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The gradually increment of recent innovation in advertisement using technology

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Abstract

There is no longer an age when advertising is limited to banners, newspapers and television commercials. Currently, ads are not limited to a few media, but they explore new media every day. With the advent of new technology, the company is using it to display ads and other prominent products from other companies. When the number of users of the Web reaches 2 billion, Web 2.0 is recognized as the largest medium. The company advertises itself on social networking sites, blogs, video sharing sites and web applications. We want to see dynamic changes in the way we create ads. Viral ads are kind. There are technologies and other technologies that will revolutionize your ads in the next 10 years. This document will be the main focus area.

Keywords: Radio advertising, in game advertisement, smart watches, apps

Introduction

As we all know, advertising is an activity that attracts public attention to your product or business. You can do it in many ways. You can print on paper, advertise on the radio and advertise on television. Advertising and innovation work together. The main objective of advertising is to attract recipients. Without innovation, we cannot do that. It is the consumer's tendency to pay attention. People do not hear or see things that they do not hear or see. In order to influence the mind of the recipient, the advertisements must be shown to the crowd and inform the recipient. Advertisers who use available technology believe that they cannot see new messages in their ads [1].

It has existed since 4000 BC, but I will only talk about recent history. The main advertising medium of the 19th century was the available technology. It is mainly used as posters and banners for small advertising areas. There was a wider range of presentations in the newspapers. After radio became widespread, radio advertising was the most innovative way to attract the public. It was easier to say what you want to deliver instead of printing ads. Television becomes common only in the second half of the century [2]. Inventions of television and entertainment for the public open up opportunities for advertisers. Now you can present yourself in a better way through the video. The scope of video innovation is the most popular medium for advertising. It was also the most innovative medium for advertising. At the end of the last century, there was a fierce change in the way advertisements are advertised. With the increasing use of the Internet, a completely new world has opened up in the advertising industry [3].

Current practices in advertising world

Today we live in a world full of gadgets. We travel a lot around us. We have access to a variety of media. There have been many changes in how technology is advertised and how messages are delivered. Advertisers generally do not follow the general form of advertising, but they use the technology that surrounds us for advertising. Some of the technological advances that have changed the advertising industry include:

Advertising using printed media

Although advertising media have been widely invented, print media remains an important means of advertising products and services. Because the printing device develops and the speed of computer processing is fast, it is easy to print an impression that attracts the public. With software such as coral reefs and Photoshop, you can take advantage of innovation, draw almost anything imaginable and easily communicate information. As a result, the emergence of new technologies has expanded the range of innovations in print media.

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Advertising using the Internet
A) Web banners
On a large number of websites, web banners are used, and as soon as the page is loaded as part of the page, the banner is displayed. You can promote or provide banners. The banner has a link to the website that contains details about the ad in the banner [4].

b) Search engine ADS
Search engine advertising is one of the most effective advertising methods. This is because the ads associated with the string retrieved by the search engine are displayed. Google text ads are a new way to advertise on the web, consisting of a 25-character title, two 35-character characters and a total of 130 characters (35-character display URL). Pay only those who write and click on some lines of the keyboard. Relatively speaking, pay-per-click search advertising is an important element from a creative point of view. Almost everyone can create Google Ad Words ads [5].

c) Web 2.0 Advertising
The World Wide Web has become an important source of information. There are around 2 billion Internet users worldwide, and it is increasing day by day. Web 2.0 is not an existing Internet used in the last century. Web 2.0 includes social networking sites, video sharing sites, Wikipedia, blogs and web applications. Advertisers have great opportunities. Web 2.0 is a place where word of mouth and consumers promote their products [6]. Marking services such as Facebook, Orkut, MySpace, YouTube, del.icio.us and stumbleupon, social news distributors such as digg and mixx, and other social networking sites such as user-centric social sites. Content like Twitter, friendfeed, sezwho, yelp, flickr. All advertisers must upload and promote enough video / print ads. At the beginning we saw videos and posters with interesting content, and the final result was to promote the company or the product. The company may have pages from social networking sites. This product can promote your product, receive product updates, receive comments directly from you, post your questions and complaints about your product. In this way, the company can contact the customer directly. The most important part of a Web 2.0 advertising is the cost or less money [7].

Ads that use TV
TV. This is the most favorable medium for advertising. Everyone uses an hour or two of free time to watch television. The most important point about television advertising is to know your target audience (in most cases). For example, suppose that a company that wants to sell male products wishes to advertise mainly in men's programs. Women and children apply equally. As a result, the company has the advantage of communicating potential customers directly. New technologies have emerged in hardware and software and video cameras. Quality and innovation have increased in television. Advertising. TV ads can be created using graphics and animations instead of videos. You can mix videos and animations to attract viewers. For example: a very successful zoological zoo campaign by vodafone [8].

Shortcomings of current practices [9]
Print Media
1. Your advertisement is not only advertisement. There are other advertisements too and maybe your competitor also advertises in the same space.
2. Add space can be expensive.
3. You are not paying for sending the message to potential customer only but to all the people who read it.

Television
1. Limited length of exposure. Most ads are 30 seconds or less.
2. For getting in notice of enough number of viewers add has to be repeated again and again.

Web 2.0
1. Web 2.0 has become oversaturated i.e. everyone is using web 2.0. These days.
2. The level of privacy decreases by web 2.0. When we create a social networking account, out personal information becomes public which bothers a lot of people who are not comfortable with it.

What Future Holds
There are some innovations that have just started or are in the process of development, which will change the way you create ads. Here are some of them.

