The Role of Banner and the Design of an Internet Campaign

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Téma práce: **Design of internet campaign and role of banner**

Zásady pro vypracování:

1. Vytvořte teoretickou základnu a vysvětlete potřebnou terminologii pro uchopení daného tématu, vyvarujte se prostému opisu teorie a obecně známých faktů.
2. Stanovte pracovní hypotézu.
3. Stanovte kritéria analýzy cílové skupiny komunikační kampaně a tuto analýzu proveďte.
4. Vytvořte návrh komunikační bannerové kampaně na základě syntézy informací získaných z vlastních šetření, analýz cílové skupiny a potřeb dané společnosti.
5. V případě uvedení komunikační bannerové kampaně do praxe analyzujte její úspěšnost

Rozsah práce:

Rozsah příloh:

Forma zpracování diplomové práce: **tištěná/elektronická**

Seznam odborné literatury:

Michael Miller, Online marketing heroes: interviews with 25 successful online marketing gurus, Indianapolis, IN: Wiley, 2008, ISBN: 978-0-470-24204-9
David Meerman Scott, The new rules of marketing and PR: how to use news releases, blogs, podcasting, viral marketing and online media to reach buyers directly, Hoboken, N.J.: Wiley, 2009 , ISBN 978-0-470-37928-8
Julius Wiedemann, Advertising now : online, Köln : Taschen, 2005, ISBN: 978-3-8228-4956-9
Joe Plummer,Steve Rappaport, The Online Advertising Playbook: Proven Strategies and Tested Tactics from the Advertising Research Foundation, 2007, ISBN: 978-0-470-05105-4
Vickie Taylor, The Complete Guide to Writing Web-Based Advertising Copy to Get the Sale: What You Need to Know Explained Simply, 2008, Atlantic Publiching Group, ISBN-13:978-1-60138-020-3
T.L. Taylor, Play between worlds : exploring online game culture, Cambridge ; London: MIT Press, 2006, ISBN 978-0-262-51262-6

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Ve Zlíně dne 1. prosince 2009

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Ve Zlíně 22.3.2010

MILAN HNÁTEK *Milan Hnátek*

Jméno, příjmení, podpis

ABSTRAKT

Cílem této diplomové práce je popsat úlohu banneru a navrhnout internetovou bannerovou kampaň pro zábavní server Superhry.cz®. Práce je psaná v anglickém jazyce, protože její většina vznikala během studijního pobytu na Anadolu University v Turecku. Diplomová práce začíná teoretickým základem, ve kterém je vysvětlen vývoj online propagace, druhy reklamy a nové trendy v online reklamě. Teoretický základ pokračuje marketingovou a počítačovou terminologií a také definicemi. Jsou zde vysvětleny pojmy jako: targeting, kreativní strategie, advergaming a další. Třetí kapitola popisuje formy a druhy internetových bannerů. Další kapitola je věnována online hrám. Projektová část začíná popisem a analýzou cílové skupiny. Dále následuje návrh bannerů kampaně. Diplomová práce končí metodologií a zhodnocením závěrů.

Klíčová slova: banner, internetová kampaň, advergaming, online hry, internet

ABSTRACT

The goal of this diploma thesis is describe the role of banner and design internet banner campaigns for entertainment portal Superhry.cz®. This thesis is in English, because the majority was written while studying in Anadolu University in Turkey. This diploma thesis starts with theoretical background, where development of online advertising and types of advertisements and new trends of online advertising are explained. Theoretical background continues with marketing and computer terminology and definitions. There terms like targeting, creative strategy, advergaming are explained. Third chapter is describes the form and type of internet banners. The next chapter is about online games. The section containing the project begins with target audience analysis and description. After this part, you can find new banner designs and whole campaign. The end of diploma thesis is about methodology and conclusions.

Keywords: banner, internet campaign, advergaming, online games, internet

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"Na věž nemůžete vyskočit, na věž musíte stoupat krok za krokem."

Tomáš Baťa

"You can not jump up to the top of tower; you have to climb up step by step."

Thomas Bata

Master's thesis and the electronic version of the thesis deposited in the IS/STAG system are identical, worded as follows:

I hereby declare that the print version of my Master's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

CONTENTS

INTRODUCTION

The goal of this diploma thesis is the design of an internet banner campaign for entertainment portal Superhry.cz®. This campaign is using advertising games as a communication medium. Superhry.cz® is a Czech entertainment portal and, among other things on, focuses on online games and other internet entertainment. Superhry.cz® is the most popular and the most visited independent Czech entertainment portal for online games. Monthly, this portal is visited by about 750 000 real users (RU). In the portal a hundred different kinds of online games can be found. Superhry.cz® is a Registered Trade Mark of CMC Online s.r.o. (Limited company).

The thesis starts with theoretical background, where the development of online advertising, type of advertisements and new trends of online advertising are explained. Comparing online advertising to traditional communication media is very young and still developing. The basic types of online advertisements are contextual advertising, video advertisement interstitials and pop-up windows.

Certain campaigns are designed using another online medium to deliver the message to the target audience. These new communication mediums are online games. The campaign is presented directly on the competitor's web portals through online games containing Mochi Ads advertisement system. The main direct competitors are amateur websites which are a parasite on the good renown of Superhry.cz®. A clear example of parasitization is the server 1superhry.cz. Thanks to this advertising system you can show your advertisement to the target audience while the game is loading. Advergaming, using online games as communication medium is in the Czech Republic, very unusual and there are not so many experiences with this kind of communication medium. Chapter number four is about online games and other kind of games.

The project part of diploma thesis is begins with the target audience analysis and description. After this part you can find the design of new banners and a whole new campaign. This particular internet campaign is not a classical communication campaign, but more like some kind of experiment and pioneering project to find out if it is possible to use this medium for promoting the portal Superhry.cz®. At the end of diploma thesis are some online testing data from campaign are evaluated conclusions with recommendations are given.

I. THEORETICAL BACKGROUND

1 LITERATURE REVIEW

A general literature review is very important for beginning every successful project. The goals of this review are to chart the examined topic, update knowledge, and put it to the wide context. In the library you can find a lot of sources about the design of traditional campaigns. There are also some sources about online advertising and designing internet campaigns, but these sources are generally old and not so realistic, because internet is a new and daily growing advertising medium. Finding some good literature sources engaging in campaigns which are using online games as an advertising medium is a big problem. Advergaming – using games for promoting products or services is a new trend and actual topic of marketing communication.

1.1 History and development of online advertising

Online advertising is connected with the development of the global network and the internet. The internet started as an army project in 60's in the last century.

Online advertising has a short history. Since 1994, internet advertising has made tremendous inroads into the lives of consumers and marketers. HotWired posted the first banner ad and it also produced the first button ads and first sponsorships. Online advertising is a function of marketing. It focuses on promoting and/or selling a product or service. There is some debate as to what constitutes online or electronic advertising. The 1996 American Academy of Advertising defined cyberadvertising as paid advertising on the web only including linked sites for the paid banner. Others, however, conceptualized online advertising as promotional efforts including banners, online catalogs, free sample and trial offers, and the other sponsor identifications.[1]

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[1] KAYE, K. Barbara, MEDOFF, J. Norman, Just a Click Away: Advertising on the Internet, 1st ed. Needham Heights: Allyn and Bacon a Person Education Company, 2001, ISBN: 0-205-3187875-4

The publishing of the first banner advertisement on October 27, 1994 changed internet from only a scientific network to a commercial medium. Nowadays internet is an irreplaceable commercial communication medium. Companies can not simply transfer their experience with traditional media advertising on the internet, but they should respect specific conditions which internet and its users have. Advertisers should understand how and why people are using the internet and what they are finding, and offer to them exactly what they need.

Current online advertising is not only banners, but also streamed video advertisement, search and contextual engines, mobile and in-game advertising as additional channels on online advertising and communication.

Sun Microsystems revolutionized Web advertising with its release of Java, a programming language that turns text-only ads into animated ones that play sounds and show videos. Java also baked cookies, applications that identify users and track customer's movements around the web. In 1997, advertisers and marketers led to interactive and "smart" banners that brought product information and order forms to consumer's fingertips. Banners were becoming commonplace and the novelty was beginning to wear off as click-through rates dropped from between 10 to 40 percent in the two preceding years to about 1 percent in 1997.[2]

Internet advertising has now become an important part of the marketing mix of most companies, with spending in the U.S. growing from $ 4.6 billion in 1999 to $ 16.9 billions in 2006.[3]

Online advertising is expected account for $ 25.4 billion in spending this year and $ 26.1 billion in 2010. If these forecast figures are reached, they will account for 2.9 %

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[2] KAYE, K. Barbara, MEDOFF, J. Norman, Just a Click Away: Advertising on the Internet, 1st ed. Needham Heights: Allyn and Bacon a Person Education Company, 2001, ISBN: 0-205-3187875-4

[3] BUCKLIN, E. Randolph & SISMEIRO Catarina, Journal of Interactive Marketing 23, Article:Click Here for Internet Insight: Advances in Clickstream Data Analysis in Marketing, , 2009, 35-48

year-over-year growth in 2009 and 2.7 % percent growth in 2010. Display advertising spending is expected to drop in 2009 and 2010. In 2008, the channel brought in $ 11.4 billion. However, spending is expected to be $ 11.2 billion in 2009 and $ 10.8 billion in 2010, a 2 % and 3 % drop, respectively.[4]

In 2009, the Czech internet collected a total of 6.4 billion CZK from Czech advertisers. For 2010, operators of internet media are estimating year-on-year growth of over 17 %. In terms of display advertisements, advertisers last year invested over 4 billion CZK in internet and in catalogue advertising 786 million. CZK, in pay-per-click systems of advertising, advertisers spent almost 1.6 billion CZK. The internet share as media type therefore reached almost 10 % for overall investment in advertising for 2009 in the Czech Republic, and is in third place immediately behind television and print media.[5]

