Exploitation of the Advertainment Value Potential

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Seit Beginn des Millenniums findet das Phänomen der Werbespiele verstärkte Aufmerksamkeit in der Öffentlichkeit, wobei es namhaften Unternehmen gelang mit Hilfe dieses neuartigen Kommunikationsinstrumentes einen regelrechten „Flächenbrand" in der Medienlandschaft zu entfachen. Im Sog dieser Entwicklungen sind Werbespiele, im Rahmen der vorliegenden Arbeit als Advertainment bezeichnet, derzeit nicht mehr von den Internetpräsenzen bedeutender internationaler Unternehmen hinwegzudenken.

Vor diesem Hintergrund ergibt sich aus wirtschaftswissenschaftlicher Perspektive ein interessantes und fruchtbares Forschungsgebiet, welchem sich vorliegende Arbeit in umfassender und dezidierter Weise widmet. In einem ersten Schritt erfolgt die Entwicklung eines Analyserahmens mit der Zielsetzung einer Abgrenzung des Advertainment Gegenstandes. Ferner wird dieser einem ganzheitlichen Orientierungsraster für die Herausarbeitung des Wertpotentials einer Advertainment Lösung unterzogen. Die Entwicklung eines integrierten Kommunikationskonzeptes zur Ausschöpfung des Wertpotentials stellt Marketingexperten wertvolle Leitlinien für die Praxis zur Verfügung. Ferner unterfüttern umfassende empirische Ergebnisse aus einer Studie, an der zahlreiche börsennotierte Unternehmen teilgenommen haben, die theoretischen Modelle und Konzepte.

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Since the beginning of this millennium the phenomenon of advertising games has been attracting increasing public attention, with some well-known companies managing to create a veritable furore within the media sector. Thanks to these developments, advertising games, which will be referred to throughout this dissertation as "advertainment", are now an established feature of the internet marketing of international firms.

These developments present the economist with an interesting and fruitful research field, and the following dissertation aims to present a comprehensive and focused examination of this field. The first part of the work is devoted to developing the analytical framework, which necessitates defining the term "advertainment" more closely. A comprehensive framework for assessing the potential of advertainment solutions is also offered. By elaborating an integrated communication model aimed at exploiting this potential, the dissertation also supplies marketing experts with valuable guidelines for the application of these solutions. The theoretical models are underpinned by extensive empirical data from a study carried out with the participation of numerous well-known listed companies.

Preface from practice

The advertainment approach perceives the relation between the advertiser and the recipient as an exchange relationship according to the gratification principle. Consequently, this approach respects the resulting expectation of the recipient to benefit within this relationship. For this reason advertainment is understood as the integration of advertising information in a value-adding framework consisting of entertaining elements for perception-oriented communication via the internet. Compared to other means of advertisement and their respective problems, it is significant to underline the "permission-based character" of advertainment. In this context each individual decides proactively for himself which advertising content he is going to perceive.

To date it can be stated that neither academic treatises about the advertainment topic nor recommendations, in the sense of a funded guideline for the utilization of advertainment solutions in practice, exist.

Against this background the author of this thesis addressed himself with the task to deliver a significant contribution to close this gap. Within the bounds of his thesis Mr. Shaqiri developed a structured analysis model for the advertainment subject and worked out its value potential for successful marketing. The development of an integrated communication concept makes valuable and reliable guidelines available to marketing experts. Mr. Shaqiri supports his theoretical models and concepts with the results of the Advertainment Survey 2002, which met with broad resonance at the surveyed companies, all of which are listed on the German share indexes.

In summary the thesis at hand represents a central contribution to understanding the phenomenon of advertising games on the internet and forms a significant discussion basis for other academic work in this field. Practitioners receive first insights concerning advertainment solutions in the German company landscape. Personally I wish this thesis a lively discussion, beyond the marketing area, in science and practice.

Frankfurt am Main, 2003   Thomas Köhler
                          Accenture – Country Managing Director Germany

Preface

This academic work was written under the Chair for Marketing at the University of Hanover with the financial support of my employer, and was accepted at the department of economics as my doctoral thesis. In the course of the following passage I wish to express my gratitude to all those individuals who supported me during this challenging time.

