Interactive Advertising in Commercial Centers

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Introduction:

The interactive advertising has an important role to play in our time, as there is no way for products or services to be a route except through interactive advertising, it is the most advanced and most attractive to users because of the advantages they may reveal about the advertised product or service.

Interactive advertising is a tool that relies on its own technologies and environments through which users can be informed in a concise and focused manner about the ideas that exist in the product or in the services, where these interactive advertisements vary depending on the technology and environment as well as the characteristics of the advertised product or service. Nha.

The interactive advertising in the commercial centres relies on sophisticated and effective methods to give an intense and effective insight into the products and services advertised by users in commercial centres, and within a standard period of time, and as the current era is characterized by a massive information and communication revolution, it is imperative The commercial centers have to meet a similar revolution, especially in the field of advertising design, because it has an effective role to attract users and draw their attention to such advertisements.

Search problem:

The search problem is summarized as:

The lack of use of interactive advertisements in the commercial centers in the Arab countries and not to exploit them positively towards the advertised product or service, as well as their lack of creative thinking to attract users, the problem of research can be summarized in the following question:

-How can interactive advertisements be used in commercial centers and exploited in a positive way and with creative thinking that attracts users towards the advertised product or service?

Importance of research:

The importance of this research is to study the use of interactive advertisements in commercial centers in a positive way and to take them out with creative thinking that attracts users towards the advertised product or service.

Search Goal:

The research aims to:

- Take advantage of the use of interactive techniques to design interactive ads in the commercial center.
- Monitor and analyze interactive advertising models in commercial centers to see how they are compatible with the user nature.

Research assignments:

The search assumes that:

- By studying the interactive component and successfully employing it in the interactive advertisements in the commercial centers, it will contribute to increase the attraction of the user and persuade him in the advertised product or service.

Research methodology:

The research study relies on:

The descriptive approach of some models of interactive advertisements in some Arab and foreign trading centers to draw conclusions, and then the applied approach to design an interactive advertising model in a commercial center by the researcher.

Applied Study:

This interactive model is designed by using a user-operated interactive touch screen, where the user appears on the screen the logo of the shop and the word "touch screen", as in a image (1).

image (1)

After the user touches the screen, it will appear as image (2), the pizza ingredients with the ad sentence "If you want to get the pizza, make it with your hand", and the word "lift screen" appears.

image (2)

After the user lifts the screen it will appear as a image (3), a selection of pizza varieties and choose only one of them.

image (3)

After the user chooses a particular item of existing items, it appears as a image (4), the format of the pizza chosen by the user, and the appearance of a sentence for the user whose content you have 60 seconds to arrange the pizza ingredients you selected, in addition to pressing the "Start" button.

image (4)

The interactive process starts after you press the Start button, and the user starts arranging the pizza ingredients on the dough within a period of time not exceeding 60 seconds, where the user is allowed to place another component only when you finish putting all the shapes of the component of his choice as shown to image (5).
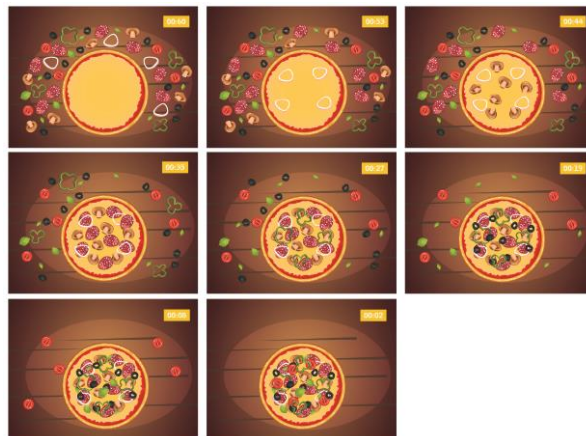

image (5)

When the user finishes placing the ingredients on the pizza dough before the time expires, he will appear as an image (6).

image (6)

The user then shows a screen containing the picture of the pizza item that placed the components on it, and also shows the QR code and asks the user to photograph it via his phone, as shown in image (7).

image (7)

If the user has not finished putting the ingredients on the pizza dough, the time is over and the user will then show Good Luck as in the image (8).
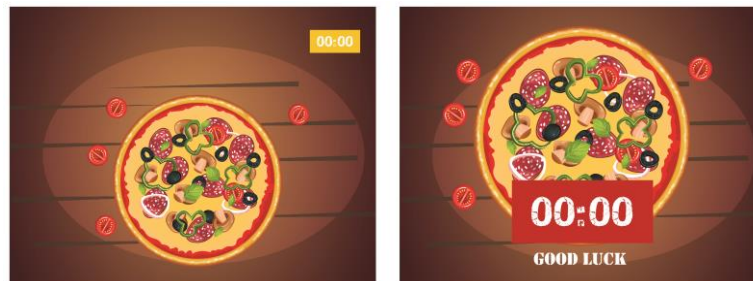

image (8)

The researcher applied the idea of interactive advertising in the commercial centers, where the design was applied in the restaurant area in the mall and a preliminary conception of the advertising idea in that area as shown in the image (9).

image (9)

Results:

1- The interactive advertisements aim at a kind of overlap between the interactive advertising modes and their integration with the urban void within the commercial center as a kind of entertainment process that mainly attracts the recipient and immersing the advertising idea.

2- Interactive components within the commercial center of interactive walls, interactive ceilings, interactive flooring, elevators, stairs, display windows and electronic screens, more than one component can be used or merged with each other to achieve the desired effect, and can also be considered as a beauty part of the décor of the place.

3- The interactive advertising within the malls works to persuade the recipient of the product or service advertised directly, and also to embed the idea of advertising in the mind of the recipient.

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