

# Designing Effective Interactive Advertising: Current State of Knowledge and Needed Research

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# Overview

- I. Brief History of Interactive Advertising
- II. Technology and New Media Trends
- III. Using New Media Effectively
  - *Six Principles of New Media Advertising*
  - Research needs from China

# I. Brief History of Interactive Advertising

- Internet advertising began in 1994
- Initial attempts at internet advertising largely ineffective
- Many predictions made about the death of interactive advertising
- Predictions proved to be premature

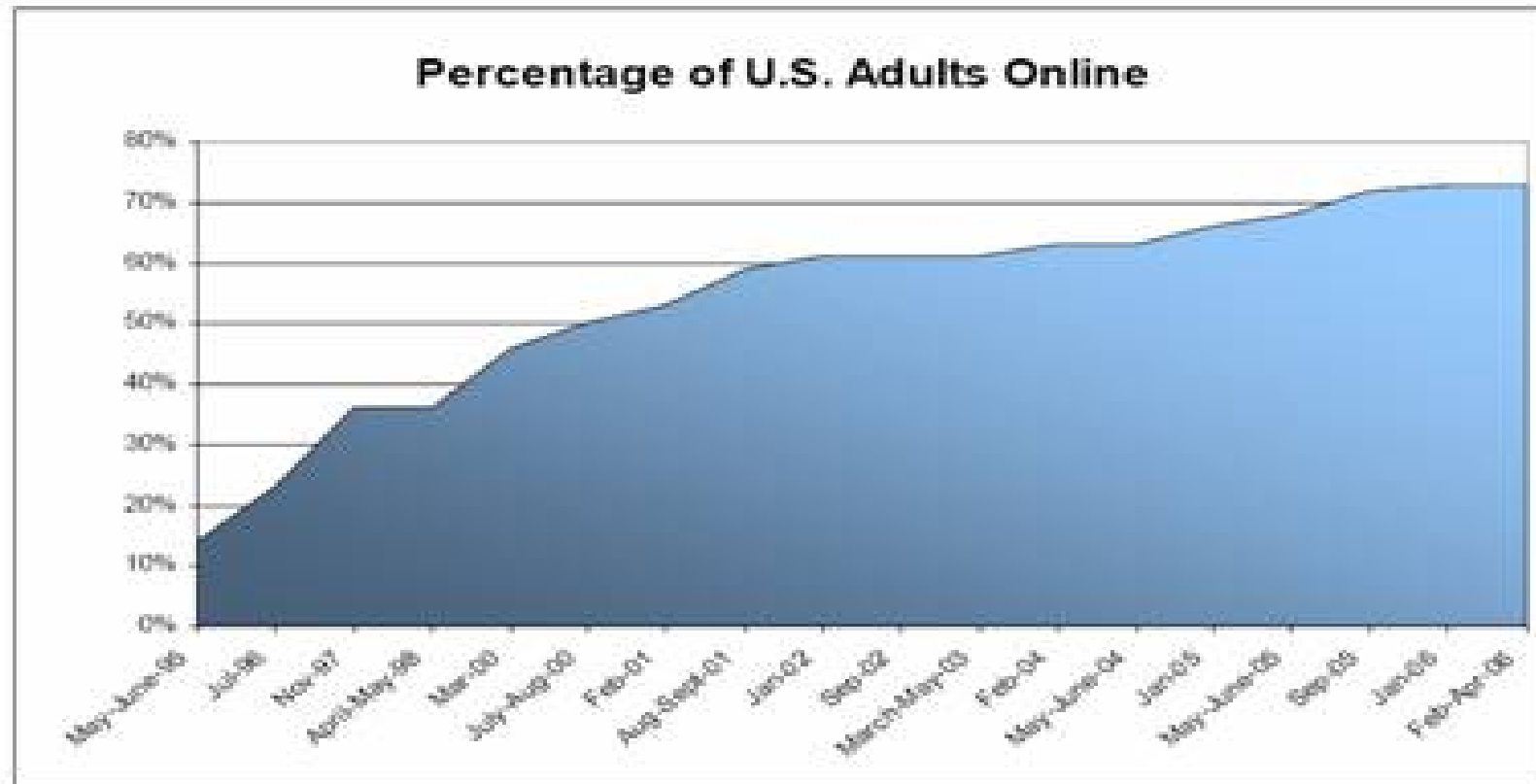
# Internet Advertising - Early Failures

- Pop-up ads (< 1% click rate common)
- Newsgroup advertising
- E-Mail advertising (spam image)
- Early banner ads

# Reasons for Early Failures

- Attempts to apply principles from other media directly (e.g., from outdoor)
- Over-enthusiasm (“jumping in”)
- Gradual growth of internet users
- Lack of understanding of unique characteristics of the internet

As of November 2006, the number of US internet users reached 210,080,067, 69.6% of the population, according to Nielsen/Net Ratings



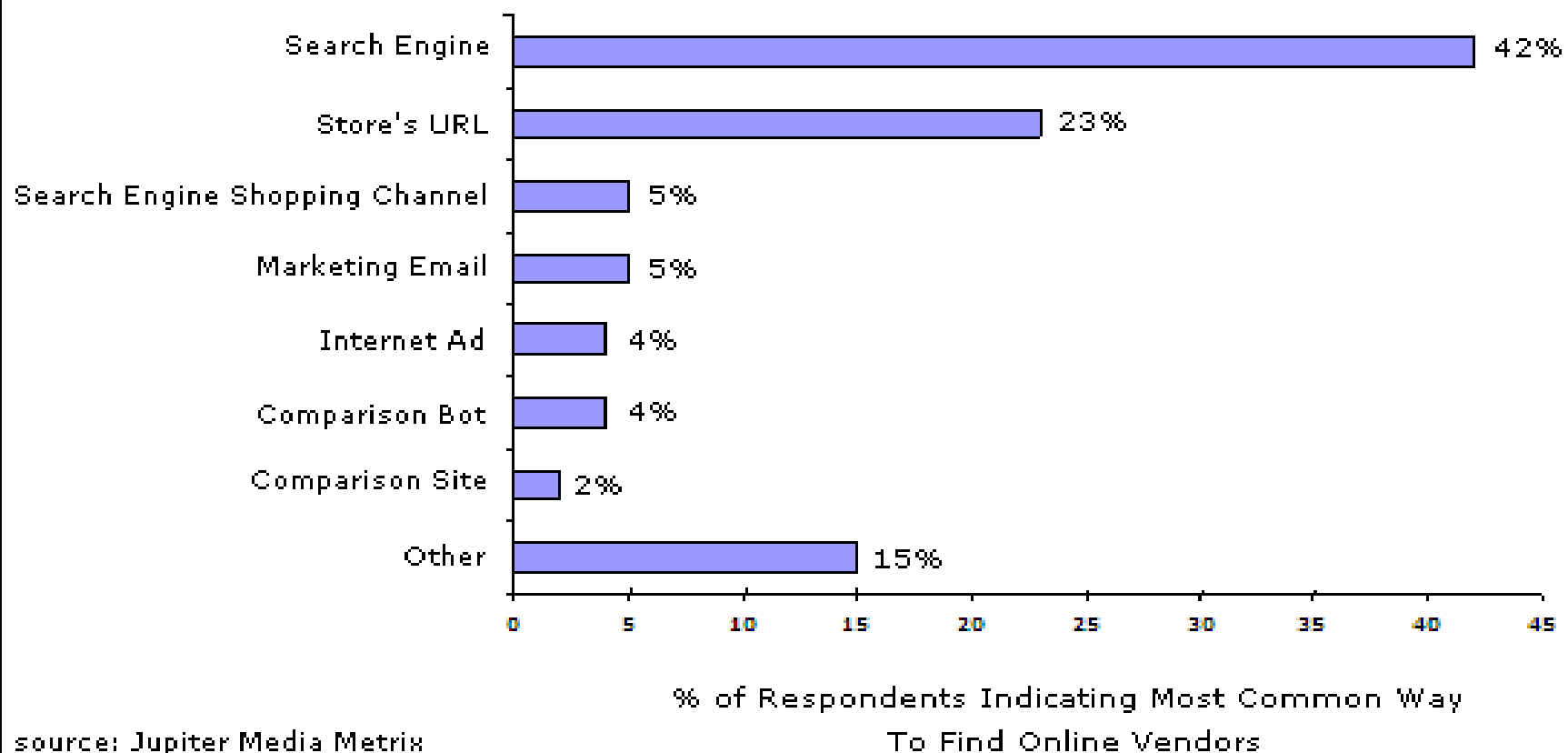
Source: Pew Internet & American Life Project Surveys, March 2000-April 2006. All surveys prior to March 2000 were conducted by the Pew Research Center for People & the Press.<sup>2</sup>

# The Turning Point

- By 2005, the Internet became a major advertising medium in the U.S.
- Growth led by search engine advertising
- Marketers more knowledgeable about unique characteristics of the internet
- Technological improvements/ broadband lead to growth of rich media content

## Importance of search engines to consumers and how advertisers are utilizing search engines to reach their customers

### How Consumers Search for Products Online



# The Internet

- IAB reports that U.S. internet expenditures totaled \$22.7 billion in 2009
- Much of this growth has come from traditional advertisers
- Disproportionate growth among top 100 advertisers

# DATACENTER

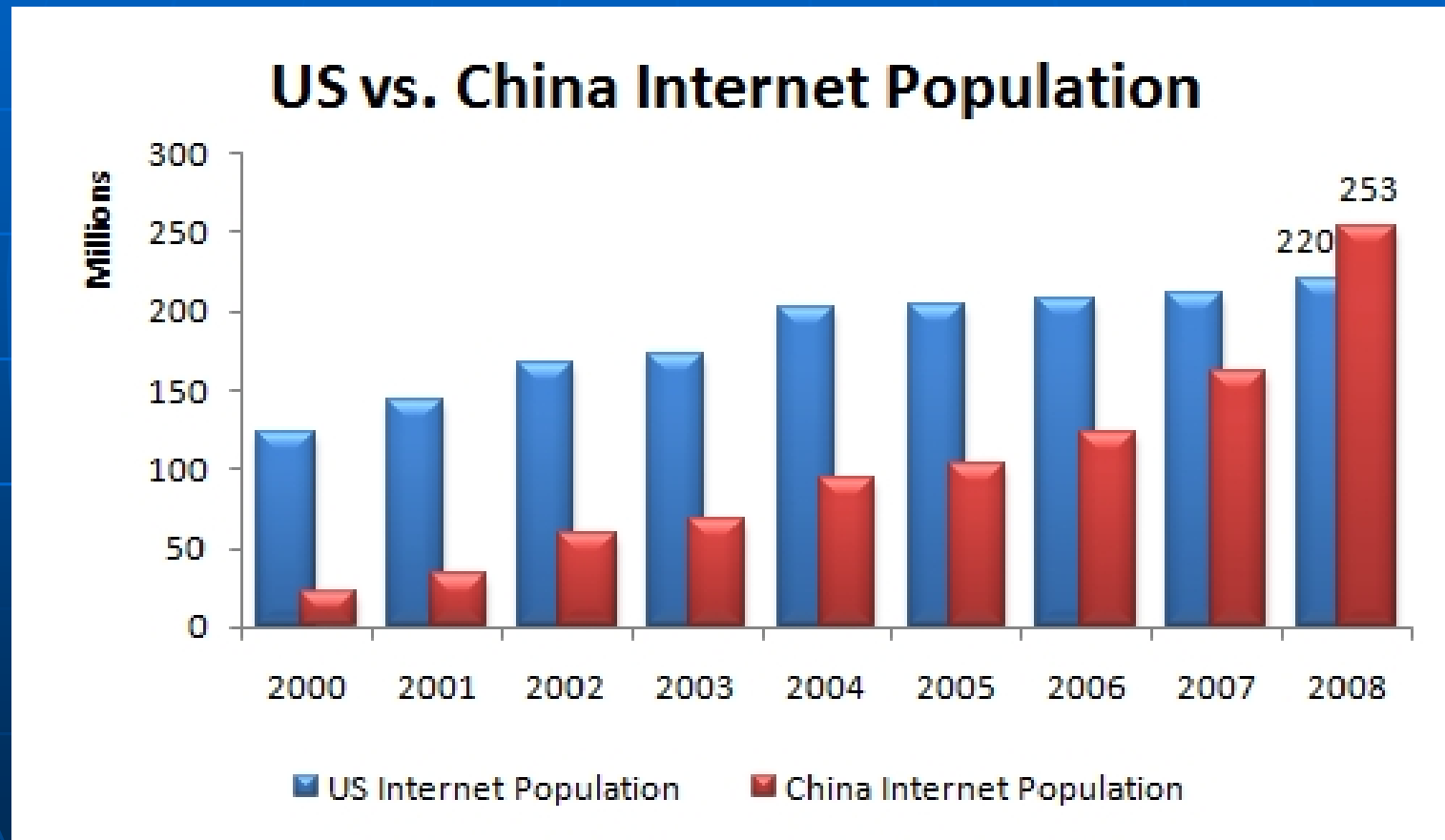
## AD SPENDING: JANUARY 2007

January U.S. measured ad spending rose a dismal 0.5% to \$10.4 billion. There was one fewer Sunday in January '07 vs. '06, and that hurt comparisons. Still, this marked one of the lowest year-on-year gains since the post-recession ad recovery began in May 2002. Internet spending (excluding paid search, such as Google) jumped 15.6%; newspapers tumbled 8.1%.

