traditional means of communication, where they are merged with modern technological media, and this trend is one of the trends that recently contributed to making clear and significant changes in accepting the traditional means and its message, as it affected the recipient, and opened new horizons of advertising uses and functions, and moved towards a new communication pattern that integrates precision technology in printed advertising, this can be demonstrated through the following cases:

A/ NIVEA sun for kids, advertisement

This interactive print advertisement from NIVEA aims to address a problem related to summer resort children and the lack of control over their movements on the beach by taking care of them by locating the child, where the advertisement describes the magnitude of the beach and the large number of people who frequent it, which makes it difficult to provide safety for children without observing them well.

NIVEA SUN KIDS, EVEN OUR AD PROTECTS YOUR CHILD.

THE PROTECTION AD
AN AD THAT ALLOWS PARENTS TO MONITOR THE DISTANCE FROM THEIR CHILDREN ON THE BEACH.

HOW IT WORKS

1. You attach the built-in locator to the back of your child's swimsuit.
2. You scan the QR code on the back of the locator with your smartphone.
3. You set the maximum distance you want your child to go from you.
4. You receive a notification on your smartphone when your child goes beyond the set distance.

TARGET STRATEGY
Multi-media campaign with TV, print, digital and outdoor advertising. The goal is to reach parents of children aged 0-12 years old, who are the primary decision makers for their children's sun protection.

RESULTS

- 100% increase in app downloads
- 50% increase in app usage
- 20% increase in Nivea Sun Kids sales

#NIVEA

NIVEA SUN

YOU DETACH THE PROTECTOR STRIP WITH ITS BUILT-IN LOCATOR

IT ADJUSTS LIKE A BRACELET ON YOUR CHILD'S ARM

AND SET THE MAXIMUM DISTANCE YOUR CHILD CAN GO

NIVEA

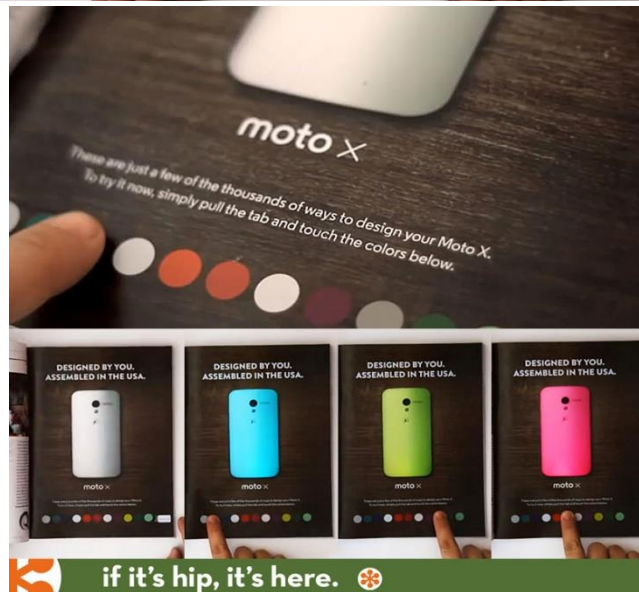
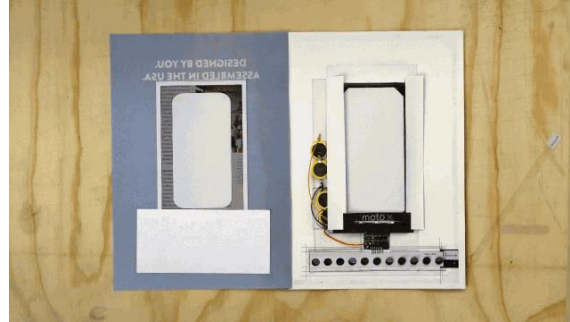
NIVEA SUN KIDS ATÉ O NO PROTEGE SEU

NIVEA SUN Kids
Suja! P!o

NIVEA sun kids

B/ The World's First Interactive Print Ad (For The Moto X) WIRED magazine.

This interactive printed advertisement from Motorola Moto x aims to present a new visualization way to present new design of mobile phone through a creative mechanism to change the light and color in the printed advertisement using the precision technology that was built into the printed advertisement.