The internet is hailed as a unique medium that facilitates interaction between information providers, users and sellers. Through web browsers and the web's hypermedia system, users can easily point and click their way to information and to the purchase of goods and services. The web is unlike other media in that it presents text, graphic, animation, audio and video in one venue. Internet technology offers advertisers and marketers the opportunity to interact with their customers through email, newsgroups, surveys, contests and games, and other means of online communication. Advertisers and marketers also have creative and alluring ways to present their messages and products through such forums as online catalogs, products demonstrations, and interactive order forms.[6]

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[4] Online Advertising Expenditure Forecast 2009-201, Enid Burns, [2010-4-15],

http://www.clickz.com/3633673/

[5]SPIR - Internet Advertising Report - February 2010, [2010-4-15],

http://en.spir.cz/index.php?option=com_content&task=view&id=14&Itemid=1

[6] KAYE, K. Barbara, MEDOFF, J. Norman, Just a Click Away: Advertising on the Internet, 1st ed. Needham Heights: Allyn and Bacon a Person Education Company, 2001, ISBN: 0-205-3187875-4

The internet has personalized communication efforts between buyer and seller, moving from talking at the target to talking with target. The internet allows targets the opportunity to gather information or to shop in the comfort of their own homes, at a time when they are exposed to fewer distractions.[7]

A major difference between the internet and traditional media is the ability for user-directed interaction. This opportunity to control exposure to online advertising messages could be crucial to the success or failure of online messages and further highlights the importance of motivation in eliciting further message processing. If consumers are motivated and have the opportunity to process, ads may be successful. However, in a very noisy environment such as the internet, many distractions compete for a consumer's attention. Therefore, internet advertising must demonstrate relevance and allow consumers the opportunity to process information at their own pace. Without this relevance and control, online ad messages get relegated to a lower information-processing priority by verwhelmed users seeking to fulfill some alternative primary goal.[8]

The main advantage of online advertising is that you can very easily reach your segment and target your audience. On the internet you can easily observe potential customers behaviour, specially what he is looking for. Thanks to knowledge of your customer you can offer him the demanded product or service. Another advantage of online advertising is low production cost compared to other types of advertising. You can spend your money more reasonably. Because all advertising is promoting online and in digital form you can easily see the actual results of your campaign, or alternatively if the campaign is not working you, can change it after launching.

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[7] BLAKEMAN, Robyn, Integrated marketing communication – Creative strategy from idea to implementation, Rowman & Littlefield publishers, inc., Maryland, USA, 2007, ISBN: 13 978-0-7425-2964-9

[8] SCHUMANN, W. David, THIRSON, Esther, Internet Advertising, Theory and Research,

New Jersey: Lawrence Erlbaum Associates, Publisher, 2007, ISBN: 0-8058-5109-7

1.2 Types of online advertisements

Possibilities of online advertisements are unlimited and every day, thanks to better technology, the opportunities become greater and greater. What was impossible 5 or 10 years ago is now normal and often is considered as standard. Some websites use a lot of online advertisements on one web page, including flashing and shaking banners that disturb the visitors. In addition, very unethical images designed to look like error messages from the operating system or fictive lottery games are used. This chapter is describes only the ethical and most common possibilities of online advertisements. The goals of diploma thesis is not to design unethical forms of online advertisements, but use only ethical and standard form of advertising in accordance with general online advertising rules.

1.2.1 Contextual advertising

Contextual advertising is a form of website's targeting advertising. It is a system to target customers based on key words. Contextual advertising is facilitates displaying a message to an interested customer. For example, when a customer is searching on the internet for information about some holiday destination, a system built in search engine offers him a hotel in this destination. The difference between cookies and contextual advertising is that contextual advertising is uses keywords which a potential customer types not his past activity on the internet. What is very important is to choose the right keywords for a successful contextual advertising campaign. Advertisers are generally billed on Pay Per Click, which means that advertisers pay only when their advertisement is clicked. Because advertisements are very well targeted, the probability that website's visitor will click and visit the promoted page is higher compared to mass and untargeted campaigns. The first and leading contextual advertising system is Google AdWords and Google AdSence.

Google AdWords is a program promoting products and services on the internet. Advertisers bid in an open and competitive auction to have their ads appear alongside the search results for particular keywords. They can specify the geographic location and time of day for their ads to appear. As a result, people see ads that are so useful and relevant that they become a valuable form of information in their own right. In addition, hundreds of thousands of partners, from bloggers to major online publishers, participate in Google AdSense program. This program delivers ads from AdWords advertisers that are relevant to the content or search results on partner sites. The AdSense program enables advertisers to extend the reach of their ad campaigns, improves partner's ability to generate revenue from their content, and delivers relevant ads for their users.[9]

Other examples of contextual advertising are: Sponsored Search on Yahoo or Czech's contextual systems AdFox and Sklik.

1.2.2 Video advertisement

This modern advertisement technology uses video content for delivering advertising messages. Video advertisement is a very modern form of advertising and is still developing. Thanks to faster broadband internet connection video advertising is more and more popular with marketers. Unfortunately some marketers forget that not everybody has the fastest internet connection and an advertisement is not loaded quickly, potential customers close it, and will never see advertising, therefore never visiting the promoted website.

We can find a lot of form of video advertising. Basic forms of video advertisements are Pre-roll and post-roll ads. They are great tools for sponsoring an online video program. Pre-roll is a short message at the beginning of the video content and past-roll at the end. Another technique how to use video content for advertising is the branded video player. Some brands can dress up the classical video or movie player on the web page to incorporate

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[9] Google Corporate Information [2010-3-11], http://www.google.com/corporate/

colors and design. It is common for brands to dress up whole web pages or the video player surroundings. Brand and advertising messages are very visible for visitors and unmissable on particular websites.
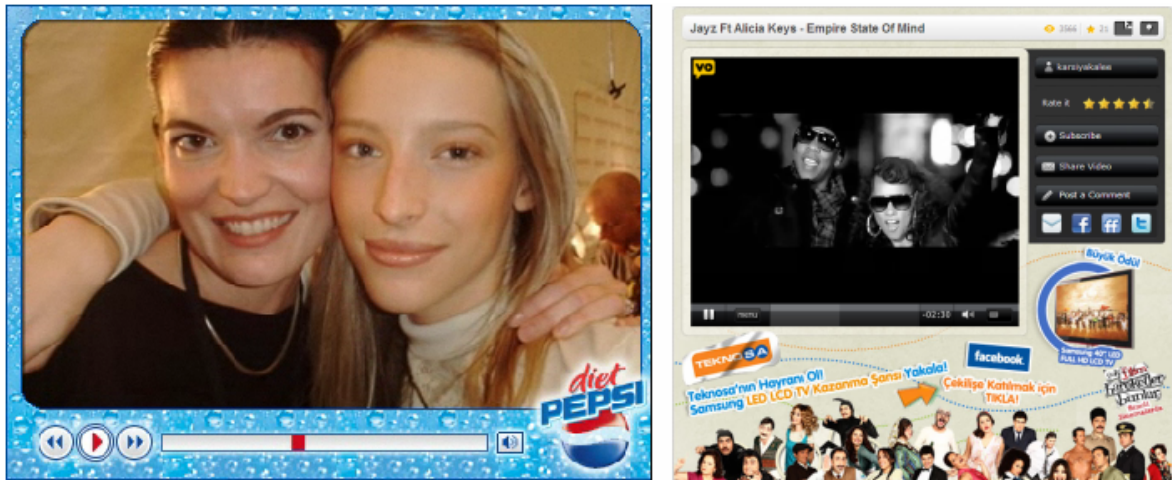
Picture No.1 – Branded video player and branded video player surroundings

Ticker Boy is name for a basic GIF, JPG or Flash banner featured within or adjacent to the video player. Ticker Boy started with a small dynamic banner including an advertising message. This banner is covering video in bottom part of the screen. This stripe motivates the viewer to click and explore more. When the viewer clicked on the advertising in the video player, the video content pauses, and he can explore interactive creative data. In this particular example interactive data given overview of a car, photo gallery and car models.
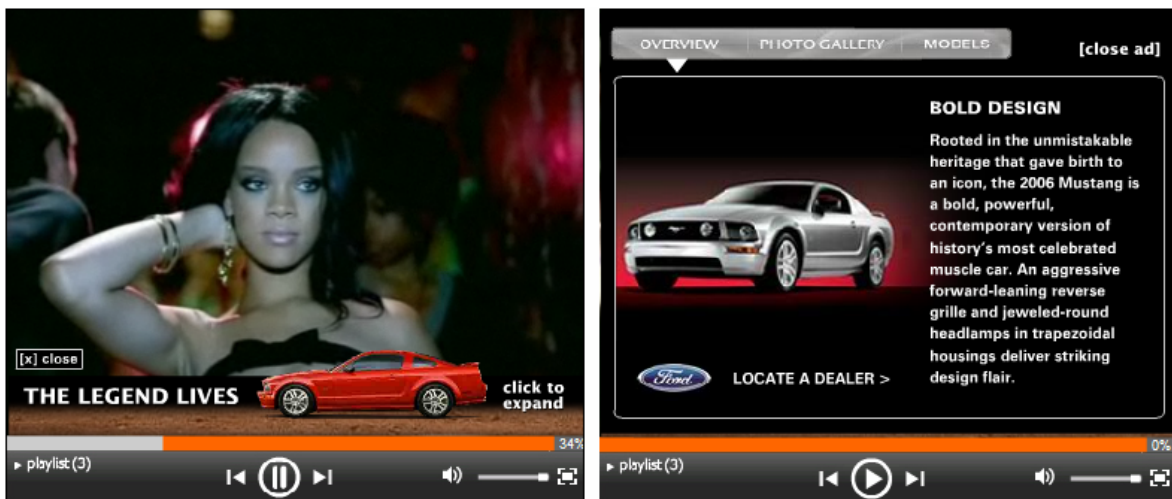
Picture No.2 – Ticker Boy – initial banner and creative data after viewer clicked

Opportunities for video advertisements are unlimited and depend only on creativity. Advertising can be, for example, synchronized with in-page banner and advertiser's messages and across the entire website page. This kind of advantage is called InSynch Video Takeover. Other video advertisement opportunities are Overlay, PowerRoll and Triple play.