MEDIUM	JAN. 2006 (\$000)	JAN. 2007 (\$000)	% CHG.	FEB. '05- JAN. '06 (\$000)	FEB. '06- JAN. '07 (\$000)	% CHG.
Network TV <sup>1</sup>	\$2,012,359	\$2,048,688	1.8%	\$22,384,965	\$22,915,546	2.4%
Newspapers <sup>2</sup>	2,147,888	1,974,335	-8.1%	28,258,474	27,426,330	-2.9%
Spot TV	1,269,428	1,255,156	-1.1%	15,591,178	17,219,449	10.4%
Consumer magazines	1,175,049	1,243,417	5.8%	21,770,492	22,642,571	4.0%
Cable TV	1,036,527	1,138,712	9.9%	16,243,246	16,848,179	3.7%
Internet <sup>3</sup>	767,595	887,007	15.6%	8,444,113	9,889,339	17.1%
Radio <sup>4</sup>	716,533	671,973	-6.2%	11,025,413	11,010,261	-0.1%
Other media <sup>5</sup>	509,280	472,117	-7.3%	6,416,171	6,440,616	0.4%
Syndicated TV	374,104	351,213	-6.1%	4,259,197	4,212,170	-1.1%
Spanish media <sup>6</sup>	324,037	343,947	6.1%	4,306,053	4,830,691	12.2%
<b>Total<sup>7</sup></b>	<b>10,332,799</b>	<b>10,386,563</b>	<b>0.5%</b>	<b>138,699,302</b>	<b>143,435,150</b>	<b>3.4%</b>

Source: TNS Media Intelligence. 1. Includes CW, MyTV, UPN and WB. 2. Local and national newspapers. There was one fewer Sunday in January 2007 vs. January 2006, and this hurt local newspaper comparisons. 3. Display advertising only (no paid search). 4. Local, national spot and network radio. There was one fewer broadcast week in January 2007 vs. January 2006, and this hurt radio comparisons. 5. Business-to-business magazines, Sunday magazines, and local magazines. There was one fewer Sunday in January 2007 vs. January 2006, and this hurt Sunday magazine comparisons. 6. Spanish network TV, Spanish spot TV, Spanish cable, Spanish magazines, Spanish newspapers.

Growth in China: as of January 2009, China had 298 million internet users.



# Internet Growth in China

- 350 million users as of January 2010  
100% increase from 2007
- Room for more growth
- Collectively, online about 1 billion hours a day.
- More research needed on internet advertising in this growing market!

# Victor Koo (Youku CEO)

## August, 2007

“China will be the No. 1 internet market very quickly, and online advertising will become a significantly higher proportion— 8-10% -- of the market”

## II. Technology and New Media Growth

- New technologies have led to several new media
- Wide adoption of new technologies in China (e.g., blogs, mobile functions)
- Principles of effective use mirror lessons from internet advertising
- “New media advertising principles”

# Other New Media Examples

- SMS
- MMS/DMB
- *Blogs/ User Generated Media*
- WiFi/ WiMax
- Ringtones
- Advergames
- Additional new devices

# What is Driving the Growth of New Media?

- Technological developments
- Access – “mobile is not just phones”
- Changes in consumer media consumption habits “Always on”

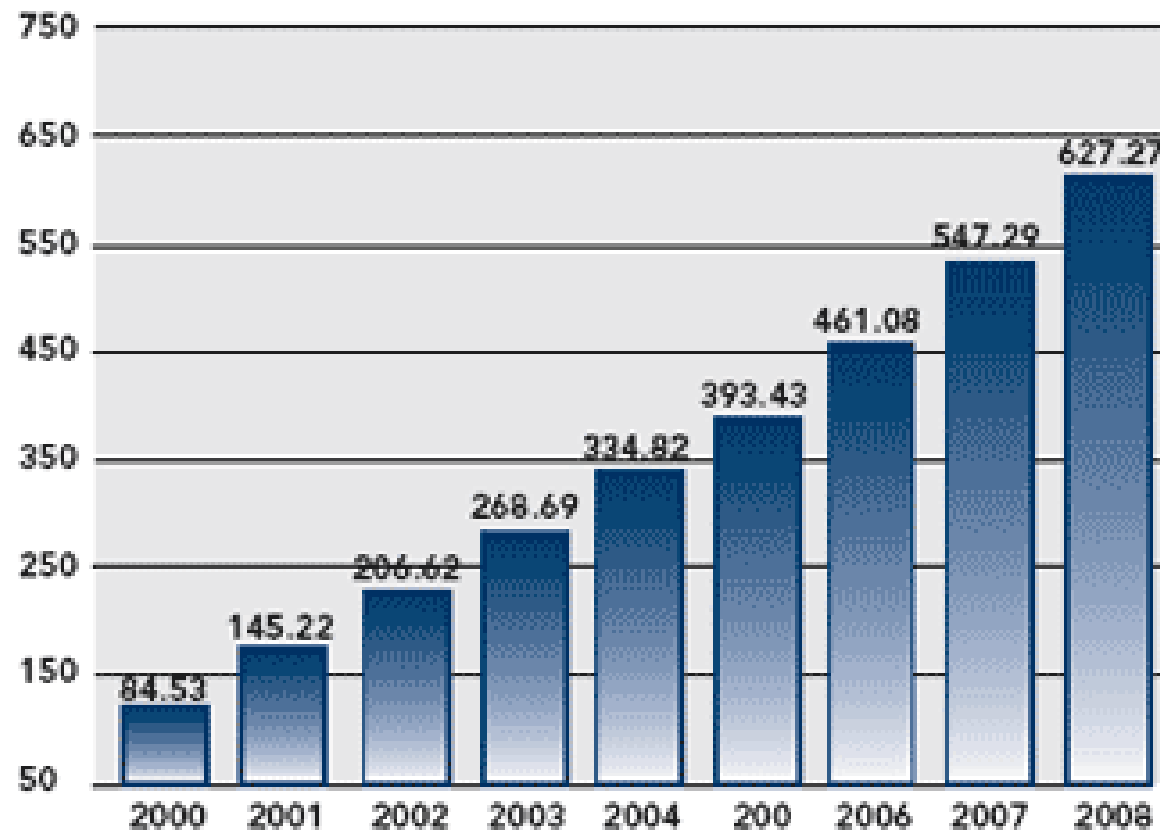
# Explosive SMS Growth in U.S.

- SMS subscribers more than doubling from 35 million at year-end 2003 to 77 million at year-end 2008
- SMS messaging traffic soaring from over 10 billion messages in 2003 to a forecast 47 billion in 2008 – IDC



# China's Mobile Phone Subscribers Growth

Number of China's Mobile Phone Subscribers Unit: million



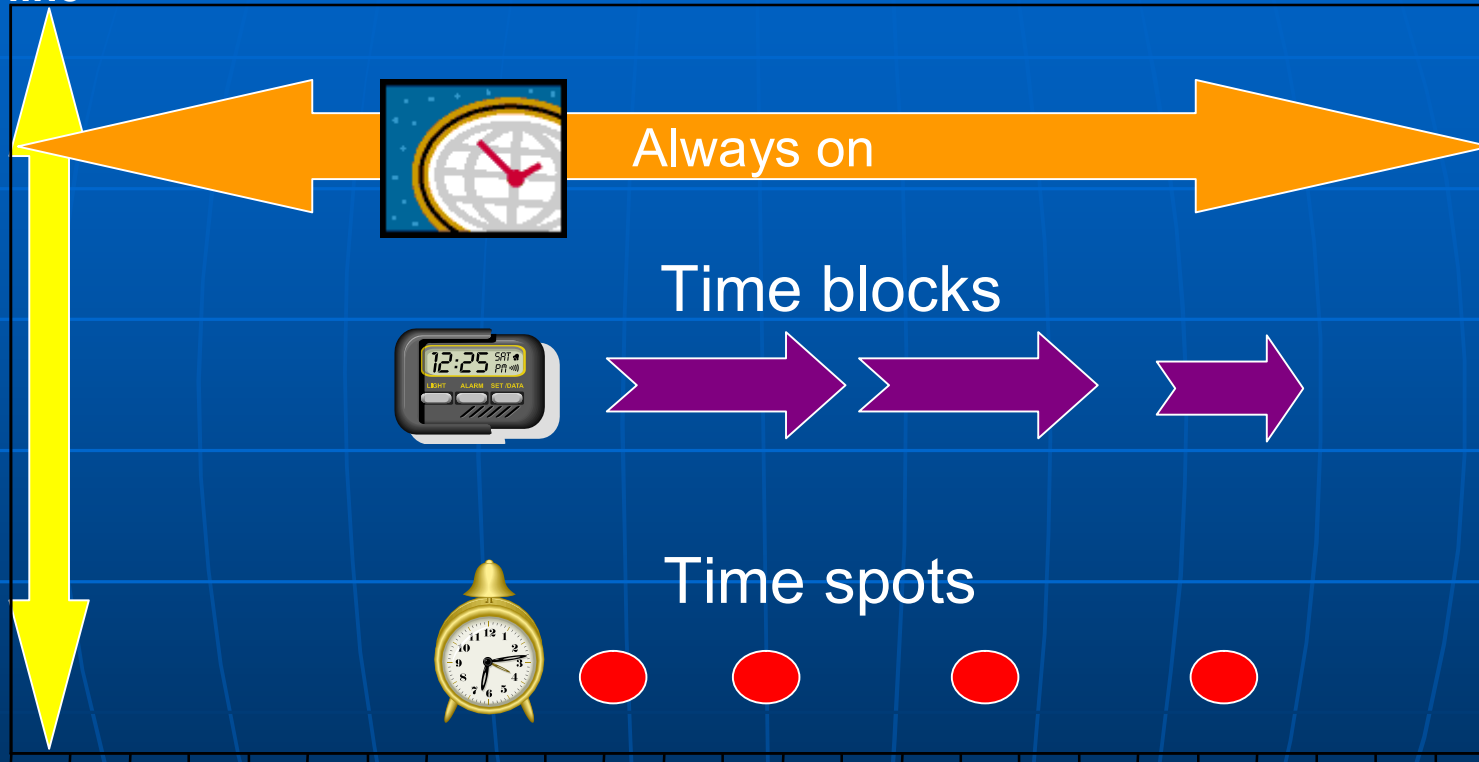


# The Merging of Technologies



# Moving to an 'Always On' Mode

More time  
on-line



Less time  
on-line

Source: Iris/the future foundation

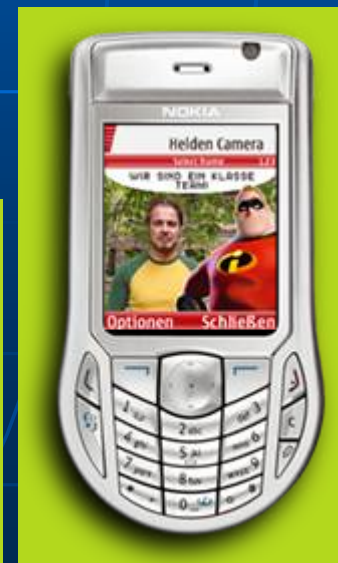
# Some Case Examples of Successful SMS and/or Social Media Campaigns



