

The design of the interactive identity of the advertisement to suit the developments of communication and information technology, and the effect of its use on the success of the advertising campaigns

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Abstract:

Modern communication technology has witnessed, during the last twenty years, an amazing development and an unparalleled explosion, as it leads us towards a new communication style that accommodates all modes of communication, which is interactive communication based on direct interaction between senders and audience, and it gives vitality to the brand where the audience interacts the product directly. It also helps the advertising campaign succeed on its own, which is shown alongside aspects of interaction, which is called Activation on the ground. The advertising means that the audience is exposed to are affected by what is new in our daily life, which leads to the development of ways to interact with the consumer. The designer has benefited from the elements of the surrounding environment in producing advertising methods that give vitality to the brand and its operations in direct marketing.

The advertising means, to which the recipient is exposed are affected by everything new in our daily life, which led to the development or diversity of ways to interact with the consumer.

The designer has benefited from the elements and elements of the surrounding environment in producing advertising methods and methods that give vitality to the brand and its uses in direct marketing, using Modern technologies and technological processes, Also, different direct interactive marketing methods help in delivering the advertising message in many ways and means and in different places in order to attract the attention of the recipient and reach him with the advertising message in a clear way, which makes the recipient go through stages of interaction with the advertisement which is attracting attention and creating the mind and providing information, awareness and assimilation Then persuasion or non-persuasion in the light of previous experience, which is called the interaction stages, and this is done through direct marketing in a way that gives the fridge vital through building direct marketing advertising events.

Marketing methods are different channels that are transmitted. Through the advertising message from the advertiser to the recipient and the emergence of many marketing methods, including On-Ground activations, guerilla marketing, ambient marketing, using the elements surrounding the recipient in all places in which he is from public places, marketing places, practical and

educational places and using them in an innovative and unconventional way to deliver the advertising message to the recipient With the use of modern technologies in advertising and marketing.

Keywords:

Interactive communication - Direct Marketing - Marketing communication - Engagement marketing - On-Ground Activation