1.2.3 Interstitials

Interstitials are flashes of images or information that appear between the page of a site and the content of a site. Usually, they are the first images to appear as a page loads. For example, if you are at the Yahoo site and click on Business and Economy you might get an interstitial near the top of the page promoting Visa's e-card. If you then click on the interstitial, you wind up at a Visa site informing you how you can sign up for this special platinum credit card. Although conventional wisdom suggests these ads can be irritating, an industry-sponsored study found that only 15 % of respondents found the ads to be "irritating" compared to 11 % for split-screen ads, and 9 % for banner ads.[10]

Using of interstitials on a web page is a little bit controversial and not every portal is offering interstitials as forms of promotion. Generally page visitor have to wait until interstitials load, after which he can continue to reach information which is he finding on the web page. This time lag can be uncomfortable for visitors to the website.

A very bad example of an interstitial is one large multi-medial interstitial including flash animation for a new model of BMW car presented on Czech news portals. This multi-medial presentation was so big and needed such a fast internet connection that the majority of page visitors closed this interstitial before it was even loaded. A better way to use interstitials is to show on the main page a very short interstitial and on page put a banner with more information about a product or service.

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[10] PARENTE, Donald, Advertising campaign strategy – A guide to Marketing Communication Plans, Third Edition, South-Western, part of the Thomson Corporation, 2004, ISBN: 0-324-27190-5

1.2.4   Pop-Up windows

These ads are separate browser windows, which appear at the top of a page while it loads. The idea behind a pop-up is that it does not get in the way of the content on the page. Double exposure pop-ups are another kind of pop-up that reappear after five seconds. The disadvantage to an advertiser is that site visitors can close the pop-up – which they often do. Another disadvantage of pop-ups and double exposure pop-ups is that they can be irritating to have to close if you don't want to see or use it. It is increasingly likely that consumers will install programs on their computer to kill pop-ups, some of which may already come loaded on their computer when they buy it.[11]

Pop-up windows are generally used with pages containing illegal content or content for adults. Product promoted through pop-ups has a very bad reputation in customer's minds. Generally, it is not recommended to use pop-ups as a form of promotion.

1.3   Advergaming

A very new and developing trend in online advertising is Advergaming – using games to promote brands, products and services.

The term advergaming is used to describe the different possibilities to advertise brands or products with or within computers and video games. Advergaming started when game producers included brands and products in their games to make them more real. In general, two different forms of Advergaming can be distinguished. On one hand, advertising a brand or product with a computer - Advertising game is often synonymously called Adgame or

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[11] PARENTE, Donald, Advertising campaign strategy – A guide to Marketing Communication Plans, Third Edition, South-Western, part of the Thomson Corporation, 2004, ISBN: 0-324-27190-5

Advergame. On the other hand, advertising in computer and video games is emerging swiftly and is described under the term "in-game advertising".[12]

1.3.1 Advertising games

The term "advertising game", often also shortly synonymously called Advergame or Adgame, defines games that can be downloaded on the internet or played directly on a web site. Important attributes of Adgames are that they are free, simple to play, commercial and entertaining. Adgames transport an in-the game embedded brand advertising slogan while the user is playing the game. The main objectives of Adgames are building brand awareness, creating contacts, positioning a brand or product, and augmenting topicality. An Adgame is the use of interactive gaming technology to deliver embedded advertising messages to consumers. While many sites use free games to encourage traffic and may offer banner ads surrounding the game, Adgames go much further by incorporating branding directly into the gaming environment. In sort, the advertising message is central to game play.[13]

Advantages of Advertising games are that players interact with product or brands and Adgame can reach the targeted segment of the market. A very good example of Advertising online game is a variation of classic pinball, Hotshot Pinball, from global fast food restaurant McDonald's. The game is promoting products of the coffee-house-style food and drink chain concept – McCafe. The Advertising game is available on the webpage http://www.unsnobbycoffee.com/. Players are not only playing a familiar game, but

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[12] MAROLF, Gérald. Advergaming and In-game Advertising: An Approach to the next Generation of Advertising, 1st ed. Saarbrücken: VDM Verlag Dr. Miller e. K. und Lizenzgeber, 2007, ISBN: 978-3-8364-0285-9

[13] MAROLF, Gérald. Advergaming and In-game Advertising: An Approach to the next Generation of Advertising, 1st ed. Saarbrücken: VDM Verlag Dr. Miller e. K. und Lizenzgeber, 2007, ISBN: 978-3-8364-0285-9

unobtrusively learning about the drink menu. They can also easily find McDonald's restaurants in McCafe locations. The main aim of this game is to build positive a perception of the brand and personal experiences with the products.

Picture No.3 – Advertising Game – Hotshot Pinball – McCafe

1.3.2   In-game advertising

In-game advertising is a very interesting field for advertisers. The effectiveness of above-the-line advertising can be combined with the measurability of below-the-line advertising and for all online in-game advertising action's measurability compare to online advertising is given. The emotional involvement of a player in a video game is very high. In-game advertising has a particularity that is not a direct transactional medium. The advertising is placed in a game so that it does not bother the game-play nor build any barriers that could

harm the game-play. The emotional involvement of the game player, given, positive emotions can create positive associations with the brand.[14]

A clear example of a game full of advertisement is the racing series Need for Speed – Most Wanted, published in 2005. All cars are real brands and have original model's names. The player can race with real car brands like Porsche, Fiat, Toyota and Mercedes. A music player is branded with EA Games logo and in the game you can find a lot of billboards close to the road promoting real products. In this case it is shave foam Edge. In-game advertising is corresponding with a type of gamers. Racing games are generally attractive for boys or men. This is why the advertisement in the game is for the shave foam. Player can upgrade his car with real branded components produced with worldwide companies.

Picture No.4 – In-game advertisement – Need for Speed – Most Wanted

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[14] MAROLF, Gérald. Advergaming and In-game Advertising: An Approach to the next Generation of Advertising, 1st ed. Saarbrücken: VDM Verlag Dr. Miller e. K. und Lizenzgeber, 2007, ISBN: 978-3-8364-0285-9

The designed banner campaign for entertainment portal Superhry.cz® uses another type of in-game advertising. In this case it is advertising embedded to the game while the game is loading. The project part of diploma thesis describes how this type of in-game advertising is works. In the chapter called online games you can find general information about game and types of online games.

1.4 Disadvantage of online advertising

Although there are many advantages for online advertising to both advertisers and consumers, the very nature of cyberads presents some disadvantages as well. Advertisements and commercials in traditional print and broadcast media are embedded in programs and on pages and thus are intrusive and often unavoidable. Consumers are exposed to persuasive messages in an instant – often even before they have had a chance to turn away from the promotion. Television commercials are generally considered more intrusive then print advertisements, but they do not require greater involvement or attention. Print ads are generally less intrusive but require cognitive processing.[15]

We should know that online advertising is not a solution to everything. Some companies think if they spent money for contextual advertising and attract people to their pages that they win. The goal of online advertising, as in every advertising, is to sell a product and service. If you attract a lot of people and they come to your page, but nobody buys your product, you lose money which you can invest in another type of more effective.

Although online advertisements, such as banner ads, intrude on computer screens, the persuasive elements are often at least one click away. Consumers must be interested in the product and must click on the banner before being exposed to the sales message. Many products such as automobiles are information intensive and thus are more likely to be

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[15] KAYE, K. Barbara, MEDOFF, J. Norman, Just a Click Away: Advertising on the Internet, 1st ed. Needham Heights: Allyn and Bacon a Person Education Company, 2001, ISBN: 0-205-3187875-4

clicked on, whereas consumer are less likely to click on a banner for common household good because the need for information is minimal. Despite its abilities to target an audience, the web is a highly fragmented medium and advertisers face the challenge of placing their message on a site that will draw a large enough audience to make their investment worthwhile. With hundreds of thousands of websites and thousands of pages within each site, it is difficult to determine ideal ad placement. Fragmentation coupled with inadequate audience measurement techniques limit advertiser's knowledge of how many users are exposed to their message, thus hindering effective advertising buys. To minimize fragmentation and maximize message exposure, many advertisers have struck deals with online services and portals that tend to attract larger audience. Portals are described as online communities, gateways to information, and megasites that provide online services such email, push services, chat rooms, webpage building tools, interactive games, weathers data and searching along with the content.[16]

1.4.1   Banner blindness

Banner blindness is a term for the situation when visitor on a page ignore banner advertising. This situation can happen when a webpage is overcrowded with advertisements and visitors just skip all advertising information on the page. Another reason why a visitor is not reacting to a banner is the banner's unsuitable position on a age. Advertisers should know if the visitors to a page are reading the information. If not advertisers should find the best place for banners and eliminate banner blindness.

A banner campaign must be maintained. Banners lose their effectiveness after two weeks. That means that you must refresh your banners by creating and implementing new banners

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[16] KAYE, K. Barbara, MEDOFF, J. Norman, Just a Click Away: Advertising on the Internet, 1st ed. Needham Heights: Allyn and Bacon a Person Education Company, 2001, ISBN: 0-205-3187875-4

at least every two weeks. This means a lot of work creating banners, putting them in place, and tracking your statistics.[17]

1.5 New trends and the future of online advertising

It is very difficult to predict what online advertising will be like even in the near future. What is clear is that it will be different than what we have now. Marketing communication will be more targeted, personal and omnipresent. The banners will react to reader's action and behaviour. Internet will be faster than today and advertising will occupy our smart mobile phones and tablets. In the future, the distinction between a television set and computer screen will get somewhat blurred. What is also clear is that advertising on the internet will be every bit as important to an advertiser as television, radio or other traditional mediums. Advertisers will use increasing social network and media. Examples of these social networks are Facebook and Twitter and MySpace. This advertising media has enough popularity and users, so now is the time for earning money in adverting. Marketers will create new online and mobile applications, games and software with embed advertising and try to get close to customers.