# McDonald's (2004)

## "Experience the Incredibles at McDonald's" Campaign

- Customer sends a unique code (from the beverage) to *The Incredibles* via SMS
- *The Incredibles* instantly contact you via your mobile phone
- Customers can play interactive games, take pictures, etc.
- Results: response rate of up to 20%, low cost, increased sales





# Domino's Pizza

## *Pizza Holdouts Bounty Campaign*

- TV campaign launched to get skeptics to try Domino's newly improved pizza
- Social media campaign also launched to encourage fans to spread the "Pizza Holdouts" message.
- Goal of the game is to place a "bounty" on friends and have them try Domino's pizza -- each bounty placed earns friend a coupon for free pizza
- Bounty issuer also gets a coupon.
- 11.7% sales increase over the course of the campaign



# Mountain Dew

## *DEWmocracy*

- Social Media Campaign to design new flavors
- Customers were asked to tell Mountain Dew why they should be selected to help craft a new flavor
- 50 applicants selected were sent test kits with different flavors and asked to create videos of their flavor taste tests
- More than a million Facebook fans; also heavy participation on Twitter and Youtube



# Mountain Dew

## *DEWmocracy*

- In phase 2, top three flavors selected, and testers became members of "Flavor Nations"
- Flavor Nation then had to promote its own flavor and solicit friends, family, fans and followers to vote for their Dew creation.
- Each nation has Facebook & Twitter pages to help solicit fans.
- Members of each nation traveled cross-country — road trip style — to encourage social media sharing and flavor voting.

# Sony PlayStation 2

- SMS messages sent to 600,000 people ages 12-25 (77% male and 23% female)
- Respondents received a a call from a singing Santa Claus and another text offering to place a Christmas wish for a PS2 with a 'loved one'
- Parents (in most cases) then received a call from Santa Claus stating that their son/daughter has requested a PS2 for Christmas
- Results: desire to own a PS2 increased by 28% for participants, 36% of participants asked for a PS2 for Christmas and 25% received one.



# Integrated with TV Campaign

- Volkswagen Passat “The Force”
- Over 38 million Youtube hits within 7 weeks of 2011 Superbowl



# Forms of User Generated Content

- Blogs
- Social Networking Sites (e.g. Cyworld)
- Written reviews/ posted comments
- Podcasts
- Video Clips (e.g., Todou)
- Picture Sites (e.g., Flickr)
- Wikis

# Blogs/ User Generated Content

- Explosive growth in blogs and other user generated media
- Apparent opportunity for advertisers
- Blogs and social networks may provide opportunities to reach a highly targeted audience (e.g. wine enthusiasts, new moms, Rolling Stones fans)

# Blogs/ User Generated Content

- Blogs and chats even more popular in China than the U.S. (Reigner 2008, JAR)
- Has created “net stars” such as the “Back Dorm Boys” or Xu Jing Lei who are sometimes used as brand champions (e.g., Pepsi, Motorola)

# Tom Doctoroff, JWT Northeast Asia on Net Star Usage

“They can project more extreme  
Western individualism while at the  
same time ensuring peer  
endorsement”

# Blogs/ User Generated Content

- China's internet population is younger (13-35 is a key group) and better educated than U.S. counterparts
- More likely to download web content to a mobile device
- More likely to express themselves to strangers and more active in online communities

# Blogs/ User Generated Content

- Internet affects purchase in more product categories in China (e.g., home and garden); group buying sites like shtuangou.com have arisen
- Chinese are more reluctant purchase over the web (privacy and trust issues)
- More research on Chinese consumers uses of blogs and other UGC sites needed.

# User Generated Content

- Over 50 million Chinese blog users
- More than 100 million Chinese blogs
- Renren – Chinese version of Facebook
- Taobao – similar to Ebay



# Tudou

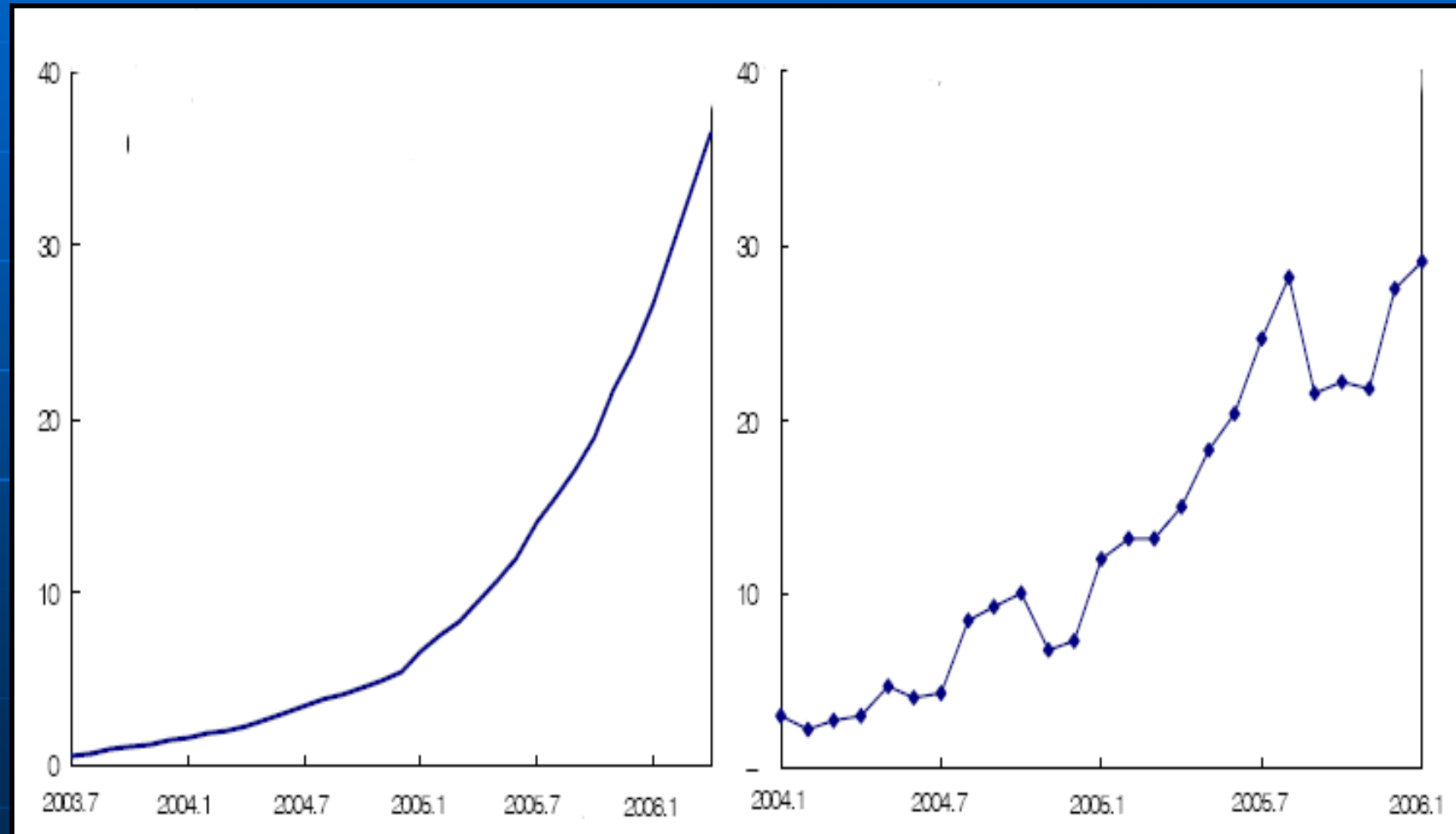
- 7 Million daily users
- 55% share of Chinese video sharing market
- Called the “YouTube of China”



# Example of Effective UGC Site

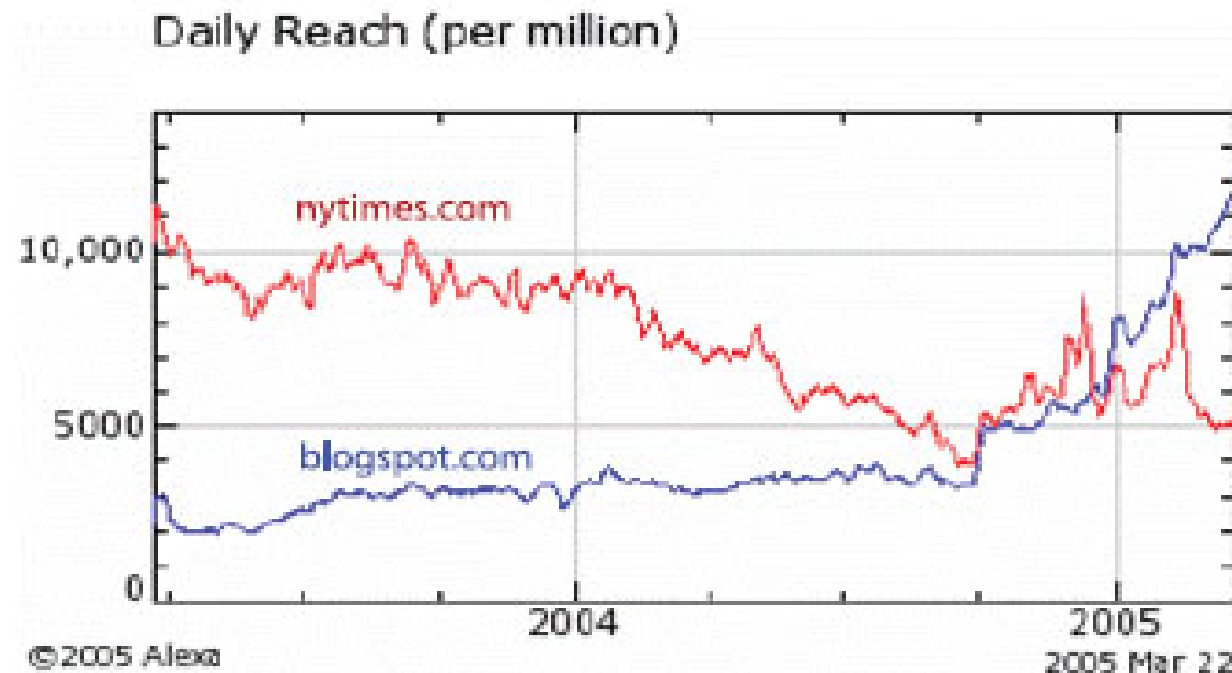
- [Inthemotherhood.com](http://inthemotherhood.com)
- Moms share experiences on website (e.g., child's worst public tantrum, funniest mother-in law advice)
- Sprint and Unilever sponsoring series of webisodes sponsored by Mindshare entertainment that follow the life of two new moms

**Figure 1. Number of blogs in the world - in millions**  
**(Samsung Economic Research Institute, 2006)**



Alexa Internet reported that starting in 2005 the million-plus blogs published by blogger.com had a larger audience of users than NYTimes.com (Bruner, 2005).

