

Effectiveness of RFID technology in Ad & its Impact on Receiver's Behavior through Empathy Appeal

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Abstract:-

Many advertising campaigns and agencies are now seeking help from radio-frequency identification (RFID) technology to promote their products and events across the world. Marketing agencies are deploying RFID technology as the prices of RFID tags are comparatively low than the other mediums. Marketers and advertisement planners, with using modern technologies to produce many advertising ideas, try hard to attract the attention of the targeting huge audiences and get their curiosity.

Radio-frequency identification (RFID), one of the most popular technologies, uses electromagnetic fields to automatically identify and track tags attached to objects. An RFID system consists of a tiny radio transponder, a radio receiver and transmitter. RFID tags have already been used in several areas, including: the libraries, identity cards, ads and it can be also used in tracking cars, monitoring and selling goods.... etc.

Battersea Dogs & Cats Home used a new technique in outdoor advertising using radio-frequency identification (RFID) technology as a simple idea will be examined as “case study”. The ‘Looking for you’ campaign used RFID tags and has launched an interactive digital advert between the receiver and the charity by which a personalised interactive messages were used to guide people and motivate positive values inside their hearts, asking them to adopt pets.

Keywords: -

RFID- RFID Tags- Reader- Wireless communications - empathy appeal