The key to advertising effectiveness on the internet is to involve consumers so that they interact with the advertising. The best way to do that is to offer consumers value, either in the form of entertainment, more information, or the opportunity to make a satisfying purchase.[18]

The actual trend in online advertising is to use video content and games as carriers of advertising messages and to deliver brands to users minds.

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[17] Banner campaign - [2010-4-21],

http://www.thewritemarket.com/promotion/index.php?promotion=banners&title=Banner%20Campaign

[18] [18] PARENTE, Donald, Advertising campaign strategy – A guide to Marketing Communication Plans, Third Edition, South-Western, part of the Thomson Corporation, 2004, ISBN: 0-324-27190-5

2 TERMINOLOGY AND DEFINITIONS

Next some literature background is important to set up and clear all used terminology and definition to help the reader understand topic. Computer and internet terminology in particular can be new and very difficult for uninformed reader.

2.1 Marketing and marketing communication

Many people think of marketing only as selling and advertising. And it is no wonder – every day we are bombarded with television commercials, newspaper ads, direct-mail campaigns and sales calls. However, selling and advertising are only the tips of the marketing iceberg. Although they are important, they are only two of many marketing functions and are often not the most important ones. Today, marketing must be new sense of making a sale – "telling and selling" but in the new sense of satisfying customers needs. If the marketer does a good job of understanding consumer needs, develops products that provide superior value and prices, distributes, and promotes them effectively, these products will sell very easily. Thus, selling and advertising are only part of a larger "marketing mix" – set of marketing tools that work together to affect the marketplace. Marketing is consequently defined as social and managerial process by which individuals and groups obtain what they need and want through crating and exchanging products and value with others.[19]

Marketing on the web is not about generic banner ads designed to trick people with neon color or wacky movement. It is about understanding the keywords and phrases that our

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[19] KOTLER, Philip, ARMSTRONG, Gary, Marketing An Introduction, Fifth Edition, Prentice Hall, Upper Saddle River, New Jersey, 2000, ISBN: 0-13-012771

 buyers are using and then deploying micro-campaigns to drive buyers to pages replete with the content that they seek.[20]

Marketing communication can be defined as the process of exchanging information between customers and the company which is satisfying their needs.

Traditionally, the tools of marketing communications are regarded as advertising, sales promotions, public relations and personal selling. Collectively these are referred to as the promotional mix.[21]

2.2 Advertising

Advertising is part of marketing communication generally defined as paid no-personal communication from an identified sponsor which has a control under this communication and is using the communication medium to persuade or influence of target audience.

Advertising comes from the Latin verb advertere, which means "to turn toward", indicating that the purpose of advertising is to "turn the mind" of the prospective customer "toward" the brand. The main types of advertising include: Brand advertising, Corporate image advertising, sponsorships and Direct-response advertising.[22]

David W. Schumann defined advertising as a message that is mediated (rather than being communicated directly as in personal selling), someone who can be identified pays for that

[20] SCOTT, Meerman David, The new rules of marketing and PR: how to use news releases, blogs, podcasting, viral marketing & online media to reach buyers directly, Published by John Wiley & Sons, Inc. Hoboken, New Jersey, 2007, ISBN: 978-0-470-11345-5

[21] FILL, Chris, Marketing communications: frameworks, theories, and applications, Prentice Hall Europe, Trowbridge, 1995, ISBN: 0-13-150962-4

[22] ROSSITER, R. John, BELLMAN, Steven, Marketing communications theory and applications, Pearson Education Australia, 2005, ISBN: 1 74103 269 5

message, the primary purpose is to persuade, and the action that results from that persuasion may take place now or in future.[23]

Also we can divide advertising into used communication channel. These channels can be Newspaper advertising, Radio and TV advertising, outdoor advertising and Internet (online) advertising.

There are many roles of advertising, for example: to reinforce existing behavior, generate response, change perception and increase brand or company awareness.

2.2.1 Above-the-line advertising (ATL)

The term "above the line" is a traditional term that goes back to the times when advertising agencies would send their bill to their client with list of media upon which they had already received commission. Above the line advertising refers to all media upon which a commission is paid. It refers to television, press, posters, cinema, radio and certain application of electronic media and direct mail.[24]

The new banner campaign designed in this diploma thesis will use a network of online games containing the banner advertisement. It is a new and modern form of electronic online media channel.

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[23] SCHUMANN, W. David, THIRSON, Esther, Internet Advertising, Theory and Research,

New Jersey: Lawrence Erlbaum Associates, Publisher, 2007, ISBN: 0-8058-5109-7

[24] ACE, Cathy, Successful Marketing Communications, A practical guide to planning and implementation, Published in association with The Chartered Institute of Marketing, Butterworth Heinemann, 2001, ISBN: 0-7506-5027-3

2.2.2 Below-the-line advertising (BTL)

Below the line advertisings is a form of advertising which uses and communicates through emotions and direct experiences with product or service. Below the advertising can be defined as some kind of purchase or sales promotion.

2.3 Advertisers

Advertisers are private or public companies or organizations that purchase time or space in the mass media to accomplish a marketing or corporate objective. Advertisers are finding that they can use the web's interactive properties to their advantage. By fine-tuning demographic data and learning from customer's comments, advertising campaigns can be effectively customized to targeted audiences who are changing along with new media.[25]

2.4 Customers

A customer is an individual who purchases and buys products or services from companies. A customer can be an individual person or organization as well. Finding the right customer for products in a mass and heterogeneous market is very difficult. Thanks to segmentation, companies can find the customer, recognize his need, communicate with him in his language and offer to him right product.

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[25] KAYE, K. Barbara, MEDOFF, J. Norman, Just a Click Away: Advertising on the Internet, 1st ed. Needham Heights: Allyn and Bacon a Person Education Company, 2001, ISBN: 0-205-3187875-4

2.5 Segmentation

Segmentation is an established and acknowledged technique for dividing a mass market into identifiable sub-units, in order that the individual needs of consumers can be more easily satisfied.[26]

The most basic methods of is segmentation is segmenting the market by demographic (age, sex, occupation) and geographic (continent, country and size of city) data. Other types of segmentation are psychographic and behaviouristic.

2.6 Targeting

Targeting is a technique used by advertisers to increase the effectiveness of their campaigns. Targeting focuses on a specific target segment or target audience and shows to them the most relevant advertisement. The target should be measurable, easy to identify, sufficiently large to provide a stream of profits, and accessible. Producers also decide if they will offer their product to multiple segments or only to one single segment.

2.6.1 Target audience

Target audience is the term used to identify to whom the advertising campaign or other form of communication is intended.

Identifying the target audience is a critical decision that is at the very hard of an advertising campaign. The first step in identifying a target audience is to select prospect groups and target markets. Prospect groups include individuals who have some likelihood of purchasing

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[26] FILL, Chris, Marketing communications: frameworks, theories, and applications, Prentice Hall Europe, Trowbridge, 1995, ISBN: 0-13-150962-4

a particular product. Target market is the term sometimes used to identify the geographic locations of customers and prospects.[27]

2.7 Positioning

Positioning is the natural outcome of the target marketing process. It is the communication element of the segmentation process in that the marketing mix needs to be communicated to the target market buyers. The communication should be executed in such a way that the product occupies a particular position in the mind of each buyer, relative to the offerings of competitive products.[28]

2.8 Unique Selling Proposition (USP)

Unique Selling Proposition means a unique benefit to a product or services that important to the target audience and market. Unique Selling Proposition helps the customer identify, recognize and distinguish competitor's products. Unique Selling Proposition makes the difference between products or services. For example, in order to compare other Czech portals with online games the Unique Selling Propositions of portal Superhry.cz® has free users profiles with pictures and only online games without embedded unwelcome advertising which the competitor uses.

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[27] PARENTE, Donald, Advertising campaign strategy – A guide to Marketing Communication Plans, Third Edition, South-Western, part of the Thomson Corporation, 2004, ISBN: 0-324-27190-5

[28] FILL, Chris, Marketing communications: frameworks, theories, and applications, Prentice Hall Europe, Trowbridge, 1995, ISBN: 0-13-150962-4

2.9 Brand and branding

A brand is a name, term, symbol, design or some combination that identifies the products of a firm and differentiates them from those of the competition. Branding a product provides something tangible to which consumers can attach associations.[29]

Branding is a particularly strong and highly successful format of the pull strategy. A successful brand is one which creates and sustains a strong positive impression in the mind of buyer. The elements that make up this impression are numerous, but among the more important are, the name, symbol, packaging and service reputation.[30]

2.10 Creative Strategy

The creative strategy is the foundation for the creative direction or concept. Strategy tells the creative team it will talk to the target and accomplish the stated objectives, and the best way to feature the key benefit. The strategy's main objective is to discus how advertising and promotional efforts will position the brand and how it will compete against other products in the same category.[31]

Creative strategy can focus on two different kind approaches. The first approach concentrates on using creativity either a consumer or product-oriented approach. The second approach uses the model of rational (think), emotional (feel), action (do) to define objectives. The product-oriented approach focuses on four different areas: generic

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[29] PARENTE, Donald, Advertising campaign strategy – A guide to Marketing Communication Plans, Third Edition, South-Western, part of the Thomson Corporation, 2004, ISBN: 0-324-27190-5

[30] FILL, Chris, Marketing communications: contexts, contents and strategies, Second Edition, Prentice Hall Europe, Trowbridge, 1999, ISBN: 0-13-010229-6

[31] BLAKEMAN, Robyn, Integrated marketing communication – Creative strategy from idea to implementation, Rowman & Littlefield publishers, inc., Maryland, USA, 2007, ISBN: 13 978-0-7425-2964-9

claim, product feature, unique selling proposition or positioning. However, the customer-oriented approach focuses on three major areas: brand image, lifestyle and attitude.