**Weblog host Blogspot surpassed the unique monthly audience of NYTimes.com by the end of 2004**



**Figure 13**

Source: Alexa Internet, 2005

# Motives and Consequences of Using Blogs (Lee, Em and Taylor 2008, *P&M*)

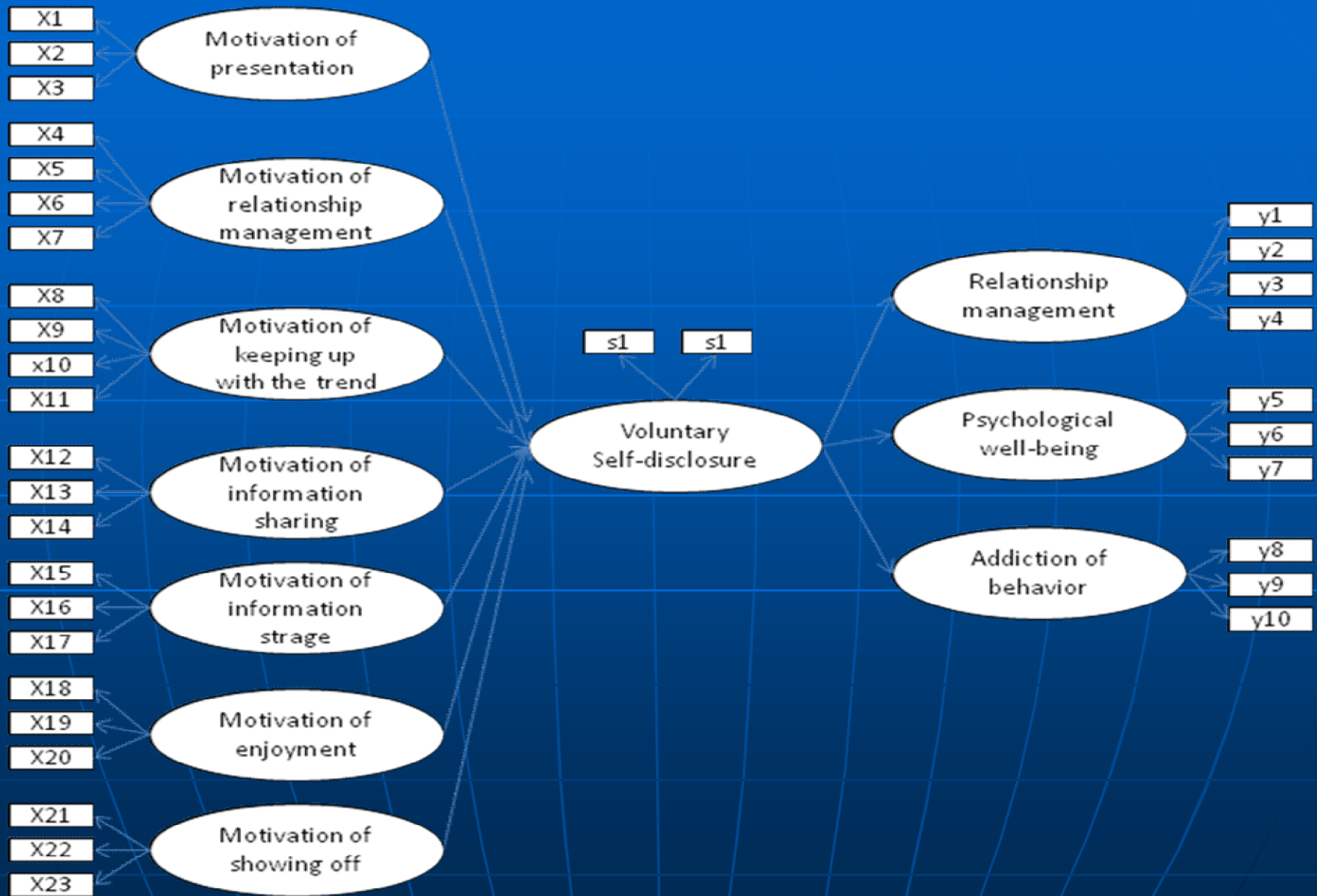
- Combined qualitative and quantitative study conducted in Korea
- 20 depth interviews; informants identified with help of a blog company
- 259 student subjects surveyed

## 7 Motivations for Blogging (Lee, Em and Taylor 2008, *P&M*)

- self-presentation (to others)
- relationship management
- keeping up with trends
- storing information (documentation)
- sharing information (psych. need)
- entertainment
- showing off

### 3 Perceived Consequences of Blogging (Lee, Em and Taylor 2008, *P&M*)

- More effective relationship management
- Psychological well-being (stress release/ fun)
- Habitual/ addictive behavior



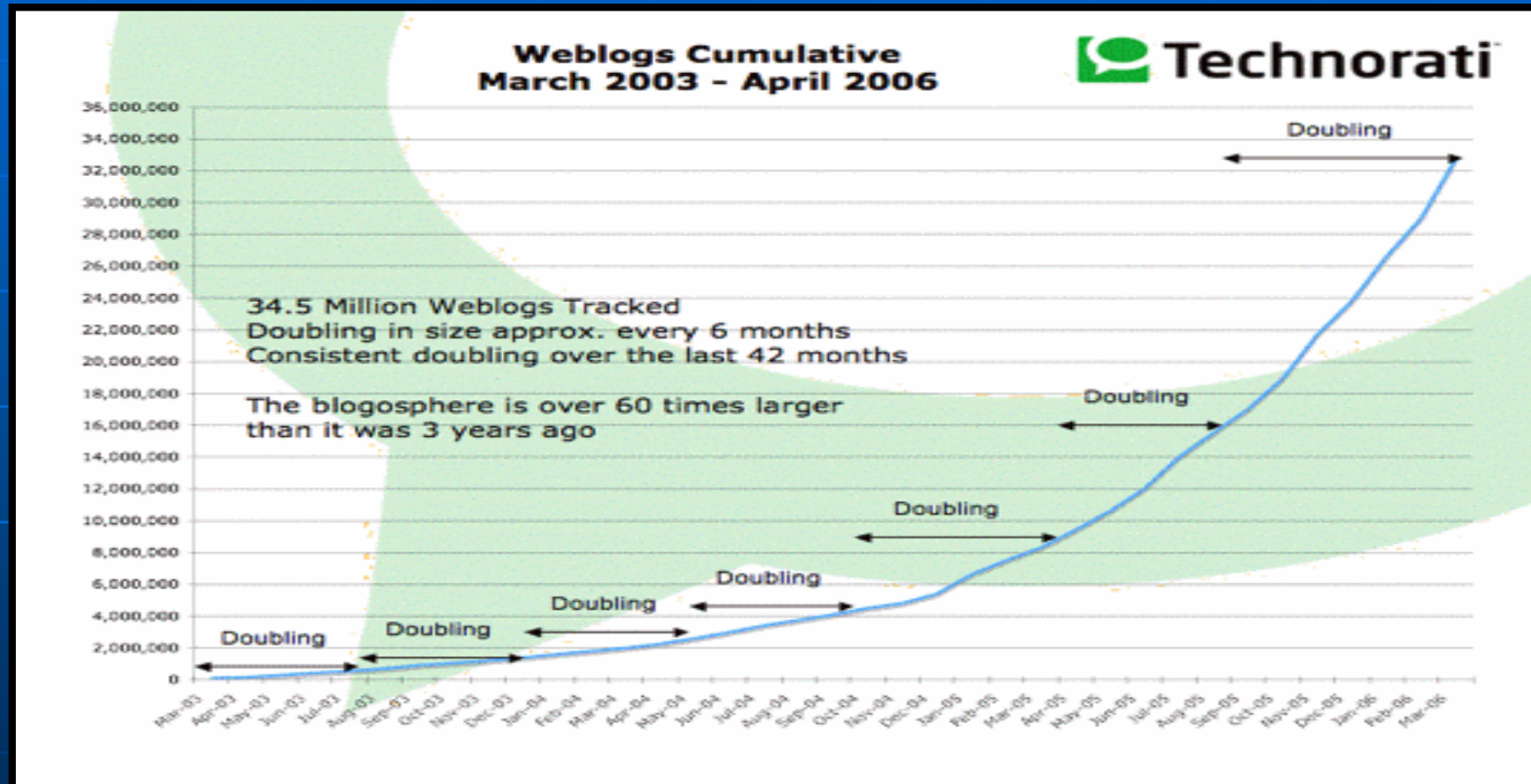
# The Future of User Generated Media

- Will Blogs and other UGM become important media?
- Will depend on:
  - *Ability to continue innovating in a way that increases their value to users*
  - *Using highly targeted advertising that drives results but does not alienate users*
  - UGM likely to be most effective for niche audiences in fragmented markets

# The Future of User Generated Media

- Regardless of whether UGM grows, marketers can benefit by getting unfiltered feedback from consumers

Over 1.4 billion comments are posted by consumers each year  
and that number is growing by 30% annually.

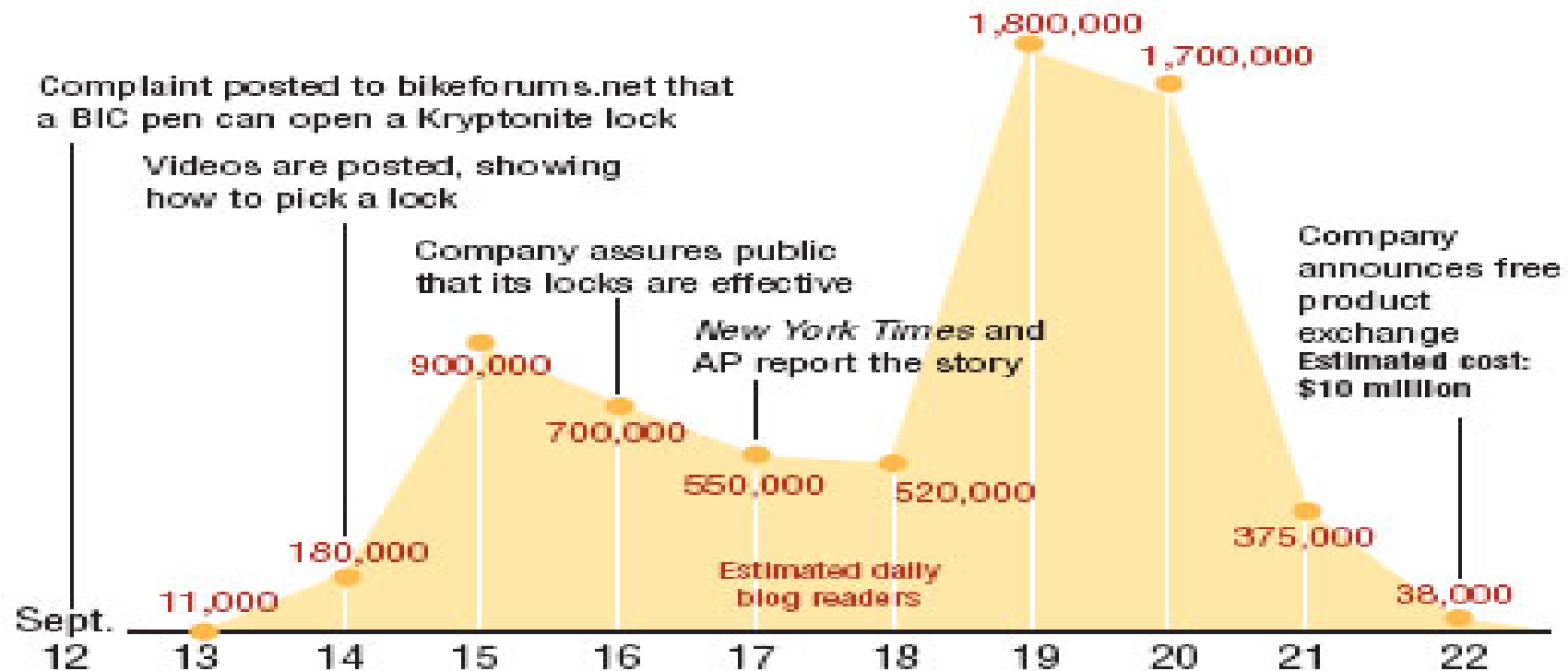


Source:

[www.masternewmedia.org/news/2006/04/27/blog\\_usage\\_statistics\\_and\\_trends.htm](http://www.masternewmedia.org/news/2006/04/27/blog_usage_statistics_and_trends.htm)

# How word of mouth can also be deadly if not positive.

## How 10 days of Internet chatter crippled a company's reputation



Source: Fred Vogelstein, "10 Tech Trends to Watch In 2005," *Fortune*, Jan. 10, 2005.

