

## **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 with 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 or are being 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 audience 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 of the surrounding environment in producing advertising 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 audience and reach them with the advertising message in a clear way, which makes the audience 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 vitality through building direct marketing advertising events.

Marketing methods are different channels that are transmitted. through the advertising message from the advertiser to the audience and the emergence of many marketing methods, including On-Ground Activations, guerilla marketing, and ambient marketing, using the elements

surrounding the audience 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 audience with the use of modern technologies in advertising and marketing.

**Keywords:**

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

**Introduction:**

Modern communication technology is still in a development that is difficult to know its end, not even foreseeing a future. It leads us towards a new communication style that accommodates all modes of communication, which is interactive communication based on free and direct interaction between senders and audiences, which gives vitality to the brand where the audience interacts and rubs the product in a direct way, it also helps the success of the advertising campaign on its own, by building direct interactive events between the product and directly without the mediator, which shows an aspect of the interaction, which is called On-Ground Activations.

It is divided into many interactive ways and means, whether printed, stereoscopic, or dependent on virtual reality VR, or even the interaction of people with each other, it is one of the most important means for the success of any product, due to the consumer's direct contact with the product without restrictions or an intermediary, so the consumer begins to be attracted to the product so he The human instinct to interact. This positively affects the echo review towards the product, which tends to more than the competing product, because it interacted with the product without restrictions and in a direct way.

And with the development of time, there are many similar products and competition, which increased the intensity of competition between the producing companies, which led to the tendency of designers to use new methods and interactive methods to attract the attention of the audience, making it to get inclined to a specific product, preferring it from other similar products, and this occurs through interactive marketing methods. Direct multiple directions and attributes to reach the audience in most of the places they visit from the shopping and work places and educational and recreational places through the events they live in their life from the occasions so they find the product present with them at every stage of their life, which captures their attention and creates sensitivity and they become attracted to the product.

In addition, with different commodities, it became necessary to find a strong relationship between individuals and institutions. The most successful brands are the ones that relate to the consumer beyond buying and selling by creating a mutual interactive relationship that gives the product vitality to gain the loyalty of the consumer and the acquisition of his/her attention. Here comes the role of interactive marketing strategies, the development, the tremendous technology and the changes that resulted from it affected the various means of advertising, making the audience an interactive participant in the advertisement itself, and this led to a major shift in the marketing culture, and new marketing methods emerged, including interactive, non-interactive, direct and indirect. The audience seeks new ways to share information about products, brands

and services, while seeking advertisers find a new marketing method to achieve their goals, as institutions offer new services, new products and new brands, but the audience is the unit who lends them vitality through new, different and innovative interactive marketing strategies that are concerned with the interaction between the audience and the brand, as interactive marketing strategies have become the favorite for the audience who are attracted to the product.

### **Research problem:**

1. Can the brand be dynamic by building interactive advertising events?
2. How can the Engagement between the audience and the brand be strengthened for the success of marketing campaigns by building interactive advertising events ?
3. How can integration between the printed advertising media be achieved through the use of more than one effective advertising medium to achieve communication objectives?

### **The importance of the problem:**

1. Clarify the importance of introducing the audience as a primary and major component of the advertising campaign, introducing the product to the audience's life, and stopping the daily and life situations.
2. The importance of using everything surrounding the audience and benefiting from it in the process of building direct interactive advertising events.

### **Research aims:**

1. Finding different, innovative and interactive ways to integrate the audience in the brand's marketing process to give it vitality.
2. The importance of setting the target consumer study as an essential element in the product advertising process.
3. Highlighting ambient advertising -On-Ground Activation - Direct Marketing after its recent success in Egypt and achieving impressive results.

### **Research hypotheses:**

The research assumes that....

1. Use direct interactive marketing strategies, and integrate the audience into this process so that they become advertisers and audience that positively impacts the success of advertising campaigns and earns the audience's loyalty to the product from other campaigns for competing similar products.
2. Achieving integration between the printed advertising media through the use of more than one advertising medium in the campaign, while directing each medium to the appropriate audience, which increases the effectiveness of the campaign's effect in achieving its communication goals.

### **Search limits:**

**Time limits:** from 2017 to 2020.

**Spatial limits:** Local ad samples on the applied side in the Arab Republic of Egypt.

**Research Methodology:**

**A-Descriptive approach to the theoretical framework for research:** the importance of the interactive side in advertising campaigns

**B - Analytical approach to the scientific framework of research:** for an advertising model based on the interactive side in the various campaigns to study the mechanism of merging between multimedia.

**Search related terms:**

- **Engagement marketing:** Is to use strategic and thoughtful content to engage people and create meaningful interactions over time. Where every modern marketing official needs to cut a lot of noise and communicate with potential clients in a meaningful way. This is not just a new marketing strategy, it is a new way of thinking about how the brand communicates with the audience.
- **Interactive communication :** The type of communication in which the people dealing with the communication process (senders and receivers) are interchangeable during the communication process. It is generally assumed that interaction occurs in "person-to-person" communication, but it can also occur in intermediate communication (for example, by sending and receiving messages). The reaction is stimulated by the use of new technologies.
- **On-Ground marketing:** It is one of the direct marketing methods that directly contact the audience without an intermediary and is not networked, i.e. on the ground in the streets, public places and marketing places such as malls and recreational and educational places as well, so as to attract the attention of the audience and provoke the instinct of his/her interaction through advertising the product through interactive marketing events to connect a specific advertising message, which the audience tends to more than similar products.