2.11 Computer and internet terminology

Correct and clear definition of computer and internet terminology is essential for understanding online advertising and also for the right evaluation of online campaigns from post-campaign reports.

2.11.1 Cookies

Cookies are one of the most commonly used methods of collecting audience date. In addition to using cookies, which many web users feel violate their privacy, web sites ask users to voluntarily provide demographic data. Through cookies advertisers have yet another way to transmit ads targeted at specific consumer group. Whenever users fill out personal information on web pages, cookies basically save data to create customer profiles that companies use to customize their pages and advertisements. A cookie is a message that sent from web server to the user's web browser. The browser saves the personal information and sends it to the web site's server each time a user lands on the site.[32]

2.11.2 Web browser

Web browser is the software application for presenting digital information resources from the internet. It can be text, pictures, videos etc. Thanks to web browsers these can be displayed. The most popular web browsers are Internet Explorer and Mozilla Firefox, Google Chrome and Safari.

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[32] KAYE, K. Barbara, MEDOFF, J. Norman, Just a Click Away: Advertising on the Internet, 1st ed. Needham Heights: Allyn and Bacon a Person Education Company, 2001, ISBN: 0-205-3187875-4

2.11.3 Website and web page

Website is a collection of related web pages including text, pictures, videos and other online content. A web page is a digital document generally coded in HTML or XHTML (Hypertext Markup Language). For example the homepage of Anadolu University in Turkey is includes all information about the school, faculties and students. A web page is page only with information about a particular professor or course.

2.11.4 Web portal

More than just a website, a portal is a multipurpose megasite that combines news, entertainment, information, searching, e-mail, chat, and other services all in one location.[33]

A portal can be focus only on one functional area (vertical portals) or be cover many areas (horizontal portals). For example, portal Superhry.cz® started as a portal only with online games, but now offers some short video clips, music files, wallpapers and mobile content. Portal Superhry.cz® is presenting itself like portal with internet entertainment.

2.11.5 Cost-per-thousand advertising rate (CPT)

Cost-per-thousand impressions are typically used to sell print and broadcast media and they are one the most effective means of comparing the price of advertising across different media.[34]

For online media cost-per-thousand is commonly used to compare a cost of advertising for different internet portals offering places on the webpage or for different types of banners which can be places on the page. Cost-per-thousand is calculated by dividing

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[33] KAYE, K. Barbara, MEDOFF, J. Norman, Just a Click Away: Advertising on the Internet, 1st ed. Needham Heights: Allyn and Bacon a Person Education Company, 2001, ISBN: 0-205-3187875-4

[34] KAYE, K. Barbara, MEDOFF, J. Norman, Just a Click Away: Advertising on the Internet, 1st ed. Needham Heights: Allyn and Bacon a Person Education Company, 2001, ISBN: 0-205-3187875-4

the advertisement's costs by the number of page's visitors. For example, Superhry.cz® – is offering Wide Skyscraper (160 x 600 pixels) banner advertising with 2 000 000 guaranteed viewers for CPT 80 CZK and Skyscraper (120 x 600 pixels) banner advertising also with 2 000 000 guaranteed viewers for CPT 68 CZK. It means that Wide Skyscraper advertising cost 160 000 CZK and Skyscraper advertising costs 136 000 CZK. The exchange rate is 1 $ = 19 CZK.

2.11.6 Real Users (RU)

Real Users is a monitoring term for visitors of websites and web pages. It can be just the number of total visitors or in percentage of Real User from examined target group. Term Real Users is used for analysis of websites.

2.11.7 Impressions

Impression is number to signify how many times an advertisement was presented through the communication medium. The term is used generally in internet advertising and means how many times a banner or another kind of advertisement was showed to a potential customer. Impressions are very important for evaluation of online statistic. Impressions together with number of click help to calculate Click-through advertising rate.

2.11.8 Click-trough advertising rate (CTR)

Banner ad click-through rates or pay-per-view rates are based on the percentage of web site visitors who click-through a banner ad. The rates are calculated by dividing the number of users who click on an ad by the number of users who see the ad. For example, if 30 of 1000 people who see a banner actually click on it, the ad has a click rate of 3 percent. Advertisers

are charged only for the 30 people who actually expressed an interest in the ad not for the 970 people who landed on the site but did not click on the ad.[35]

2.11.9 Bounce Rate

The Bounce Rate is the percentage of single-page visits (i.e. visits in which the person left site from the entrance page). Bounce Rate is a measure of visit quality and a high Bounce Rate generally indicates that site entrance (landing) pages aren't relevant to visitors. You can minimize Bounce Rates by tailoring landing pages to each keyword and ad that you run. Landing pages should provide the information and services that were promised in the ad copy.[36]

2.11.10   gemiusTraffic study

gemiusTraffic is example of web analytics service. It is a research tool designed to analyze how Internet users use a web site. Portal Superhry.cz® is using this study to find out data on their web site's usage, helping them optimize their online marketing and help determine what information visitors seek most frequently and which games they play.

Page Views are the basis for calculating further usage statistics. The gemiusTraffic study makes use of cookie technology to uniquely identify Internet users, without violating their privacy or anonymity. The unique identifier tied to each cookie is read at each Page View. The gemiusTraffic study also gathers technographic data, relating to the Internet browser, operating system or screen resolution that your web site's users use.[37]

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[35] KAYE, K. Barbara, MEDOFF, J. Norman, Just a Click Away: Advertising on the Internet, 1st ed. Needham Heights: Allyn and Bacon a Person Education Company, 2001, ISBN: 0-205-3187875-4

[36] French & Co. - SEM Glossary [2010-4-9], http://site.frenchcosearch.com/SEM__Glossary.html

[37] gemiusTraffic - gemiusTraffic Explained - Gemius SA - [2010-4-23],

http://gemius.com/pl/products_traffic_about

3   FORMS AND TYPES OF BANNERS

Banner advertisements are still one of the most common forms of online advertising on the internet. They have evolved from being static pictures into moving and interactive web page objects. They can be considered as the web's equivalent of television commercials. The third chapter examines varied form and types of banners and banner advertisements.

3.1   Banner

A web banner, or shortly, banner, or also so-called display advertising, is the earliest and still most prevalent form of advertisement on the internet. They typically link back to the advertiser's website. In the , an advertisement was embedded with an image mostly in static JPG and PNG format of animated GIF format. Nowadays advertisers are using Shockwave (SWF format) to maximize the impression and attention of webpage's visitors.

Banner advertising can be effective by facilitating direct response or by brand building. Traditionally, banner ads have enabled consumers to click to make purchases, download information, download digital content, and more. However, rich-media banner advertising technologies can help marketers create an engaging brand-building advertising experience as well.[38]

Banner ads are becoming more technologically sophisticated and many allow purchases to be made directly through the banner. However, banners are still somewhat restricted creatively. Many banners are limited to being nothing more than the equivalent of a roadside billboard. Although many advertisers lean toward banners that lure to slow web downloading time to snail's pace.[39]

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[38] SCHUMANN, W. David, THIRSON, Esther, Internet Advertising, Theory and Research,

New Jersey: Lawrence Erlbaum Associates, Publisher, 2007, ISBN: 0-8058-5109-7

[39] KAYE, K. Barbara, MEDOFF, J. Norman, Just a Click Away: Advertising on the Internet, 1st ed. Needham Heights: Allyn and Bacon a Person Education Company, 2001, ISBN: 0-205-3187875-4

In the past, banners were typically simple text or pictures defined about 468 pixels wide and about 60 pixels high. This kind of banner size is also called as "Full banner".

Picture No.5 – Full banner 468 x 60 pixels

The Interactive Advertising Bureau (IAB) present voluntary guidelines that provide a framework for advertising inventory and web page design. The goal is to reduce and simplify the amount of work for agencies that may be faced with having to create several assets of a similar size for different publishers, e.g. 300 x 95, 300 x 100, 300 x 105 pixels. The recommended file weights and animation lengths are specifically for animated in-page display ads, typically using an authoring program such as Adobe Flash or appearing as animated GIFs.[40]

Other traditional types of banner are Skyscraper (120 x 600 pixels), Wide Skyscraper (160 x 600 pixels) and Leaderboard (728 x 90 pixels).
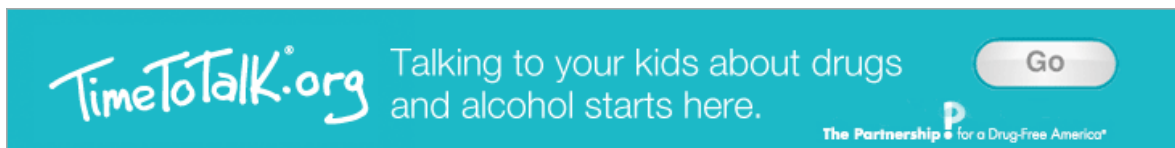
Picture No.6 – Leaderboard 728 x 90 pixels

Nowadays we can find countless types and size of banners. Every web portal or webpage has its own banner standards and sizes. Banner advertisement should fit to page design and style. Thanks to digital development and widescreen monitors banners are getting bigger and bigger. For example internet the news portal BBC is offering the following advertisements opportunities: Leaderboard (728 x 90 pixels) and Medium Rectangle

[40] IAB - Ad Unit Guidelines [2010-3-13],

http://www.iab.net/iab_products_and_industry_services/508676/508767/Ad_Unit

(300 x 250 pixels). On some Czech news portals we can find different size of banners: 480 x 300 pixels and 1000 x 100 pixels. A banner's size and position on the page always depends on the creativity of advertisers and given possibilities of web portal or pages. Web design creators are creating a compromise between user friendly and easy to read pages and attractive promoting chances.

3.2 Video banner

Video banner advertisements can be defined as banners that contain a video clip and thus tend to be clicked on more frequently than nonvideo banners. Video banner can be used only if the internet connection is fast enough.