# Advergames



**Miller Lite**  
BEER RUN

THE CLOCK IS TICKING, YOU'RE OUT OF MILLER LITE  
CAN YOU MAKE THE BEER RUN?

Enter your date of birth:  
MM / DD / 19 YY  
**LET'S GO >**

©2005 Miller Brewing Co., Milwaukee, WI  
SITEMAP | TERMS & CONDITIONS | PRIVACY POLICY **Live Responsibly**

DEVELOPED BY **SKYWORKS**



**Miller Lite**  
BEER RUN

Developed by **SKYWORKS**

SCORE 0

HELP NEW GAME QUIT

Halftime 18:25



**Miller Lite**  
BEER RUN

HOME 24  
TO GO 24  
GUEST 24  
LADDER 24

DOWN QUARTER  
32nd ANNUAL  
vs. PD GAME

SCORE 1800

HELP NEW GAME QUIT

Halftime 9:00

Source: Skyworks

TIP: Click the right mouse button when you want to pause this game.

The Weather Channel

# GOLF GAME

A CLOSEST-TO-THE-PIN CHALLENGE

Sponsored by



**BUICK**  
BEYOND PRECISION™

LOADING



DEVELOPED BY SKYWORKS™

DEVELOPED BY SKYWORKS™

NEW GAME QUICK HELP QUIT



The Weather Channel

106%  
000Y

224  
TO HOLE

21 212y

MUTE

DEVELOPED BY SKYWORKS™

NEW GAME QUICK HELP QUIT

INSTANT REPLAY LAST SHOT  
CLICK TO CONTINUE 212 YARDS



The Weather Channel

109%  
212Y

000  
TO HOLE

21 212y

20

MUTE

Your 1st shot was 19 ft. and 5 in. from the cup.  
You have 4 more tries.  
Your best shot was 19 ft. and 5 in.  
YOUR SHOT AVERAGE = 19 ft. and 5 in.

Source: Skyworks

# The Opportunity

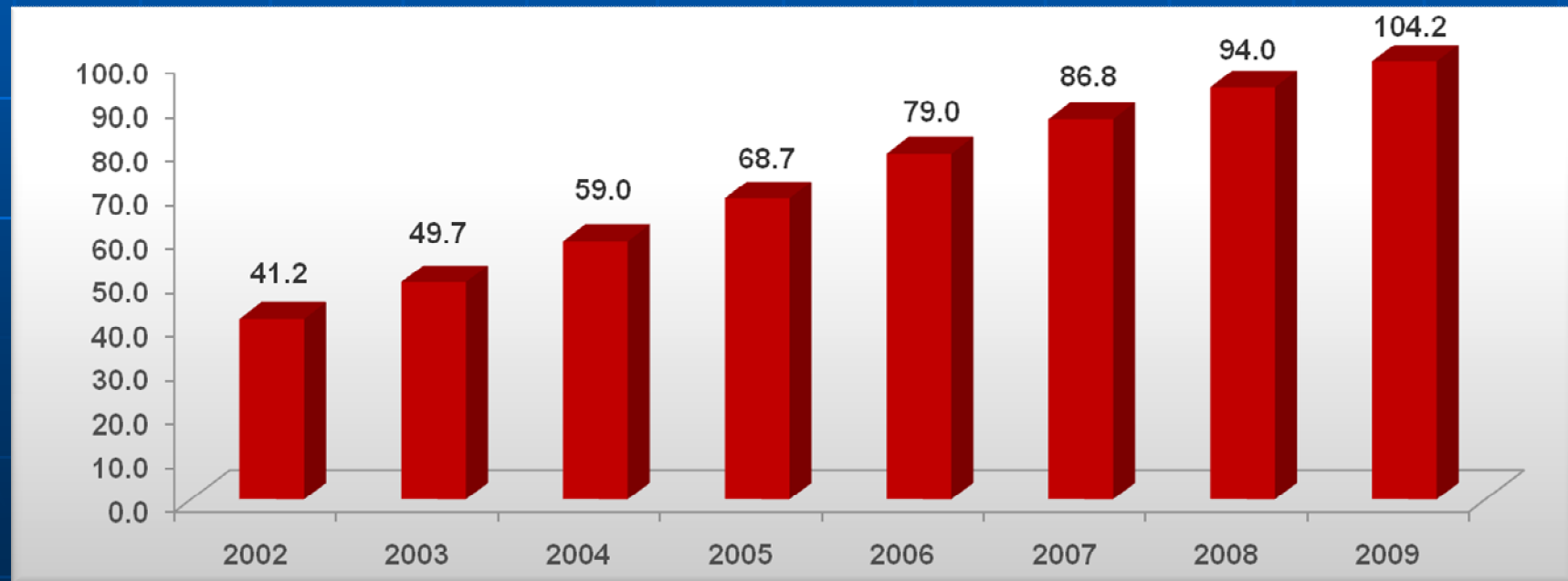
**“Pervasive product integration** in video games can be highly effective, leading gamers to not only recall featured brands but also recommend them to friends or rate them highly.”

Nielson Interactive Entertainment  
November 2005

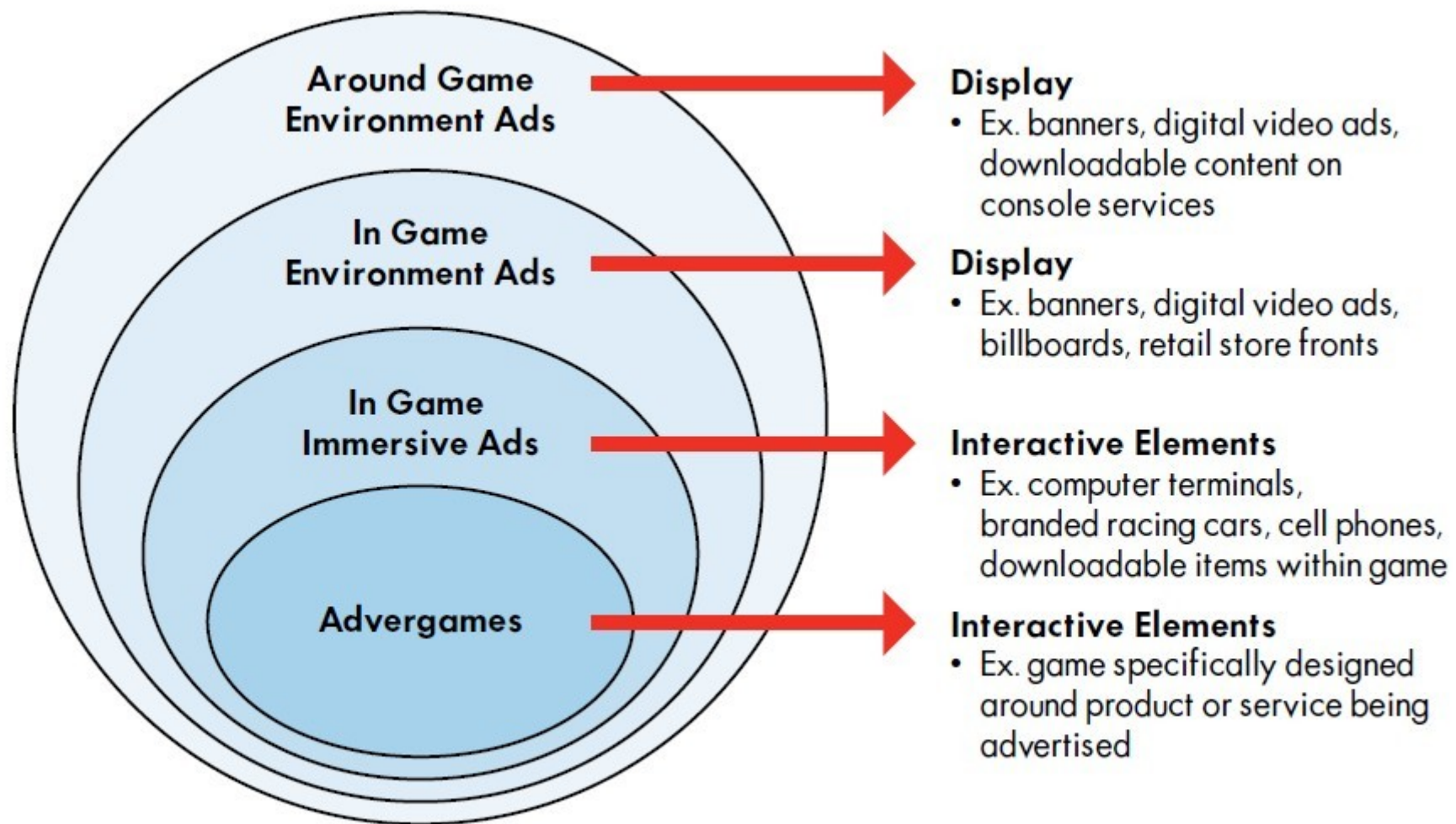
# GAMERS ARE GROWING

- Online gaming in North America is growing at a steady and substantial pace.

Number of North American Online Video Gamers  
( in MM)



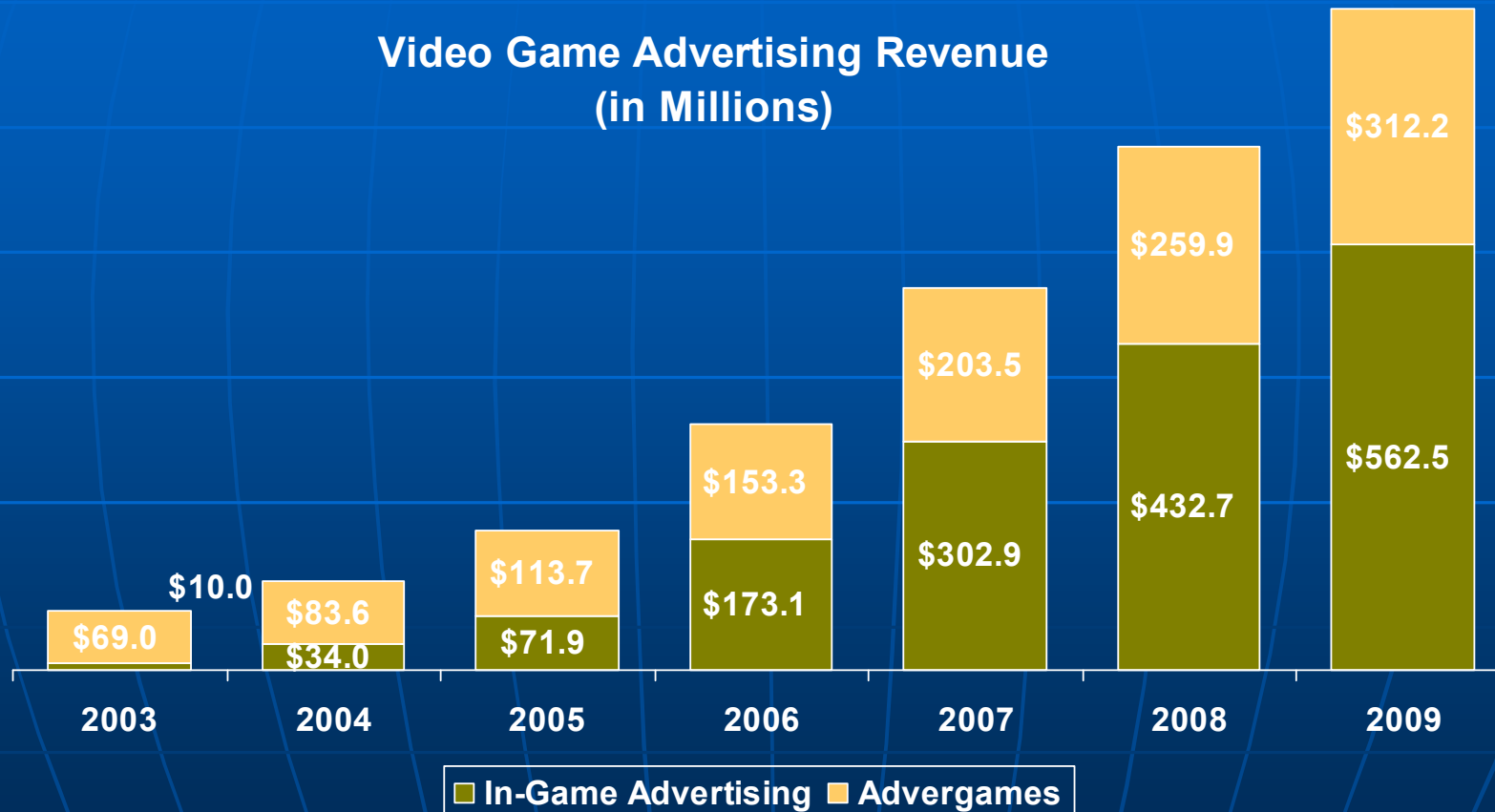
Sources: DFC Intelligence 2007; PwC Global Entertainment and Media Outlook 2007



