

## **Interactive design and its role in direct marketing'' An application to real estate marketing in Egypt''**

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### **Abstract:**

The technical development occurring in various areas of life and related to digital development and its life applications has created a pattern of employment creativity for these digital applications in the various design fields, including the areas of marketing and advertising. Interactive applications that lead to creating different experiences that are enjoyable and attractive to the audience in direct marketing operations, and there are many interactive applications that can be employed in marketing operations in general and direct marketing in particular. For the recipient, and equipped with a large number of digital, pneumatic and mechanical devices to achieve interaction, and it is controlled from a host computer or any of the attached digital devices such as an iPad or tablet. The application on interactive urban maquettes in real estate marketing in Egypt, and the research problem stems from the need to study interactive advertising marketing based on high-efficiency digital technology to achieve a rich and attractive communication for the recipient, as well as the lack of contemporary advertising designer and marketing workers in general and direct marketing in particular to employ interactive technological techniques and the possibility of integrating these Designs with modern marketing thought, and the research aims to shed light on interactive design and its role in direct marketing processes with application to interactive urban marketing. The research found that the employment of interactive urban maquettes as a modern creative marketing method that allows good presentation of urban models and good marketing at the local and international levels, as well as displaying them interactively within the limits of the display space to gain a competitive advantage.

### **Keywords:**

direct marketing-interactive design -interactive maquette.