Overwhelming majorities of video banners are using Shockwave Flash technology. This technology is not so demanding data stream size and speed of internet connection. Sometimes video banners starts automatically after the page loads and sound is played when a visitor makes some action toward the banner (mouseover) or clicks on a sound icon. The video banner's creators are respecting web page reader's privacy and do not want to unnecessarily annoy them. Unexpected sounds or actions always force visitors to escape or switch off the web page and do not have any advertising effects.

A very good example of a sophisticated video banner advertisement is "IBM Smarter Planet". The banner's size is 300 x 300 pixels and video is plays automatically without sound. However, and sound will start when a visitor mousse over the banner.
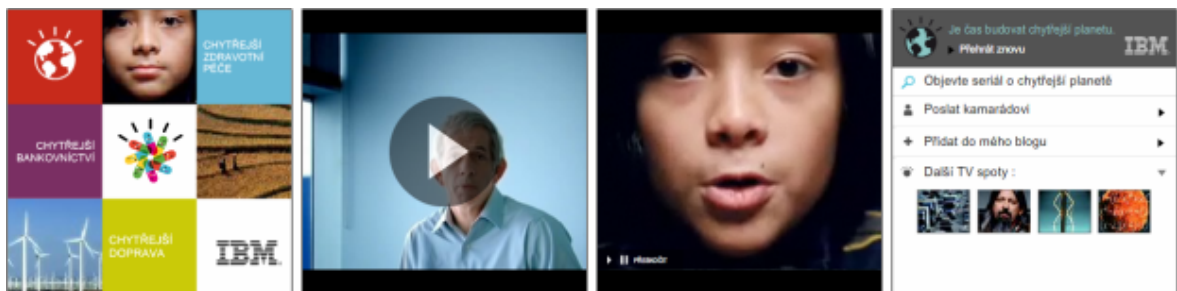
Picture No.7 – Short storyboard of video banner "IBM Smarter Planet"

Particular video banners start with initial sequence. "Triangle" means that the banner includes is some video content. During projection you can skip or stop video. When the video finishes, there is a small offer what to do with the video content: sent to friend, copy to blog, see more TV spots or visit the IBM homepage.

3.3 Interactive banners

Creative agencies are constantly trying to invent new ways how to capture readers and visitors. Interactive banners are a very good technique to do this. Interactive banners are special type of banner which use information from a knowledge database or reactions from visitors. Interactive banners need smart databases of users and knowledge how web users behave and why they are using the internet.

The first example of an interactive banner uses a user's name from profile information from the polish social community network nasza-klasa.pl. The banner looks to be personalized only for one person and tries to catch his attraction. A small disadvantage of this banner type can be that is uses personal information and it can create the impression of losing user's privacy. Advertisers are use personalized banners on nasza-klasa.pl very often and it can create banner blindness or lost image of personal offer.

Picture No.8 – Interactive personalized banner 750 x 200 pixels

Another interactive type of banner is the dynamic banner which reacts to a user's action. The picture is moves when a visitor points with his mouse cursor, and the banner behaves like a dynamic cube.

Picture No.9 – Interactive dynamic banner 750 x 200 pixels

A combined interactive banner promoting Rolex luxury wristwatches and Master Golf Tournament is starts like a normal video banner with a short video sequence. When this sequence stops, it changes to watches which are show real time. The banner is designed to recognize a visitor's time zone and be personalized. The banner is probably using visitor's computer time or web browser's time.

Picture No.10 – Interactive combined banner 300 x 600 pixels

4 ONLINE GAMES

Online games are computer games which are played over some form of computer network. This network can be local (LAN) – connecting only a few computers in a small area or internet network - global system of interconnected computer networks.

Development of the internet changed everything: news, commerce, advertising, how people are getting information, how they are entertaining and spending free time and also how they are playing games. Internet rapidly became the place to go for information, entertainment and social communication. Marketers are using this never sleeping and growing environment for offering their products to customers. Advertisers and marketers are still finding new ways to communicate with potential customers and deliver brands to their minds. Online games, thanks to interactivity and high involvement, are a modern communication canal. Connection between games and internet is a very powerful tool in advertiser's hands. They are creating online games as carriers of their messages.

4.1 LAN games

LAN - Local Area Network is connects only a few computers in a small area. These games are played with a closed group of people. For this type of meeting and playing games the term LAN party is used. LAN party is very popular for regular and long term gamers. LAN parties allow a large group of players to get together and play one game or more games, and have become holy for some players. The most popular games are shooting games Quake, Unreal Tournament, and Counterstrike. Thanks a large variety of games, players can keep the party interesting and play until early morning or often the whole weekend.

4.2   Internet games

Internet games are also played online, not only in small network local area, but on the whole internet. There are more types of internet games.

On one hand, Multiplayer Online Games are such games that can also be played without a feedback channel similar to offline games, but they have a possibility to be played online. Massive Multiplayer Online Games, on the other hand, have the characteristics of being played solely online and that hundreds of thousands of players can play them at the same time.[41]

4.2.1   Massive Multiplayer Online games

The best example of Massive Multiplayer Online Game is World of Warcraft. It is same kind of role-playing online game, which means that players assume the roles of Warcraft heroes as they explore, adventure, and quest across a vast world. This game enables players to cooperate and compete with each other on a large scale, and sometimes to interact meaningfully with people around the world. There are more genders of Massive Multiplayer Online games: real time strategy, sports games, racing and world simulator's games.

The most popular world internet simulator game is Second Life created by Linden company. It is the largest free 3D user-created virtual world community.

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[41] MAROLF, Gérald. Advergaming and In-game Advertising: An Approach to the next Generation of Advertising, 1st ed. Saarbrücken: VDM Verlag Dr. Miller e. K. und Lizenzgeber, 2007,

ISBN: 978-3-8364-0285-9

Massive Multiplayer Online games are generally played by "core" gamers, who are loyal to one game and play it all the time, because they want to develop a character of their virtual hero. There is also a big group of "casual" gamers who spend a lot of time with playing games. Causal gamers are not loyal to only one particular game but they spend their free time with simple flash games. Generally these gamers are searching for new games on the portals which are collects these games of they are playing games on the social networks.

4.2.2 Social network's games

Marketing communications through the online medium are growing rapidly. The role of online marketing communications in the marketing mix is constantly evolving. One aspect of online marketing communication are attracting attention. Social media, which include sites such as Facebook, Linkedin and MySpace, have been of great interest to marketers for a while now, even though most of them are only experimenting with these sites at this point.[42]

Some online games gamers play directly through an internet browser. These games are components of social networks, FarmVille being a great example of a successful social online game on community webpage Facebook.

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[42] VENLATESH Shankar and RAJEEV Batra, Journal of Interactive Marketing 23, Article: The Growing Influence of Online Marketing Communications, , 2009, 283-287

Benjamin Palmer described the aspect which makes FarmVille so attractive for players in Mediaweek magazine:

The most compelling aspect of this type of game is that the long-term driver is not winning, it is "leveling up". The closet thing to this in the real world that I can think of is flight rewards programs, in which you can "level up" by getting miles and elite status translates to tangible rewards like flight upgrades. I know a lot of people who do some crazy, obsessive stuff to get miles.[43]

Because players are playing games on social networks, they have direct interactivity with their close friends and other players, which is creates competitiveness and interactivity.

4.2.3 Flash games

A flash game is a term for type of online game which is built on the Abobe Flash Platform. Because the Adobe Flash Platform is the leading platform in the world for developing games on the web this term is generally used for every online game distributed and played via internet and based on the web portals.

There is a very low barrier to entry for people who want to start playing your SWF-based games (frequently referred to as Flash games) in their browser, while Adobe AIR provides an easy way to take those web games and make offline versions for the desktop. As the reach of Flash Player extends to mobile phones and other devices through the Open Screen Project and other partnerships, there are more opportunities and fewer limits for creative game developers.[44]

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[43] PALMER, Benjamin, Mediaweek, November 30, 2009, Vol. 19, No. 42, Article: Multiplayer Marketing, published weekly, ISSN 1055-176X

[44] Understanding Abobe Flash Platform technologies for building games. [2010-3-5].

http://www.adobe.com/devnet/flashplatform/articles/gaming_technologies.html

4.2.4 Silverlight games

Microsoft Silverlight is a web browser plugin that enables features such as online games and animation. It is a cross-browser, cross-platform technology that runs in all popular Web browsers, including Microsoft Internet Explorer, Mozilla Firefox, Google Chrome, Opera, Apple Safari, and on Microsoft Windows, Apple Mac OS X and Linux.[45]

Microsoft Silverlight technology was developed to compete with Adobe Flash Platform and is provides similar functionalities like online games, media applications, perspective 3D graphics and web page skinning and stilling. Penetration of Microsoft Silverlight is not as deep as Abode Flash Platform.

4.3 Online game portals

Online game portals are special websites which collect free Flash games. There are a lot of Flash game creators who offer this game for free. Some online games contain advertising, but also many games are distributed without advertisement. Portal Superhry.cz® is focuses only on games without advertising inside and is also producing its own flash games. Some smaller Czech online game portals are collects games also with advertisement systems and it is chance for Superhry.cz® and promote their portal on the competitor's website.

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[45] Play free Silverlight / moonlight online games - Silverlight Games Org [2010-3-8]

http://silverlightgames.org/

II. PROJECT PART

5 TARGET AUDIENCE ANALYSIS AND DESCRIPTION

For the success of any advertising campaign it is essential to understand the target audience. In this case we should know why people are visiting a particular page and what they are here looking for. Marketers should answer these questions: Which kind of entertainment are they looking for, how old is our target audience, and how often they are using internet?

Designed campaign's main target audience is visitors of competitor's web pages containing online Flash games with Mochi Ads advertisements. The advertising campaign will be published only through this Mochi Ads system.

It is very difficult to obtain competitor's data about the structure of his visitors, but the supposition is the player of online games will be very similar to the data of advertiser – Superhry.cz[®].

