Interactive and Alternative Media

Chapter 10

Chapter Outline

I. Chapter Key Points
II. Interactive Media
III. The Internet
IV. Internet Advertising
V. E-Mail Advertising
VI. Alternative and New Media

Key Points

• Determine the difference between interactive media and more conventional mainstream media
• Explain how the Internet works as a business and as marketing communications
• Discuss how Internet advertising works
• Discuss how e-mail advertising works
• Show how the different forms of interactive and alternative media are changing the way advertising works
Interactive Media

• Communication systems that permit two-way communication
• Believed to be the most persuasive type of communication available to marketers
• Not limited to the Internet – also includes telephone and e-mail

Amazon.com:
The Most Familiar Form of e-business

The Internet
A linked system of international computer networks

The World Wide Web
The information interface that allows people to access the Internet through an easy-to-use graphical format
E-Business

- The hardware, software, and computer know-how that provides a platform for businesses that use the Internet

Electronic Privacy Information Center: Protecting Your Privacy

The Internet and Marketing Communication

- Intranet
  - Internal communication systems that connect employees

- Extranets
  - Communications systems that connect a company and its employees to key external stakeholders
The Internet and Marketing Communication

- Web sites
- Advertising resources
  - Search engines
  - Search marketing
  - B2B ad networks
- Chat rooms
- Blogs

Purposes of Internet Advertising

- Provide brand reminder message
- Deliver informational or persuasive message
- Drive traffic

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Table 10.1

Internet Advertising

- Banner ads
- Skyscrapers
- Pop-ups/Pop-behinds
- Minisites
- Superstitials
- Rich media
- Streaming video
The Internet Audience

• The Internet is the leading tool for information searching by all ages
  – Hits
  – Click-through

Google.com: The Roadmap to Cyberspace

Advantages of Internet Advertising

• Relatively inexpensive
• Can also deliver business
• Advertisers can customize and personalize messages
• Can provide sales leads or actual sales
Disadvantages of Internet Advertising

• Inability of experts to consistently produce effective ads and to measure their effectiveness
• Clutter may even be worse than in other media

The Web in International Advertising

• Not everyone has access or ability to use the Internet
• Laws differ from country to country
• Language barriers
• Exchange rates
• Technological differences

E-Mail Advertising

• Spam
• Opt-in
• Opt-out
• Viral Marketing
Stamping out Spam

Alternative and New Media: Advertainment

- When companies integrate brands into the content of shows
- Also called branded entertainment
- Situational ads

Alternative and New Media: New Internet Practices

- Brand experiences on the Web
  - Companies making their Web sites more engaging/entertaining
- Webisodes
  - Recurring episodes in a developing story
  - Blends advertising and entertainment
Internet Short Films

Visit the Site

Alternative and New Media: Video Games

• Opportunities to create online games as well as place products within video games

Alternative and New Media: Wireless Communication

• Links the common phone to a computer
• The most important change in communication systems in the new millennium
Alternative and New Media: Nonelectronic New Media

- Ads appearing in unexpected new places

Alternative and New Media: Guerrilla Marketing

- Unconventional marketing communication activities
- Intended to get a buzz on a limited budget

eBay Reinvents the Marketplace

Visit the Site
Discussion Questions

Discussion Question 1

• One interesting way to combine the assets of print and broadcast is to use the visuals from a print ad or a television commercial in an Internet ad.
  – Why would an advertiser consider this creative strategy?
  – What limitations would you mention?
  – Would you recommend doing this?

Discussion Question 2

• You are the media planner for a cosmetics company introducing a new line of makeup for teenage girls.
• Your research indicates that the Internet might be an effective medium for creating awareness about your new product line.
  – How do you design an Internet advertising strategy that will reach your target market successfully?
  – What Web sites would you choose? Why?
  – What advertising forms would you use on these sites and why?
Discussion Question 3

• How can Internet sites entice companies to advertise on them?
• What competitive advantage, if any, does Internet advertising provide?
• If you are a sales rep working for a college newspaper that has an online version, how would you attract advertising?
• What companies would you recommend contacting?
• What are the arguments that the sales rep might present to a prospect?