In recognition of the academic freedom he allowed me, I would like to thank my supervisor Prof. Dr. Wiedmann. I am also obliged to Prof. Dr. Graf von der Schulenburg for acting as my second supervisor. For chairing the oral examination I owe Prof. Dr. Hübl a great debt of gratitude

I would also like to express thanks to my professional/ academic colleagues and friends, who were always ready with support and advice. I owe them a great debt for their passionate willingness to discuss academic topics and their friendship.

But beyond doubt my private and personal relationships were most instrumental to the successful completion of my doctoral thesis. In particular, Christiane Wagner gave me continuous moral support and encouraged me to excel myself. She was always ready to abandon other commitments and offer me her support.

Very special thanks go to my brother Blerim, my sister Lendita and in particular to my mother Drita with admiration for the outstanding example she has set for me.

Walsrode, May 2003   Afrim Shaqiri

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List of abbreviations

ACORN.. A classification of residential neighbourhoods

ACTA................................. Allensbacher Computer- und Telekommunikations-Analyse

Bps .... Bits per second

CD-ROM...Compact disc-read only memory

CRM.. Customer relationship management

DAX .... Deutscher Aktienindex

DGB .... Deutscher Gewerkschaftsbund

DSF ....Deutsches SportFernsehen GmbH

DSL ....Digital subscriber line

DVD .... Digital versatile disc

GB .... Gigabyte

GSM .... Global system for mobile communication

HTML .... Hypertext markup language

ITV .... Interactive television

KB ....Kilobyte

Kb/ s (Kbps) ....Kilobit per second

KHz ....Kilohertz

LAN .... Local area network

LCD.. Liquid crystal display

MB ....Megabyte

M-DAX .... Midcap-Index

MIDI..Musical instrument digital interface

MUD ....Multi-user dimension

NASDAQ .... National association of securities dealers automated quotations

OECD.......................................Organisation for economic cooperation and development

PC..Personal computer

ROI..Return on investment

TCP/ IP... Transmission control protocol/ internet protocol

URL..Uniform resource locator

Exploitation of the advertainment value potential

1 Advertainment preface

1.1 Subject matter and objective of thesis

Technological progress enabled mankind to develop new means of production and to improve efficiency on a large scale, initiating a shift from physical to mental labour and in parallel reducing the required workforce. The 36-hour-week has been established in several factories allowing for more leisure time.[1] The battle for the people's spare time is fought by an assortment of parties such as tourist companies,[2] amusement parks and the media industry. In this context, only the attentively and consciously consumed part of the customer's spare time is of interest to the advertiser. From the opposite view-point, the consumer likes to be entertained and involved in promotional activities. How-ever, it is a fact that the consumer is targeted by a wide range of impersonal media, and consequently develops a resistance against attempts to communicate with him due to information overload.[3] "As the volume of information increases, conveying it becomes more complex."[4] From the consumer's perspective, marketing communication has changed to a bitter pill, which he is understandably unwilling to swallow.[5]

So what is advertainment about?

To take the metaphor a little further, it is the sweetening of this same pill.

Advertainment is a neologism formed from the two terms "advertising" and "entertain-ment", and describes the integration of advertising information in an enhancing frame-work consisting of entertaining elements for perception-oriented product and service promotion. For this purpose, the software products of the electronic entertainment in-dustry supply the creative input for advertainment which is predominantly distributed via the internet. Taking into account the increasing reluctance of the consumer to en-gage with commercial communications, and the rising demand for entertaining leisure activities, it seems reasonable to conclude mere traditional communication instruments are inadequate to the task of ensuring that the required message is conveyed. These cir-

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[1] The DGB claimed already in 1977 the introduction of the 35 hour-week. VW introduced 1994 even the 28.8 hour-week and gained broad acceptance among the stakeholders, see DGB (2002).

[2] The Preussag AG generated revenue of €22 billion in 1999/ 2000, from which even 50% result from the TUI AG. In the future the revenue-share of the TUI AG is going to increase up to 80%, see TUI (2003).

[3] See Kroeber-Riel, W. (1990), pp. 400; Wiedmann, K.-P./ Walsh, G./ Polotzek, D. (2000), pp. 16.

[4] Yager, T. (1993), p. 4.