5.1 Criteria of target audience analysis

Target audience analysis is focuses on the socio-demographic behavior of online game players and online game portal visitors. Analysis looks only into casual online game players, not into other types of online game players. Players are playing these games through portals with online games. Another goal of target audience analysis are to describe the size of the Czech internet population and share of Superhry.cz[®]. Supporters of analysis are socio-demographic research made with special research company and own experience and long-term practice with target audience.

5.2 Socio-demographic research of Superhry.cz® internet visitors

Socio-demographic research of Superhry.cz® internet visitors was made by NetMonitor in December 2009.[46]

NetMonitor is a very extensive research project whose goal is to gather information on internet audience in the Czech Republic as well as socio-demographic profile of Czech internet visitors.[47]

Table No. 1 - Socio-demographic summary research

		SUPERHRY.CZ	TOTAL
GENDER (RU)	Male	52 %	47 %
	Female	48 %	53 %
AGE (RU)	10-14 years	19 %	8 %
	15-24 years	24 %	22 %
	25-34 years	21 %	24 %
	35-44 years	21 %	15 %
	45-54 years	8 %	15 %
STATUS (RU)	Unmarried	51 %	43 %
	Married	43 %	50 %
USING INTERNET (RU)	Home	97 %	92 %
	Work	19 %	34 %
	School	25 %	18 %

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2009

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[46] NetMonitor – SPIR – Mediaresearch & Gemius, December 2009, PDF publication

[47] NetMonitor [2010-3-8] http://en.netmonitor.cz//index.php?option=com_frontpage&Itemid=1

5.2.1 Summary of demographic research

The size of the Czech internet population is about 5 664 200 users. Portal's Superhry.cz® are 52 % male and 48 % female, and is very similar to total Czech internet user's proportion, where there are 47 % male and 53 % female. In December 2009 a total of 79 337 054 pages viewed on the Superhry.cz® portal. Biggest age group is between 15 and 24 years old (24 %), the second age group is between 35 and 44 years (21 %) and thirdly between 25 and 34 years (21 %). The age group between 45 and 54 is very low (8 %) compared to 15 % total internet users. 51 % of Superhry.cz® visitors are unmarried and 43% married, compare to 43 % unmarried and 50 % married. 97 % of Superhry.cz® visitor use internet at home, 19 % in work and 25% from school. 92 % of total Czech internet users use internet at home, 34 % at work and only 18 % from school. Very interesting is that 57 % real users of Superhry.cz® use internet 21 days or more in a month, compared to 36 % of total users it is very high percentage. Only 9 % of Superhry.cz® real users use internet 1-5 days in month. 20 % of total internet users is using internet 1-5 days in month.[48]

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[48] NetMonitor – SPIR – Mediaresearch & Gemius, December 2009

5.3   Behaviour description of target audience

Behaviour description of target audience is based on own practical experiences with target audience and long term observation by the company's management and also on the gemiusTraffic study.

Table No. 2 – Games views on portal Superhry.cz® during the year

MONTH	YEAR	GAMES LOADED
March	2009	26 059 970
May	2009	25 985 601
June	2009	27 967 606
July	2009	23 386 005
August	2009	24 488 360
September	2009	22 169 819
October	2009	29 769 254
November	2009	32 044 332
December	2009	37 821 622
January	2010	35 944 746
February	2010	34 688 837
March	2010	32 687 452

Source: gemiusTraffic study April 2010

5.3.1 Summary of target audience behaviour

Based on the gemiusTraffic study visitors are most playing during winter months: December 2009 (37 821 622 game views), January 2010 (35 944 746 games views), February 2010 (34 688 837 games views) and March 2010 (32 687 452). In contrast, during summer months the number of loaded games was comparatively lower, for example in September 2009 it was loaded only 22 169 819 games.

Thanks to long-term observation we can say that generally during Friday, Saturday and Sunday about 49 % of from the whole week are loaded. During the day there are 2 peaks of games views. One is about 14:00 and second, and higher, is at 19:00. Between 22:00 and 7:00 there is very little activity.

The most popular games categories are: games for girls, strategy games, logical games and fighting game. All these categories together produce about 50 % of games loaded. Girls logically prefer to play fictive jobs game and dress up games and boys prefer strategy, racing and fighting games. Visitors spend approximately 22 minutes per day on portal Superhry.cz® .The average time period spent during one portal visit is about 12 minutes.[49]

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[49] gemiusTraffic study April 2010

6 THE DESIGN OF A NEW BANNER

The design of this banner campaign was made with cooperation between the diploma thesis author and professional graphic designer. The theme and sketches of each banner are the diploma thesis author's creativity, but the final graphic elaboration is the work of a professional graphic designer. Banners were designed for campaign which can be used afterwards. The campaign is not complete, it only shows ways and possibilities.

To use online games containing advertisement like media for promoting was the idea of the management of portal Superhry.cz®.

6.1 Description of communication media

Communication media for the new banner campaign is Mochi Media's advertisement system Mochi Ads – the world's largest network of online games containing the banner advertisement, reaching over 100 million unique users around the world.

Mochi Media has relationships with thousands of Flash game developers, powering their games across tens of thousands of websites from social networks and blogs to casual gaming sites. Mochi Ads network delivers results with premium high-impact ads that typically perform in the 3-6 % CTR range.[50]

The proposed campaign is uses Pre-ads. Pre-ads can be static pictures, Flash animation or video ads showed while the game is loading. The advertising is shown for a minimum of 10 seconds. This particular campaign uses only a static image in JPG format.

Mochi Ads system also offers Inter-level ads shown during natural breaks in game play, such as between game levels. Click-away ads are shown in the game menu or between breaks in play. The proposed campaign will not use these advertisements.

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[50] Mochi Advertisers Center - Mochi Media [2010-3-8],

https://www.mochimedia.com/advertisers/index.html

Mochi Media is collects online games from independent game developers. Mochi Media inserts Mochi Ads advertising system in the game. After this game is reviewed and approved, it is released into the web. Mochi Media takes care of the rest, working directly with advertisers that are interested in getting access to the millions of gamers worldwide playing Flash games. Revenue generated by the ads shown in developer's games is shared with them.

Normally advertisers use the side of the page or around the content, but with Mochi Ads they can reach engaged gamers during game loading. The self-Serve and easy-to-use system is flexible to suit the advertiser's budget at any size, starting as low as $ 100. Publishing advertisement starts with uploading creative material and with definition of target audience by country and/or by game category. It continues with determining an advertisement's budget and bid rate and finishes with promotion review.

Every banner campaign published through Mochi Ads should respect some general rules. For example advertisements cannot contain fake functionality, such as search buttons, search fields, operating system alerts or warnings. Mochi Ads is not accepting advertising referencing, facilitating, or prompting the following: tobacco products, paintball guns, software downloads, freeware, or shareware, adult toys, videos, or other adult products and etc. All rules are written in Mochi Media Advertising Guidelines.

A big advantage of the Mochi Ads is that a displayed message can be very well targeted. In the Mochi Ads system it is possible to target banners by game categories. For example you can focus your advertising by board and dress up games, games for girls, fighting, shooting, sports and adventure games.

6.2 Definition of new campaign goals

Most advertising campaigns are basically designed to sell a product or service, but the goals of this mass and global banner campaign are to increase the number of new visitors to the portal Superhry.cz® and decrease competitor's positions because the campaign will be presented through advertisement embedded in online games published on their online games portal. The secondary goal can be also to force to competitor to pull off the games including advertisements from their own websites. It is not primary goal, but only the consequence of banner campaigns.

The campaign will focus on promoting Superhry.cz® as a general brand of entertainment portal with online games and also promote concrete online games for the target audience. It means focus on the following areas: informing players about Superhry.cz® like successful living and community portal, and promoting own online games which portal Superhry.cz® is producing.

Concrete numerical campaign's goals are reach about 4 % CTR for not targeted general promotion of Superhry.cz® like brand entertainment portal. A CTR of about 4 % means that 4 people from 100 people who saw the banner will click on it. According to Mochi Ads information material this is the average percentage of CTR. For more targeted banners, the CTR should be about 6 %. Bounce rate in both cases should be not more than 40 %.

6.3 Design of new banner campaign

The idea of designed banner campaign is very unique and progressive. The campaign uses advertising space on competitor's web portals. In normal conditions it is impossible to obtain this advertising place, because generally media defends their own interest and are not publishing advertisements which can ruin their business. But in this case competitors made a mistake and embed to their portals online games containing a Mochi Ads advertisement system. The designed banner campaign uses this gap. The advertising in the games containing the Mochi Ads system can reach everyone. Portals with online games do not have any tools to ban these advertisements. The only one chance for competitors is to pull these games off from websites. Because portal Superhry.cz® is not, on principle using flash games containing advertisement, nobody can use the same tactic against them. For this campaign's success, the moment of surprise is essential and application leading position of advertiser on the Czech internet online games market. This campaign is more like same kind of experiment than a classical informational campaign. After the evaluation of results the management will decide if the campaign will continue or not.

6.3.1 Creative Strategy

The concept of creative strategy focuses on a customer-oriented approach, it means a combination of creating a brand image, affiliates the product with the attitude, feelings and lifestyle of the target. The main messages will be: Superhry.cz® is a successful living and community portal offering something more than competitor's amateur's websites with

online flash games. Online games are also about emotions, which you can feel during playing games. In very short moment you can be racer, fighter or owner of a restaurant.

The campaign can be prolonged after evaluation into a long term and mass campaign and in this case, it is important to not to bore players with monotone communication continuous surprises. That is why some banners will be branded with the Superhry.cz® logo and target audiences can easily recognize for what the advertising is, but some banners will be anonymous and only communicate some feeling, emotions or humor and rhyme messages. The banner's colors and style should correspond to the target audience. There is no specific planning or timing of the forthcoming banner campaign, because the campaign can be launched any time.