**Figure 1: Game Ad Placement Types**

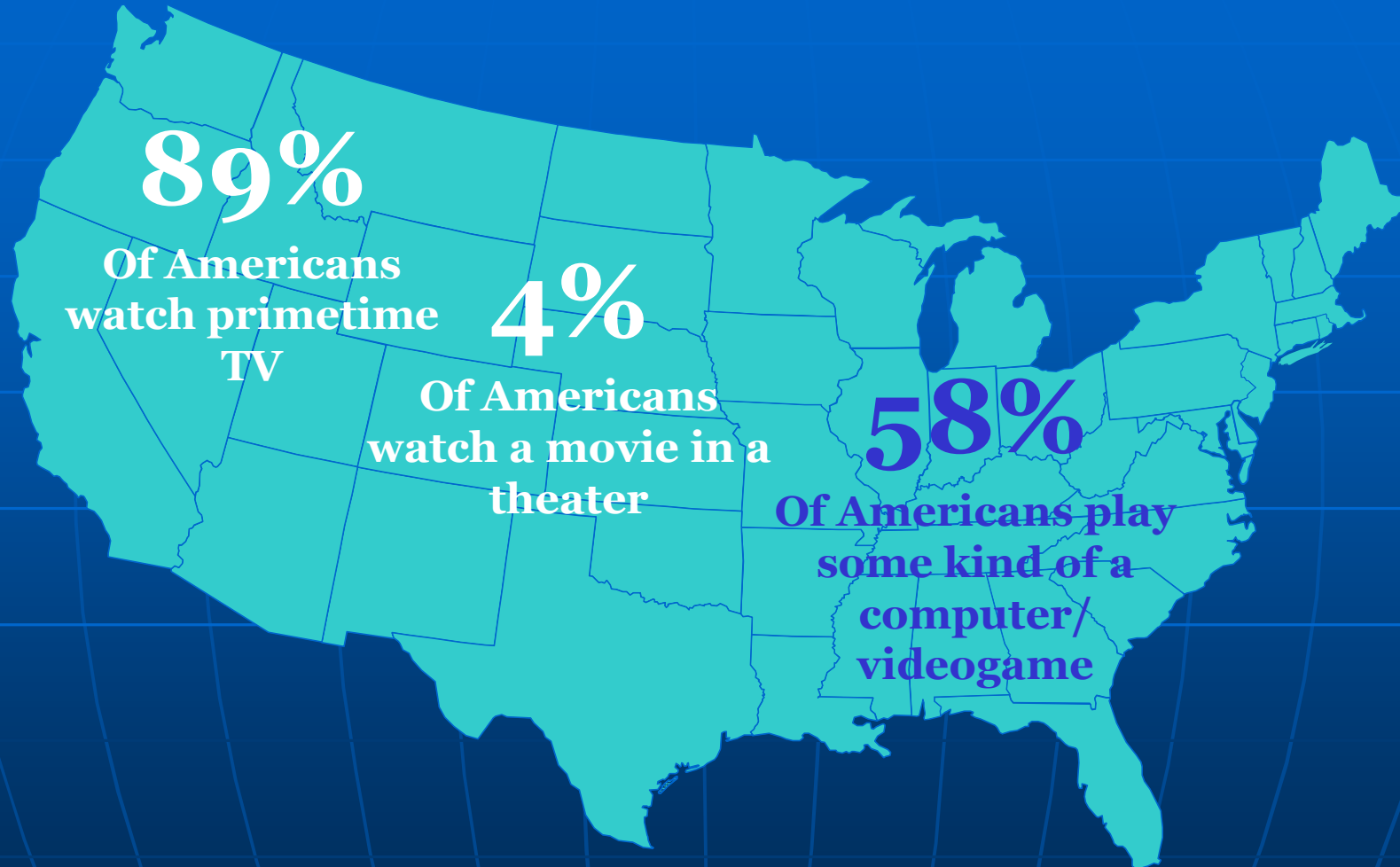
# Games are Poised for Significant Growth as an Advertising Medium

Video Game Advertising Revenue  
(in Millions)



Source: Yankee Group, 2005  
\*the global in-game ad market could top \$1 billion in 2014.

# At Least Once a Week...



Source: Frank N. Magid Associates, Inc.

# Advergaming Advantages

- Evidence that if properly inserted many gamers actually like the advertising
- Can be helpful if image building and positioning if well executed (engagement is high)
- Can create viral effects if game becomes popular
- Presence in games can increase awareness and purchase intention

# GAMERS: Engaged, Attentive, Ad Receptive, Measurable

## **Ad Acceptance**

*Consumers are receptive to advertising in games because they add realism.*

## **Measurability**

*Videogames combine brand awareness with digital accountability.*

## **Multi-Tasking Proof**

*Gameplay does not allow for multi-tasking. Attention to the game is paramount.*

## **Engagement**

*Higher levels of engagement than other media.*

## **Hard-to-reach Audience**

*Hard-to-reach 18-34 men are avid videogame players*



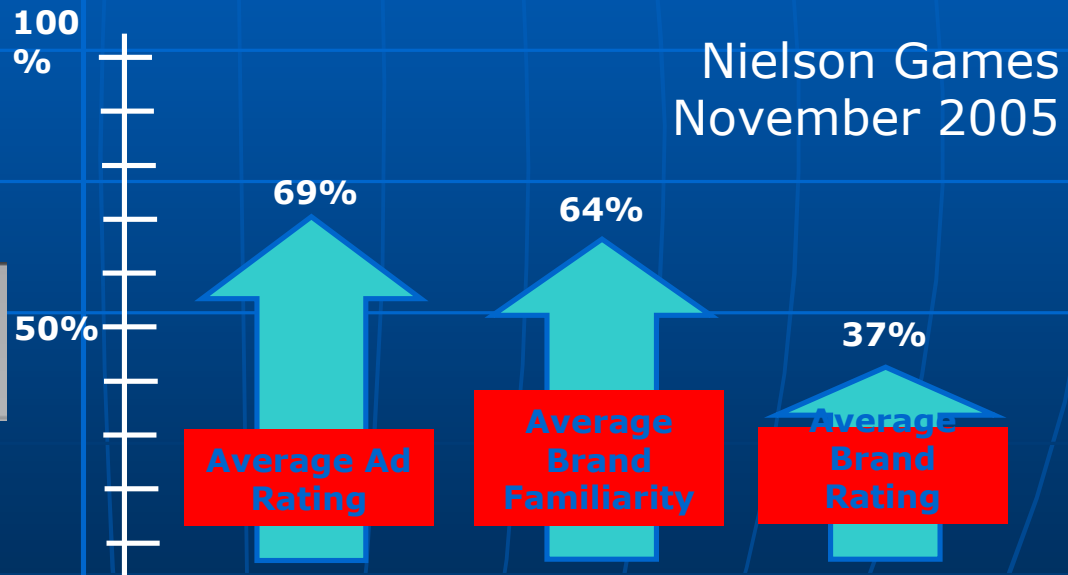
# CONSUMER ATTITUDES: In-Game Ads

- 84% feel the ads **fit the games**
- 44% increase in pre/post **brand awareness**
- 61% pre/post lift in **excellent**
- **& very good brand opinion**

Source: Nielsen BASES in-game ad effectiveness study, May 2008

# The Opportunity

“Pervasive product integration in video games can be highly effective, leading gamers to not only recall featured brands but also recommend them to friends or rate them highly.”



Nielson Entertainment for Massive Inc., January 2007. Data from surveys with 600+ gamers in North America who played Need For Speed Carbon on Xbox 360 & PC platforms. Game published by Electronic Arts.

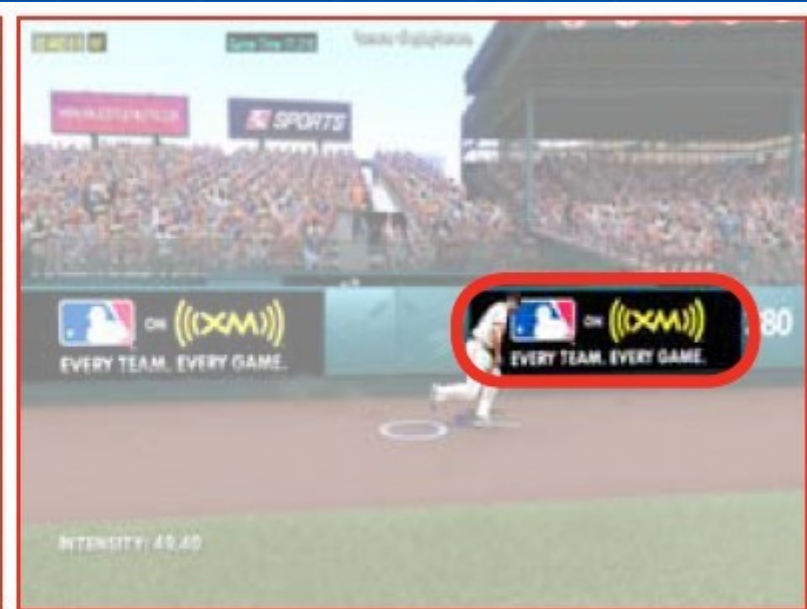
# IN-GAME ADVERTISING

**In-game ads:** classified as either “environment” or “immersive” advertisements.

**Environment advertisements** are branded displays within the game that the player sees, but cannot otherwise interact with: these can be 2-dimensional displays—billboards, movie posters, storefronts, and the like—or 3-dimensional objects, such as cars, food items or sports equipment.



Source: IGA Worldwide



Source: Massive

# ADVERGAMES

**Advergames:** structured entirely around a given brand and act as de-facto ads in themselves, cleverly blending brand messaging with a fun, interactive gaming experience to achieve campaign objectives. Advertiser assets are integrated directly into these games in order to create a uniquely brand-appropriate look and feel.



