

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

**Dr. Yasser Mohsen Mohamed Fahmy**

Lecture at Faculty of Applied Arts – 6<sup>th</sup> October University

[yasser.fahmy@gmail.com](mailto:yasser.fahmy@gmail.com)

### **Abstract:**

The technical development occurring in various areas of life, digital development and its life applications have 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, who is 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 a tablet. The application on interactive urban maquettes in real estate marketing in Egypt, so 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. The research aims to shed light on interactive design and its role in direct marketing processes with application on 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.

### **Introduction:**

The technical development in various areas of life and the follow-up to digital development and its life applications has created a kind of recruitment creativity for these digital applications in various design fields, including marketing and advertising, and direct marketing is one of the marketing branches that is interested in direct communication with the recipient and real-time interaction.

Most advanced advertising companies now face many types of competition among themselves, which led them to look for all the means and ways to cope with that competition and impose themselves and remain in the markets. Meet their needs and desires and be at an acceptable level of quality, development and costs and can achieve their purpose in attracting customers and buying products.

Because interactive applications lead to different experiences that are fun and attractive to the public in direct marketing processes, where the audience has moved from a future of visual and audio information to a participant in the interactive process from the beginning till the end, it

has a role in marketing processes and construction as the reactions and responses resulting from the public are building interactive marketing and then develop the entire marketing process.

There are many interactive applications that can be employed in marketing processes in general and direct marketing in particular, including interactive maquettes applications and interactive maquettes is a replica of physical reality and through interactive looks which are realistic to the recipient, equipped with a large number of digital, air and mechanical devices to achieve interaction, and is controlled by a computer or any of the digital devices attached to any iPad or tablet.

This research is therefore interested in demonstrating the role of interactive design and its applications that can be employed in direct marketing in general and direct real estate marketing in particular, with the application on interactive maquettes in real estate marketing in Egypt.

### **Research problem:**

The problem of the research is determined by the following questions:

- How can the study of interactive ad marketing based on high-efficiency digital technology contribute to create a rich and attractive communication for the recipient?
- To what extent can the activation of contemporary advertising designers and marketing workers in general and direct marketing in particular contribute to the recruitment and potential to integrate these designs with modern marketing thought?

**The Research question** can therefore be put in place as follows:

To what extent can interactive technology improve the efficiency of direct marketing in Egypt?

### **Research Objective:**

- Highlight the importance of direct interactive marketing as one of the mechanisms for intellectual change of society.
- Linking the designer's creative thought process as human energy to technological innovation as a marketing energy with enormous potential.
- Work to develop a modern creative marketing tool that allows the spread of products and good marketing at the local and international level by displaying products interactively within the space of the offer to gain a competitive advantage.

### **Research Importance:**

- The importance of the research comes to K.W. highlights the interactive advertising design and its role in direct real estate marketing.
- Emphasize the importance of technical and aesthetic scientific integration of the designer's thinking with digital requirements in interactive advertising design and its UI &UX design.

### **Research Hypothesis:**

- The research assumes that taking advantage of modern interactive technologies in direct marketing will develop direct marketing and increase competitiveness.
- The research assumes that here is a positive relationship between technical and aesthetic scientific integration of designer and digital requirements in interactive advertising design.

**Research limits:**

- **Objective limits:** The research focuses on studying one type of marketing, namely direct interactive real estate marketing.
- **Spatial Boundaries:** The research focuses on the study of direct interactive real estate marketing in the Arab Republic of Egypt.

**Research methodology:**

The research is based on the descriptive analytical approach by collecting data, specifications, characteristics and techniques for direct interactive advertising marketing.

The search plan follows the following themes:

- Part 1: Interactive Advertising Design
- Part 2: Reflecting interactive technologies on direct marketing.
- Part 3: Interactive mace and its role in direct marketing - interactive urban maquette case study.
- Part 4: Interactive Urban maquette Application Study in Egypt - Campond Ion / October 6

**Research results and recommendations:****Results:**

- 1- The recruitment of interactive technologies contributes to the marketing process by creating more attention and excitement towards advertising because of its direct interaction between the recipient and the ad, when used in advertising, interactivity contributes to the development of the recipient's visual culture.
- 2- The application of direct interactive marketing leads to a change in the mechanisms of intellectual reception of the community through interactive applications such as interactive jackets can be performed reciprocal actions in the pattern of dialogue between the recipients and between the devices in real time.
- 3- Interactive mace is a replica of physical reality and through interactive looks realistic to the recipient, equipped with a large number of digital, air and mechanical devices to achieve interaction, and is controlled by a computer.
- 4- Interactive mace can be programmed to simulate a variety of conditions. The level of visual realism and physiological simulation varies between models, but in general interactive mace can provide a range of convincingly accurate responses to recipients.
- 5- Interactive designs with interactive digital content can create amazing and memorable experiences. Using interactive technology, interactive maquettes offer deeper levels of participation to the public, with a wide range of technologies available to deliver unique and innovative marketing processes.
- 6- The technical and aesthetic scientific integration of the designer's thinking with digital applications in interactive advertising marketing is important, linking the designer's creative thought process as human energy with the process of technological innovation marketing energy with enormous potential.
- 7- The use of interactive urban maquettes as a modern creative marketing tool allows for the good presentation of urban models and good marketing at the local and international levels as well as their interactive presentation within the space of the offer to gain a competitive advantage.

**Recommendations:**

- 1- The importance of the advertising designer's understanding of modern technologies with their intelligent and interactive technologies, understanding their potential, and subjecting them to show his/her artistic creations in a new form that translates the times and develops the marketing system.
- 2- The need to integrate the study between the digital and technical applications of the design curriculum to achieve interactive dimensions based on the study of the behavior of the recipient to achieve the marketing function within the framework of creative plastic values.

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