6.4 Design of new banners

All used banners have the dimension 300 x 250 pixels and JPG image format. The first simple basic brand building banner is includes only a logo of Superhry.cz® and a orange button Hrát (Play) Superhry.cz®. This button should motivate potential players to click on it, "super hry" means "super games" in Czech. The visitors association should be that all games on portal Superhry.cz® are super. Superhry.cz® is Registered Trade Mark. The design, color and style correspond with corporate identity of portal.

Picture No.11 – Hrát Superhry.cz®

(Play Superhry.cz®)

The second banner is designed to promote the category of games for girls on portal the Superhry.cz®. This banner is more targeted, and in the advertising system will be presented before games which girls play. The goal of this banner is to show two actual screenshots from games with are on the homepage of portal Superhry.cz®. On the banner the logo is not used. but the font of text is the same as the font of Superhry.cz®. Screenshots in banner can be easily replaced and it makes the banner actual every time.

Picture No.12 – Hry pro dívky

(Games for Girls), Hrát (Play)

The next two banners promote the game Super Defender created by Superhry.cz®. The goal of the game is to defend and save a city against space aliens. This first banner is using a screenshot from the game. The second banner should evoke a military and battle atmosphere. The both of these banners are directly speaking to the gamers, that he/she is the only one how knows to save the city! At the first look, the gamer can not recognize that these banners promote the portal Superhry.cz®. The banner's aim is to make the gamer curious and move him to click on the banner.

Picture No.13 – Zachránit město můžeš jen ty!

(Only you can save the city!)

Spustit Super Defender (Start Super Defender)

Picture No.14 – Město je v ohrožení,

zachránit ho můžeš jen ty!

(City is in Danger, only you can save it!)

The following banners are promoting jumping kinds of games which are also created by portal the Superhry.cz®. For banner the main picture from the game is used with some simple screenshots from the game. The arrangement of the banner is similar to previous banners. The banner's color is corresponds with game's design.

Picture No.15 – Super Žabák I (Super Frog I)

Picture No.16 – Super Žabák II (Super Frog II)

The banner with a racer's theme uses the rhymed claim "Závodníkem jedním klikem", which can be in English translated as "Just one click and you are racer." There is no logo of Superhry.cz®, but the text font is used. Banner should evoke emotions connected with racing and competing. The gamer who clicks on the banner is linked to the racing games section.

Picture No.17 – Závodníkem jedním klikem

(Just one click and you are racer)

The final designed banners are focus on promoting virtual job games category. This game category is generally very popular with women. Also these banners use screenshots from restaurant games and can be easily actualized. Used rhymed claim "Restaurace je legrace?" to English it can be translated as "Restaurant is fun?" This question should evoke some kind of competition and if the gamer is able to manage her/his own restaurant.

The following banners are designed in blue, red and orange colors. This proposal allows the designer to easily modify the banner and keep them still fresh and realistic.

Picture No.18 – Restaurace je legrace?

(Restaurant is fun?) – Blue

Picture No.19 – Restaurace je legrace?

(Restaurant is fun?) – Red

Picture No.20 – Restaurace je legrace?

(Restaurant is fun?) – Orange

All designed banners are 300 pixels width and 250 pixels high and JPG format. Banners will be presented through the advertising system only in online games launched in the Czech Republic.

III. METHODOLOGY

7 MEASUREMENT METHODS

The main measurement methods are observation and analysis of statistic data. Statistical online data come from Mochi Media Ads system which is used for presentation of the banner campaign. The main examined data are the number of impressions and click like Click-trough advertising rate (CTR). The main goals of measurement methods are to collect statistic data, explain the causation, and make confirm or confute the hypothesis.

7.1 Hypothesis

The diploma thesis hypothesis is that online games containing advertising systems are a good communication medium for particular banner campaigns with consideration of economical, user friendly and sustainable conditions. It further specifies a requirement for this banner campaign and presents a cost for the target audience. The goal of this diploma thesis is to design a proper banner campaign for this communication medium.

7.2 Online data

Table No. 3 – Online results of banner - Play Superhry.cz®

DATE	AD NAME	IMPRESSIONS	CLICKS	CTR (%)
7.3.2010	Play Superhry.cz®	5194	155	2.98
8.3.2010	Play Superhry.cz®	47 085	1486	3.16
9.3.2010	Play Superhry.cz®	64 898	1981	3.05
10.3.2010	Play Superhry.cz®	13 473	481	3.57
	TOTAL	Σ 130 650	Σ 4103	Ø 3.19

Source: Online Report Mochi Media, March 2010

Table No. 4 – Online results of banner – Games for Girls

DATE	AD NAME	IMPRESSIONS	CLICKS	CTR (%)
22.3.2010	Games for Girls	2060	297	14.42
23.3.2010	Games for Girls	3666	516	14.08
24.3.2010	Games for Girls	3822	596	15.59
25.3.2010	Games for Girls	4003	583	14.56
26.3.2010	Games for Girls	4884	620	12.69
27.3.2010	Games for Girls	7139	1014	14.20
28.3.2010	Games for Girls	5763	840	14.58
29.3.2010	Games for Girls	3932	589	14.98
30.3.2010	Games for Girls	3197	470	14.70
31.3.2010	Games for Girls	6947	1016	14.63
1.4.2010	Games for Girls	19 941	1281	6.42
2.4.2010	Games for Girls	27 997	1593	5.69
3.4.2010	Games for Girls	51 887	2715	5.23
4.4.2010	Games for Girls	50 393	2696	5.35
5.4.2010	Games for Girls	48 490	2921	6.02
6.4.2010	Games for Girls	45 217	2166	4.79
7.4.2010	Games for Girls	40 683	1864	4.58
8.4.2010	Games for Girls	27 131	1426	5.26
	TOTAL	Σ 357 152	Σ 23 203	Ø 10.43

Source: Online Report Mochi Media, April 2010

7.3 Finding and conclusions

The first short experimental campaign called "Play Superhry.cz®" was only promoting the portal's logo without any special creative idea. In four days, 130 650 potential visitors approached and 4103 already clicked on banners. Publishing of the first banner was only experimental for the understanding of the advertising system. Unfortunately the CTR rate was only about 3.19 %. It is 0.81 % under the goal 4 % for the brand promoting campaign, but because it is only experimental, the campaign result can be evaluated positively.

For the first banner campaign the total delivered budget was about $ 33 and if there was about 130 650 impressions it would mean that 1000 impressions cost about $ 0.25. It concludes that is CPT = 0.25. Theoretically $ 1 was reached more than 124 new visitors of portal Superhry.cz®.

The second banner called "Games for Girls" was designed for dress-up games and focused only on girls. Two types of targeting were used. Between 22.3.2001 and 31.3.2010 the banner was published only in the dress-up games category and between 1.4.2010 and 8.4.2010 banner was published in dress-up games and also puzzle games category. This is the reason why after this date there was a rapid increase in the impressions, but because the banner was not so well targeted, clicks were not growing linearly and the CTR was falling down. The goal this for kind of targeted campaign was about 6 % CTR. If we count only the campaign targeted to dress-up games, the CTR is approximately 14.5 %. If we count only this mixed targeting (dress up and puzzle games category) CTR is about 5.4 %. The whole average CTR is approximately about 10.43 %.

From this example we can see that the proper targeting of banners is very important to the whole campaign. It is very easy to make a fiasco from very nice results and successful campaign. The cost for a second banner campaign was about $ 90. The total cost for this testing phase was about $ 123. Banner impressions were 487 802 and 27 306 gamers clicked on the banners.

8 CONCLUSION AND RECOMMENDATIONS

The Hypothesis of the diploma thesis is that online games containing advertising systems are a good communication medium for a particular banner campaign. The principle of this particular banner campaign is that banners are presented on direct competitor's web portals. They made a mistake and embed games containing this advertising system to their portals. Because they are direct competitors of entertainment portal Superhry.cz® the structure of visitors and target audience is the same. Gamers want to play games and it is very easy to convince them to only visit another portal or play another game. Big advantage of portal Superhry.cz® is that it is already the biggest and the most popular portal with online games on the Czech internet. Gamers know portal's professional background and quality games. Experimental data showed that if is the banner targeted right and correspond with target audience respond is very high and banner campaign can be successful.

The total cost for both small banner campaigns was about $ 123. Banner impressions were 487 802 and 27 306 gamers clicked on the banners. In this small budget you can never reach so much potential users of website with another kind of media of media. Thanks to the self-serve engine, you can easily manage campaigns and operatively change the setting if it needed. Game containing advertising system looks like very good kind of communication medium, the most friendly and sustainable for chosen target audience. The designed banners embedded in online games offers exactly what the target audience is looking for – entertainment and distraction. Unfortunately there was no possibility to test all designed banners and make global conclusions. The hypothesis of the diploma thesis that online games containing advertising systems are in this case a good communication medium is for all that definitely correct and creators of campaign should continue with testing and respect following recommendations.

8.1 Recommendations

The most important thing for the success of particular banner campaigns using online games as communication medium is knowledge of the audience. Thanks to this research advertising can be directly targeted to only your specific customers. A banner should be designed to perfectly fit to the communication style of the audience. When you have prepared these banners you must present them to the right audience.

It is recommended to use online games as communication channel in long term and globally to prevent competitors to use it. Portal Superhry.cz® is strong enough to keep these long term campaigns. However communication should always be fresh and not boring. It is recommended to create more kinds, types and styles of banners to keep communication fresh and interesting even for regular gamers. Management should monitor online statistic and change banners regularly. The great advantages of online advertising are clear form of online results, and the campaign can be modified after launching.

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LIST OF ABBREVIATIONS

AD   Advertising

ATL   Above the Line Advertising

BTL   Below the Line Advertising

CPT   Cost Per-thousand Advertising rate

CTR   Click-through Advertising Rate

CZK   Czech Crowns

GIF   Graphics Interchange Format

IAB   Interactive Advertising Bureau

LAN   Local Area Network

PNG   Portable Network Graphics

RU   Reals Users

SWF   Shockwave Flash

USP   Unique Selling Proposition

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