**Interactive communication mechanisms:**

**(Attracting Attention- Perception- Direction- Response)**

**Interactive design elements**

**(People-Activities-Context-Technology)**

**Features of interactive advertising:**

More effective than other traditional advertising methods, which enhances the chances of absorbing the recipient's advertising material, in order to enable interactive posting and provide recipients with more information about the product.

The ability to know the success of advertising campaigns on a daily basis, and thus the ability to change the ad's path and its way to raise revenue.

The ability to direct the advertisement to the appropriate recipient, through the confrontational advertising campaign, according to age, geographic or job segments.

The presence of the advertisement repeatedly and in front of the recipient's eye, which entrenches the mind of the recipient.

Low electronic advertising cost compared to other advertising methods such as television and newspapers.

The possibility of harnessing design techniques to allow the advertiser to publish the ad in changeable forms and innovative methods.

The ability to communicate more information about the product, its details, its price and how to obtain it.

**Research results:**

1. Interactive advertising campaigns achieve constant communication with audience, and help to attract and trust new audience.
2. Bringing advertising campaigns to life helps the audience greatly enjoy the product and comprehend the message.
3. Be aware of the reactions of the audience at the same time of the campaign directly without an intermediary, which helps the company to change the course of the campaign in a rapid manner if it finds a negative echo returned to the campaign.
4. Interactive advertising campaigns help you understand the audience and his/her needs in a prompt and correct manner.
5. Bringing the brand vitality to the delivery of the advertising message in many interactive ways, whether through the Online Websites or through direct interaction with the audience on the ground based on the target group, and the presence of the product repeatedly in the eyes of the audience.
6. The more the campaign relies on interactivity and vitality, the better the campaign will achieve the desired goal.
7. Egyptian models enjoy creativity in implementation and ideas in proportion to the surrounding environment.
8. Converting the audience from a consumer to a key element in the campaign path increases the audience's affection for the product and earning loyalty.
9. The audience is attracted to the product when it shares events in his/her daily life such as fun, health, education and sports more than campaigning to display the product and urge him/her to buy it only.
10. The successful interactive advertising campaign is the one that combines simplicity and effectiveness to avoid the difficulties that the audience may face when exposed to the advertising message, and to suit the largest number of audience and the largest number of interactions with them.
11. Interactive Marketing is one of the marketing strategies that encourages the audience to participate effectively, which creates an interaction among the campaigns.
12. The audience is the focus of interactive advertising campaigns, as he/she is concerned with the advertising message, and the nature of the contemporary audience has evolved to become more and more interested in participating in the interaction.
13. The designer uses interactive campaigns, the environment and its elements as an effective part within the communication process, so that the methods for interacting with these elements achieve an integrated role for the interactive function within the interactive advertising environment.
14. Bringing the brand to life plays an essential role in communicating the advertising message in many interactive ways, whether through online websites or through direct interaction with the audience on the ground on the ground based on the target group, and the presence of the product repeatedly in the eyes of the audience.

## **Research Recommendations:**

### **Recommendations to academic bodies working in the field of advertising:**

1. Making educational workshops and seminars for students and designers with professors of interactive advertising design, to direct them towards planning and designing interactive advertising campaigns within the Arab Republic of Egypt.
2. The importance of cooperation with companies and institutions working in the design of interactive advertising campaigns, in order for the student to combine academic study with how to implement it on the ground.
3. The necessity of heading for more research studies related to interactive advertising campaigns, and how to give them vitality so that the academic study and practical study are in one direction.

### **Recommendations to companies and institutions working in the field of advertising:**

4. Corporate interest in interactive and social events that surround the audience of social, cultural and sports events.
5. Do marketing research on the brand with the advertising campaign to be designed and its relationship with the audience, to benefit from it in achieving the campaign goals and reaching the audience in all possible ways.
6. Provide sufficient time for Brain Storming between designers and staff, to exchange ideas and information and to choose from them the most appropriate for the target audience and the goal of the campaign.

### **Recommendations to graphic designers:**

7. Designers and staff in the field of interactive campaign design should harness the maximum energy of modern technologies to achieve the communication goals of the campaign.
8. Attention to interactive methods, whether through online websites or direct interaction with the audience on the ground on the interactive advertising campaigns, which achieves a great speed in echo feedback and satisfies the audience's desires.
9. Knowing all the new methods and technological developments, and how to exploit them on the ground.
10. Consider the social and cultural conditions of the intended audience in order to achieve the maximum degree of interactive communication between the producer and the audience.

### **Research Summary:**

The vitality of the interactive advertising campaigns has become the basis for successful advertising campaigns, and the message is delivered to the target audience in a better way, which encourages the designer to go in this direction, creativity in it and innovation in many interactive ways that suit every category of audience categories, where there is fertile soil in this direction. The Egyptian audience who is willing to accept all that is new in an interactive, creative way more than the product was offered to him/her as a product only. The company wants to increase its purchasing power, provided that it is serial and easy and carries an aesthetic character so it accepts and interacts with it and expands its perception, and even drives it to change its behavior for the better.

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