# Coke's Early Advergame in China



# III. How Can New Media be Used Effectively?

## CONSUMER CONSIDERATIONS

# Major Consumer Considerations

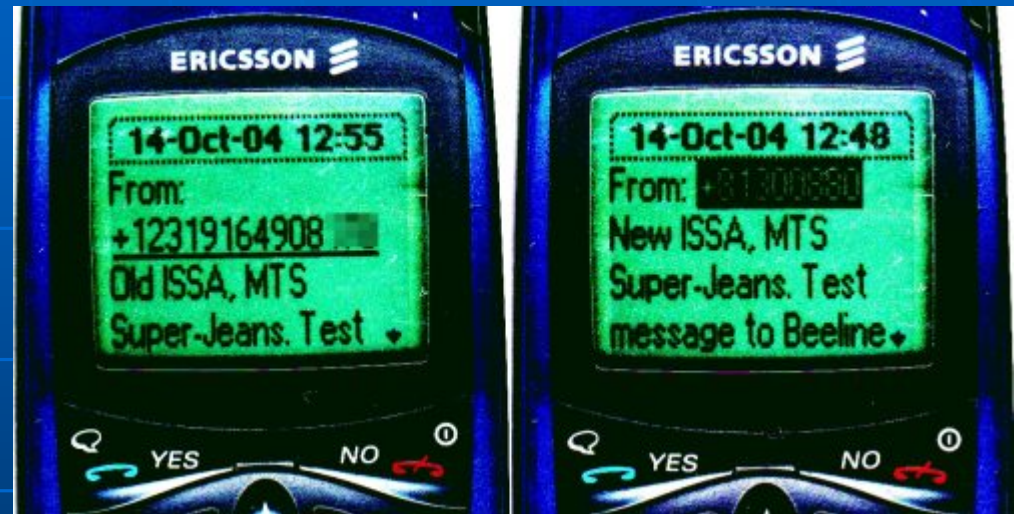
- Privacy and SPIM issues
- Trust
- Relevance

# New Media Advertising Principle #1

- *Marketers must be sensitive to consumer concerns about privacy and SPAM*
- This means being cautious about the number of messages sent
- Opt-in desirable in many contexts

# SPAM is Increasing Faster than SMS User Base

- According to Wireless Services, which claims to manage 15 to 20 percent of all text message traffic for U.S. wireless carriers, 43 percent of all text is now spam. A year ago, said Wireless Services, that rate was just 18 percent.



# A Challenge to Mobile Marketers

Unlike desktop or TV, too many SMS and text messages are intimate conversational experiences that should not be violated by advertising they have not requested



# Consumer Considerations: Research Findings - Privacy

- Barwise and Strong (2002, JInM):
- When consumers *opt-in*, a large majority (93%) offer a favorable reaction to SMS ads
- 3 text messages a day from a provider “about right”

# Consumer Considerations: Research Findings- Privacy

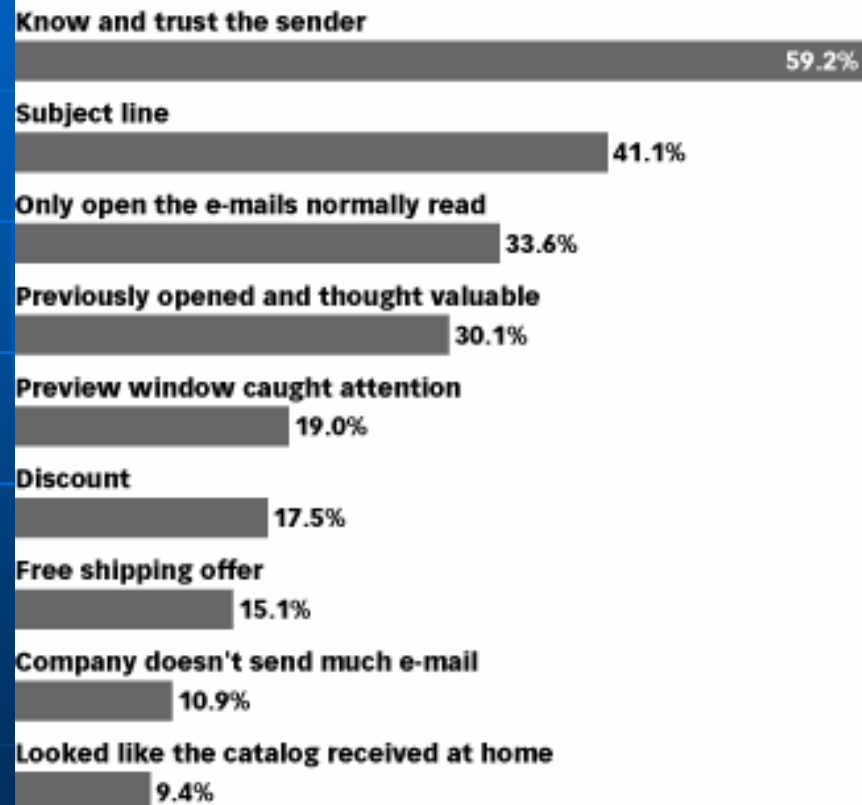
- Barnes and Scornavacca (2004, IJMC) find user permission among most important factors associated with mobile advertising acceptance
- Unni and Harmon (2007, JIAd) find much higher success for LBA programs that are opt-in

# Digital Advertising Principle #2

- *Consumers are more likely to be receptive to digital ads from marketers they trust*

# Trust Still #1 in Getting Mail Read

## Factors that Influenced US Consumers' Choice of E-Mail to Open and Read during the Holiday Season, December 2004 (as a % of respondents)



*Note: n=723 consumers between the ages of 18 and 54; respondents could select more than one answer*  
*Source: Return Path, January 2005*

# Consumer Considerations: Research Findings - Trust

- Barnes and Scornavacca (2004, IJMC) find trust in advertiser among most important factor associated with mobile advertising acceptance
- Okazaki, et al. (2007, JAR) find trust to be closely linked to attitudes and message recall
- Okazaki (2008, P&M) – commitment to brand related to response; Choi et al. (2008), credibility related to better results

# Digital Advertising Principle #3

- *Consumers are more likely to respond to digital ads for products that relevant to them*

# Consumer Considerations: Research Findings - Relevance

- Nasco and Bruner 2008, P&M find relevance and context in which message received makes a difference)
- Pagnani (2004) usefulness/ relevance number one factor in acceptance of MMS messages
- Carroll et. al (2007) relevance of message important to message acceptance.

RESEARCH FINDINGS

EXECUTIONAL FACTORS

# Key Factors in Successful Interactive Advertising

- Research has converged on the idea that there are two major executional factors closely associated with internet/ sms advertising effectiveness

# Two Key Factors at the Forefront

- *Interactivity*
- *Entertainment*

# Interactivity

- Need to engage the consumer in the online environment.
- For example:
  - Polls
  - Games
  - Chat
  - Feedback
  - Quizzes
  - Requested action through other medium

# Digital Advertising Principle #4

- Digital advertising approaches that incorporate interactivity are more likely to be effective

# Research Findings: Interactivity

- Research on the internet suggests that *perceived interactivity* is a key driver of a website's effectiveness

- McMillan, Hwang and Lee (2003)

*JAR:*

*"Must adjust to a new medium that is not time or space bound and that has the technical ability to engage the consumer."*

# Research Findings: Interactivity

- Dickenger et al. (2004) and Jelassi and Enders (2004) find that messages that are **interactive**, funny, **entertaining** and relevant achieve higher levels of success

# Effective Use: Research Findings

- Customers need a sense that they have access that is not available to all
- Special offers, suggested purchases, good customer service can build loyalty
- Customization is the key (e.g., Amazon, Saturn, P&G w/ Scope)

Chiagura and Wansley (2000)

# Some Examples of the Use of Interactivity

- Burger King's Subservient Chicken
- Career builder.com's site allows a photo to be aged 50 years.
- M&Ms website [becomeanMM.com](http://becomeanMM.com) allows an M&M character to be built from a photo

# Have you become an M&M Yet?

- **Mars Corporation's new site allows consumers to take part in the "candy creating" process!**
- **Through CGC, consumers make an M&M avatar to resemble themselves.**
- **Great publicity for M&M via interactivity with consumers while entertaining them.**



# Purina - Meow Mix "Survivor" (2006)



- "Cat-testants" chosen from shelters in 10 cities compete in contests (purring, catching toy mice, falling asleep).
- Every week one cat voted out. "Losers" get loving home and year's supply of Meow Mix
- Winner remains on Madison Ave. as VP of R&D to personally taste and test the product.

# Digital Advertising Principle # 5

- Advertising messages that are entertaining have a higher chance of success in the digital context

# Effective Use: Research Findings

- Raney et al. (2003, JInM) found that the inclusion of a mini-movie with dramatic elements on an automotive website increased purchase intention; conclude entertaining approaches are effective
- Choi et al. (2008, P&M) find more positive attitudes and higher p.i. for more entertaining messages in Korea and the U.S.
- Okazaki (2008, P&M) found more entertaining messages associated with participating in campaign

# A Third Factor

- **Ability to Build the Brand**

Measurement metrics should take brand building into account

Brand building is of fundamental importance

# Digital Advertising Principle # 6

- In the long run, new media advertising messages need to build the brand to be effective

# Effective Use: Research Findings

- “When it comes to building a brand on the internet, never have so many talked so little of what may be the internet’s most stunning capacity – strengthening the brand with customers and prospects”

Chiagouri and Wansley (2000)  
*Marketing Management*

# Effective Use: Research Findings

- People can move from awareness to action in an interactive quickly
- Enormous opportunity for relationship building:  
Awareness -> familiarity w/company through appreciation of product/service -> customer initiated purchase due to benefits of specific features

**Mutually beneficial relationships result**

# Effective Use: Research Findings

- Pagani (2004, JInM)
- Study of adoption of 3<sup>rd</sup> generation MMS in Italy (focus groups)
- Perceived usefulness, ease of use, price, and speed most important determinants of adoption of MMS
- Usefulness/relevance #1 – indicative of branding opportunities

# The pendulum swings back to brand

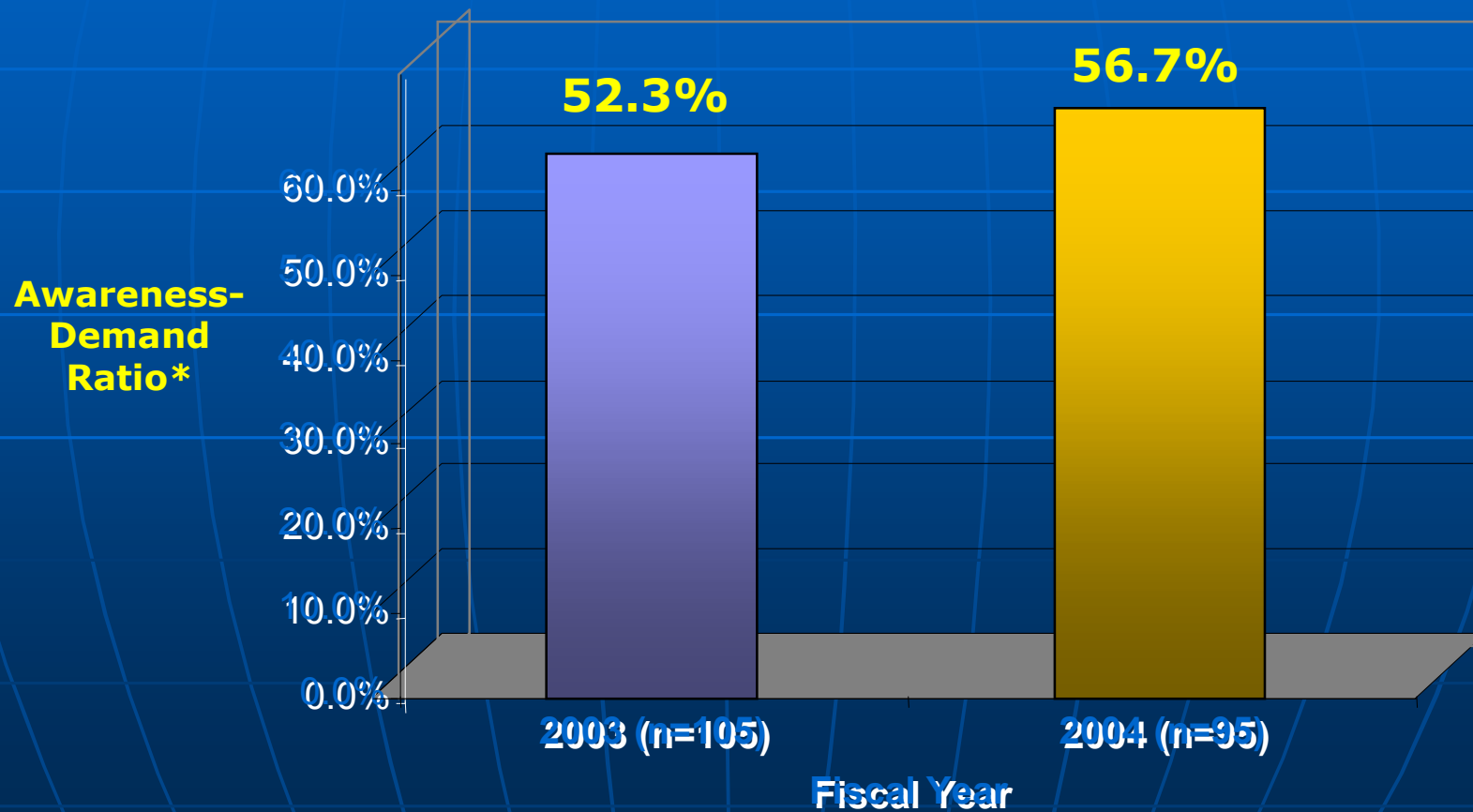
Q: What are the top 3 challenges your company is facing from a marketing perspective ?