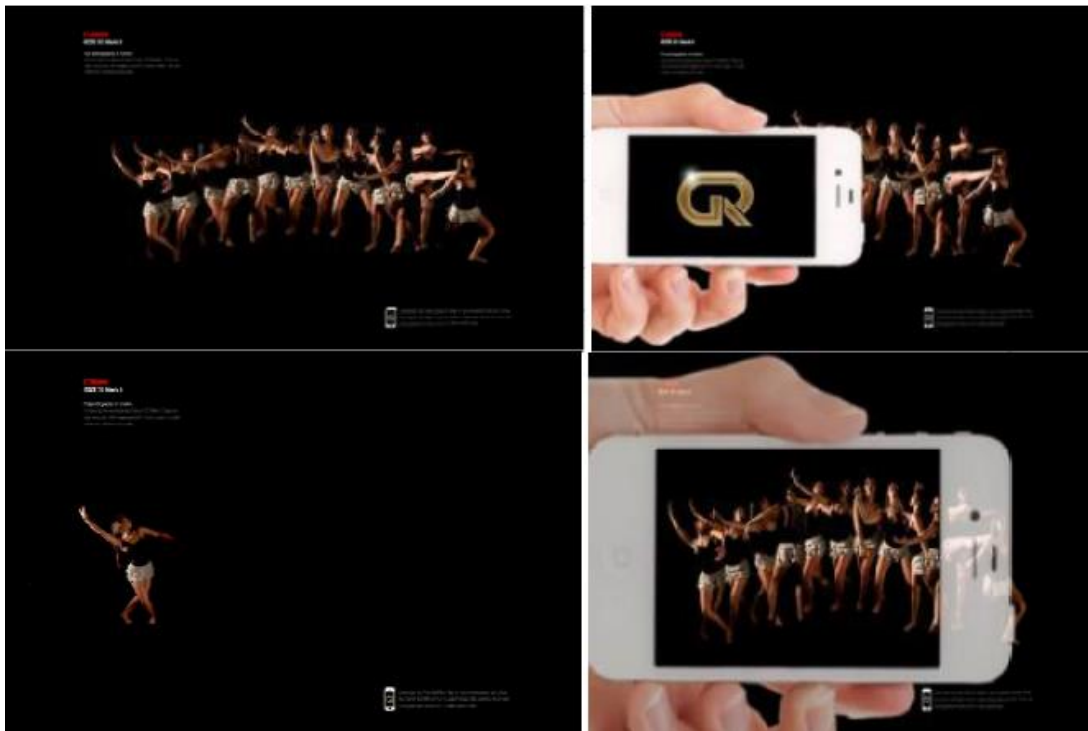
if it's hip, it's here. Motorola Moto x

2- Converting the fixed / two-dimensional advertising medium into a moving / three-dimensional advertising medium:

In this technique, static images are converted into animated images by creating a sense of the presence of an animated video image, and by converting the flat two-dimensional sense into a sense of three-dimensional depth, which is done through traditional printed means of communication and is geared towards integrating the characteristics of the animation into the printed ad, this can be demonstrated through the following case:

- Canon 5d mark II

This interactive print ad from Canon 5d mark II aims to motivate the recipient to use GOLDRUN TECHNOLOGY to see all ads printed on their smartphones in the form of animated video.



5d mark II

3- Converting the printed advertisement into a tool to use it for a new interactive job:

This trend is formed by finding the relationship between modern technology and traditional media through multiple functional ideas. This trend is one of the trends that recently contributed to opening new horizons for employing modern technology in the printed advertisement, this can be demonstrated through the following case:

1-Coca-Cola.FM

This interactive print advertisement aims for Coca-Cola within the latest issue of Capriccio Magazine, there is the advertisement Coca-Cola.FM, which celebrates the anniversary of its establishment FM Radio one year ago, created by JWT Brazil,



Coca-Cola.FM

B/Nivea-Brazil

This interactive Nivea print advertisement aims to promote sunscreen products, where Nivea has included a magazine printed compact sheet containing solar panel cells that can charge a cell phone.



Nivea

Third: The possibility of incorporating interactive technologies in the printed advertisement in Egypt, "a proposed vision"

The proposed vision for the possibility of incorporating interactive technologies in the printed advertisement in Egypt is based on benefiting from the characteristics of the target audience, design and creating an interactive scenario, the vision includes the following stages:

Stage 1: Characteristics of the target audience:

This stage is based on a study of the behavior of the audiences of the interactive printed advertisement, which is a basic starting point to know what attracts the attention of the audience while browsing the printed ad, and it includes:

- Know the needs of the target recipient.
- Determine the activities of the target recipient.

Stage 2: design characteristics:

This stage relies on organizing the design contents for the interactive print ad and includes:

- Show the interactive idea simply and clearly.
- Choose the shapes and symbols of the reaction.

Stage 3: Analysis Map

Analysis Map should be characterized by the following:

- Translate the different types of interaction through an analytical visualization that shows the actual experience of the target recipient with the interactive printed advertisement, the method of interaction, the resulting reactions and the response of the target recipient.
- Make the design able to follow the intended recipient's activities and directions.
- Creating a concept or Conceptual Model that depends mainly on the designer's experiences and knowledge of the requirements of the target recipient or the User Mental model and then

develops an appropriate method to display the components and functions of the interactive system in the design of the printed ad.

Research Results:

1. The integration of interactive technologies in the processes of designing the printed advertisement depends on the characteristics of the advertising medium, as each advertising medium requires special specifications in its use, that arousing and attracting recipient's attention to the subject of the ad, so many advertising organizations in developed countries have tended to integrate interactivity into the design of printed advertising in multiple directions.
2. The western models adopted in the process of incorporating interactive applications in the printed advertisement on the characteristics and needs of the public, as well as on the fulfillment of his sensory and psychological desires.
3. There is a possibility to integrate interactive technologies in the printed advertisement in Egypt, taking into account the characteristics, needs and behavior of the Egyptian public, as well as a continuous trend towards achieving its sensory and psychological desires.

References

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