Attentive billboards
Attentive billboards do not just show ads. Attentive signage uses technology to predict demographics, the number of people who see it and the sex of people. Use sophisticated techniques, such as face tracking sensors, to detect if a person is watching a billboard. You can further improve your billboard with a device such as a curved eye box and a camera that can control your eye moments up to 10 meters away. It is enough to know if a person is watching the billboard or not. You can track several people at once and determine their appearance from 4 meters to 15 degrees [10]. These are some of the key features that you can put in a careful billboard:
1. Ability to predict the sex of the viewer using a low-cost camera.
2. Real-time detection
3. Supports the detection of multiple objects at the same time.
4. Ability to calculate the total number of objects.

In-game advertising or Ads in the game
Use of computers and video games for advertising purposes. This process is ongoing, but it is not very big. It is expected to grow to $ 1 billion in 2014. Game advertising is aimed primarily at 18-34 men who neglect television when they love computers and video games. There are two main types of game ads [11].

Advertising of static games
For static game ads, the ad is inserted during programming, and once the game's programming is complete, the ad cannot be changed.

Dynamic in-game advertisement
Agencies can dynamically change game ads remotely instead of static ads such as static game ads. Mobile advertising: it will be the most effective medium for mobile advertising. The total number of mobile phones in the world is 5,000,000,000. We already have ads that use SMS and

mobile browsers, but there will be a big change in the ads that use the mobile as a medium in the next 10 years [12]. New technologies, such as 3g and 4g, have already started in almost all regions of the world, so the data rates in mobile phones have changed drastically. It is common to see and share videos directly on the mobile these days. Since mobile device users do not pay for applications and games, application providers and game providers have begun offering them for free and absorbing ads within the application. This allows you to advertise every time a user starts playing [13]. The ad requests an Internet connection during startup. As soon as the presentation is transferred to the application, download it in real time and visualize it on the application screen. This type of advertising method will continue for the next decade. As data rates increase, interactive ads with rich media, animation and video are delivered directly to your phone. Then you can target more people.

Digital innovation change of advertising and marketing conclusions

The change is lighter than digital marketing and advertising space. Over the past five years, he has seen an increase in mobile web traffic, social graphics and Omni Channel marketing. What will bring innovation in marketing and advertising in 2015? This year, we asked this year's top marketing and advertising executives. The following are the main contents [14].

Video innovation

Live and Social Integration Meerkat, a live video service, was the largest application launched at SXSW Interactive this year. Grant Owens, vice president of Razorfish's global planning account, said: "With all the recent video developments (periscope, greater integration with Facebook and YouTube 360-degree video), we discovered that brands and consumers can be seen as new technologies. He points out that the recent campaigns of Meerkat and Smart USA are good examples [15].

Decoded Advertising CEO Matt Rednor says the brand should consider silent video in its 2015 plan. "Autoplay on platforms like Facebook, Instagram and Twitter starts with muted videos, and most people trigger clicks." He says. "Brands only post online TV ads. This year will not work if you change the amount of money spent on online videos Startup video ad People put short video ads in their video videos at 80% Predicted that the Television is more effective than television.

Snapchat and messaging applications

Last year, social networks were a personal success, especially with the advent of messaging applications. Snapchat was especially surprised. "Marketing professionals have ample opportunities for experimentation," says Aaron Shapiro, CEO of Huge. "Two years ago, it was really Facebook, and now innovation in social networks is explosive, much more multifaceted than compiling what Facebook likes." [16]

Brands share photos on Snapchat and messaging applications. Kik facilitates conversations with users. As of May 2014, 700 million photos and videos were sent to Snapchat every day. By contrast, Facebook averages 350 million photos per day on average and Instagram averages more than 70 million photos. (And Snapchat's user base has grown significantly in the last year). "If you have not done it yet, it's a good idea to start," says Rednor. "People between the ages of 18 and 34 use Facebook and Instagram more than other platforms." [17]

Smart Watch

Smart Watch messaging is directly related to the popularity of messaging applications. Smart watch is excellent due to its personalized interaction with a large number of consumers and technology enthusiasts. The first Smart Watch application is in the expected category, such as the flight tracker, the map, the physical status, music and shopping lists. Apple Watch has expanded to integrate applications for Target, Honeywell and BMW.

With the release of Apple Watch and the evolution of smart watches such as Samsung Gear and LG G Watch, Shapiro predicts that mobile payments will reach a critical point. Rednor is not sure about the potential of Smart Watch. "We cannot live without a cell phone, and we cannot imagine a scenario where we leave a cell phone on the clock at home," he says. "So, if you always have to answer the phone, is it really changing?" [18]

Anticipatory design

Shapiro says that the Amazon Dash button is a step to achieve the convergence and commercialization of the product. "More things are being automated in our lives, and this is a very powerful marketing mix," he says. "The tide is a product, but if there is a button in the refrigerator, the tide is a service." The next step is a fully automated service. For example, you can order a car automatically when the meeting is over.

Owens calls this the economics of digital services. "Standard, many high-end brand agreements are more personal, predictable and optimized with the help of new technologies." If you need to send a query, you can select it from the drop-down menu or click on a series of links to see what you need ". Research firm Gartner predicts that by the end of 2016, autonomous mobile subsidies will reach $ 2 billion annually [6].

Smart retail

Shapiro says that the retail business has reached a new cycle. "Retailers must show more than satisfaction." How can a store become a professional advisor to make the right decision about the product? "The integration of face-to-face and online experiences using a buyer's personal mobile phone is a fertile ground for innovation," says Gartner. "Nearly three-quarters of retailers have technology this year [14].

Conclusion

The abundance of new technologies does not change the fact that consumers respond more strongly to good storytelling. Shapiro said: "The 30-second advertising model has not disappeared." Different format We saw storytelling in an innovative way through social networks. There is content that actively participates in many challenges. "For example, JBL's #Cord Fail campaign, AT & T's #SharetheSavings campaign and HTC's production advertising campaign.

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