Source: IDC's 2004 CMO Tech Marketing Benchmarks Survey

# Awareness-Demand (A-D) Ratio Reflects Increased Branding but NOT at Expense of Demand

Almost 57 cents of every marketing dollar targeted to branding



Source: IDC's 2003 and 2004 CMO Tech Marketing Benchmarks Survey

# The Brand Value Chain

- Use The Brand Value Chain to Determine Measurement Tactics and Resulting Marketing Strategies



# Okazaki and Taylor (2007, JBR)

- Examination of factors that lead MNCs to adopt SMS based mobile advertising
- Depth interviews of 53 managers of Japanese and U.S. managers of subsidiaries operating in the European Union
- Main hypothesis: because of recent emphasis on brand equity, brand building ability will most often be the central force

# Okazaki and Taylor (2007)

## Hypothesized Factors

- Ability to build brand image
- Ability to use location-based marketing
- Perceptions of consumer acceptance of SMS technology
- Perceptions of whether technological infrastructure is sufficient

# Okazaki and Taylor (2007)

**Table 4: Structural model results**

Hypotheses			Standardized estimates	Standard error	Critical ratio	<i>p</i>
H1: Branding effect	→	Managerial intention	.655	.302	2.400	.016
H2: Location-based marketing	→	Managerial intention	.104	.509	.480	.631
H3: Market acceptance	→	Managerial intention	.059	.356	.857	.392
H4: Technological factors	→	Managerial intention	.550	.287	2.851	.004
$\chi^2_{30} = 83.0, p = .387$						
CFI = .98, IFI = .99, RMSEA = .027						

# Okazaki and Taylor (2007) Findings

- Branding effect most profound
- Japanese and U.S. firms operating in the EU indicate they will adopt SMS to the extent that it helps build the brand

# What is Good Practice?

- Consider consumer concerns about privacy and trust; deliver relevant messages
- Use advertising programs that involve interactivity
- Content should be entertaining

# What is Good Practice?

- Use in conjunction with other media as part of IMC
- Use new media to build the brand and build relationships with the consumers

# Need for Research from China on Interactive Advertising/ UGC

- China is a huge, advanced internet market with its own unique characteristics
- Studies of blogs and other UGC sites are badly needed
- Studies examining the impact of culture on the types of internet advertising that are effective are useful

# Need for Research from China on Interactive Advertising/ UGC

- Should not be automatically assumed that the digital principles hold in China. Most may, but some may be more/less important to advertisers.
- Given attractive demographics of the core Chinese internet user, understanding how they interact online and the types of ads they respond to is important.
- Studies should also explore the degree to which interactive advertising strategies can be standardized across China and other nations.

**Thank You !!**

# A final note for Dr. Kitchen based on social media research Saganaki vs. Cheese Pies



# twitter

Apple's Swift Pick

## twitter for iPhone

Overview [Login](#) NL

### Get your Twit on.

The most Twitter like experience you will find for your iPhone.

Featured on...



On iPhone Please Visit: [TwitterForiPhone.com/login](http://TwitterForiPhone.com/login)

#### Take Twitter With You

We have scaled Twitter to work perfectly on your iPhone. We paid close attention to the details so the Twitter experience would be preserved. To use Twitter for iPhone you'll need an iPhone and a Twitter account. [Sign up for Twitter](#)



#### Follow your friends

The recent updates screen is elegantly designed so you can easily flip through all of the messages with the flick of a finger.

#### View Profiles

Simply click on your friends' icon to view their profile. You can read their posts and begin following their feed.

#### Add new friends from iPhone

When you meet friends using Twitter you can quickly add them right from your iPhone.

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## What is Twitter?

- Twitter – A social networking and micro blogging service used to send and read other users updates known as Tweets.
- Tweets – Text based posts of up to 140 characters.
- User updates are delivered to other users who have subscribed to them (known as followers)
- Described as the “SMS of the Internet”

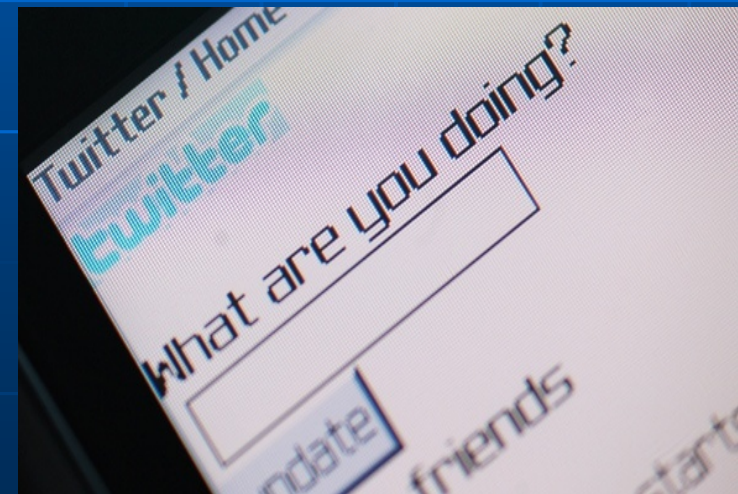




# History

*One could change the world with one hundred and forty characters. – Jack Dorsey, Creator*

- **Founded in March 2006 by Biz Stone, Jack Dorsey, and Evan Williams**
- **Estimated 4 -5 million users**
- **Estimated monthly visits of 55 million**





## Growth

- Twitter is now the third most used Social Networking website (following Facebook and MySpace)
- Named the fastest growing site in the Member Communities Category by a Nielson.com
- Growth of visitors from Feb 08 to Feb 09 of 1382%





## Growth

- Catapulted to tech stardom during Election 2008
- Twitter use increased by 43% on the day of the United States' 2008 election.



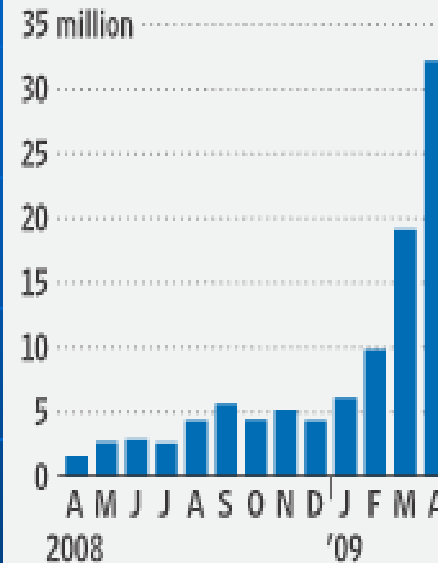


## Growth

- 45 employees, up from 21 in Jan 09 May 09
- No current revenue stream
- 55 million raised from venture capitalists so far
- Valued at \$255 million

### Taking Off

World-wide unique visitors to Twitter.com



Source: comScore



## The 5 Stages Of **twitter** Acceptance

### 1. Denial

"I think Twitter sounds stupid. Why would anyone care what other people are doing right now?"

### 2. Presence

"Ok, I don't really get why people love it , but I guess I should at least create an account."

### 3. Dumping

"I'm on Twitter and use it for pasting links to my blog posts and pointing people to my press releases."

### 4. Conversing

"I don't always post useful stuff, but I do use Twitter to have authentic 1x1 conversations."

### 5. Microblogging

"I'm using Twitter to publish useful information that people read AND converse 1x1 authentically."



Originally published on Influential Marketing Blog ([rohitbhargava.typepad.com](http://rohitbhargava.typepad.com))

What are you doing?

140

update

Recent Topics Friends Everyone

**MutiaraHobbs** ahh..another valuable course from Renegade University about leveraging Twitter to market my business <http://mutiara.marketingmer...> 7 minutes ago from web

**MutiaraHobbs** Just got John Reese Traffic Secret 2 course! Can't wait to apply it to my blog <http://www.internetnetworkm...> 11 minutes ago from web

**athetop** Excited about Xoomaedge! <http://www.xoomaedge.com/s...>

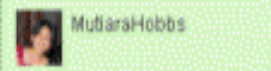
You can broadcast **REAL TIME** to your network of "followers" what you're up to, example: just created a movie about my business, just updated my blog with a new article, just created a new promo etc. The opportunity is endless!

**johnreese** The Rise And Fall Of Twitter: <http://tinyurl.com/58lymd> about 2 hours ago from web

**johnreese** ankle checked out okay. just a bad sprain. these cuts really suck though... especially the ones on my joints. thx for well wishes

You can see what your mentor's up to **REAL TIME** and what news he's following! Why? So that I can be **FAST** appraised of what's going on in my industry – Internet Marketing, Internet Network Marketing

Hi, [your profile](#)



Currently

ahh..another valuable course from Renegade University about leveraging Twitter to market my business <http://mutiara...>

Device Updates [add device](#)

Take Twitter with you: [Set up your phone!](#)

Stats

Following	23
Followers	12
Favorites	0
Direct Messages	0
Updates	1

People [invite more](#)



Connect with people in your industry to share insights & knowledge. Connect with your prospects so that they can learn from you about your business and the value you can bring to them, real time. Be Social! Engage in the conversation! Get noticed!



# Twitter Taste Live!



[Front Page](#) | [My Page](#) | [About](#) | [Tasters](#) | [#TTL Topics!](#) | [Upcoming](#) | [Blogs](#)

### Featured Tweet



**Brookston** I would drink them on a boat. I would drink them while I float. #ttl (in reference to seasonal Trappist drinking)

### Members


[View All](#)

### @MMWINE Ustream



### Twitter Taste Live Feed



Twitter Taste LIVE is about connecting consumers around the world directly with the folks that drive the trends for wine, beer, cigars and just about anything related to "tasting".

Please log in with your Twitter login information and you will be connected to the #ttl feed in real time. #ttl will automatically be added to your post. Note: We do not collect any login credentials. If you are not on Twitter and want to watch the feed, please go [here](#) and you will see the entire tasting.

### Twitter Taste Live!

Twitter username:

Twitter password:

Login

Login to go to: #ttl

Welcome to Twitter Taste Live

[Sign Up](#)  
or [Sign In](#)

Search, Review, & Buy Wine

vinquire?

Find the best wine prices online

Search Wine Prices