[5] See Stuke, F. R. (2002), pp. 8.

cumstances generate a demand for communication instruments with a stronger focus on entertaining elements, in combination with a strong interactive component. Advertainment solutions therefore take on an economically relevant potential, which in practice is still only insufficiently realised and requires comprehensive exploitation. The central objective of this thesis is to examine in detail the professional landscape concerning mainly German advertainment solutions, and to analyse the subject of advertainment from relevant perspectives, including firstly an investigation of its potential in the context of contemporary advertising and, in a second step, the development of a method of leveraging this potential and thus ensuring successful implementation in practical marketing.

1.2 Methodology of the thesis

The second chapter forms the basis for the subsequent chapters and develops a fundamental theoretical framework. It is divided into three separate sections, the first portraying essential advertainment characteristics, whilst the second develops an advertainment framework, and the third focuses on the development of an interactive online communication model.
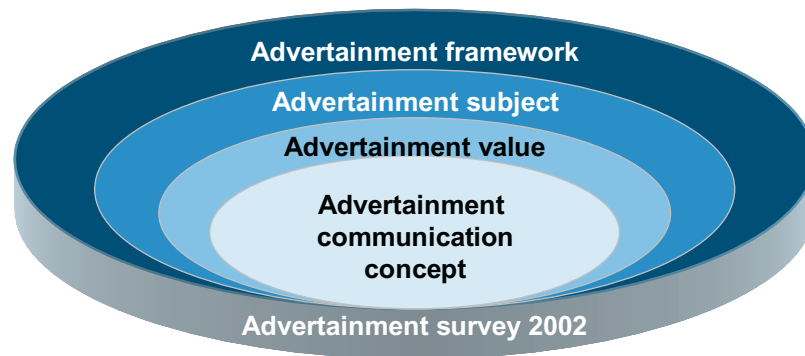
Figure 1: Thesis structure
Source: Own illustration

In order to provide an adequate definition of the term advertainment, a differentiation from related expressions such as infotisement, infotainment, edutainment, and benefiting is required. With the purpose of guiding the reader to the correct understanding of the subject, the two main characteristics of advertainment multimedia and interactivity are taken up and analysed thoroughly. In order to shed some light on the creative side of advertainment, the electronic entertainment industry as the pulse generator for advertainment solutions is also outlined briefly.

With the aim of giving the reader a holistic view of the subject, an advertainment framework is developed which opens with a presentation of the relevant stakeholders and their respective marketplaces, whilst giving an overview of the major external factors. Subsequently, the development process from the classical marketing approach to society-oriented marketing, which forms the basis for advertainment considerations, is outlined. Furthermore, the advertainment term is integrated into the communication policy, which is in turn situated within the marketing conception. A discussion of advertainment's normative layer will lead on to a consideration of its main components, corporate culture and identity. As a guideline for a communication strategy, the communication objectives are foregrounded and reciprocal effects of advertainment to the marketing-mix are taken into account. For the purpose of providing a more incisive definition of the term advertainment, an adequate model for interactive online communication is developed. Offline and online communication is defined and illustrated, and an account is given of the internet as an important infrastructure for the online communication. Chapter two comes to a close with a description of the particularities of online-communication with regard to push and pull information, as well as non-linearity.

Chapter three analyses various important aspects of the subject advertainment, beginning with advertainment content, which can be classified according to various genres. Examination of content demonstrates how the advertised product can be integrated into the advertainment solution as a central or a more peripheral element. Adequate media for advertainment solutions are also portrayed, and their specific advantages and drawbacks discussed. In addition to this, aspects such as audio-visual elements are analysed in detail. The functions of an advertainment solution are described, comprising aspects of interactivity as well as complexity and usability, whilst a closer look is taken at multi-user capabilities and means of data acquisition from the recipient. The technological discussion covers characteristics of online and offline availability of advertainment solutions, the amount of data required for attractive internet advertising games and the relevant advertainment software basis. The organisational structure for the development of advertainment solutions is also determined and potential segmentation variables for advertainment recipients discussed. In closing, the third chapter specifies the critical factors for success that should be taken into account when developing and implementing an advertainment solution.

The fourth chapter comprises an analysis of the value potential of advertainment, as well as the development of an integrated communication concept for the exploitation of this potential. Parallel to the development of an analysis model for the potential, areas are also identified where further investigation is required. With reference to the sales process, these areas are roughly separated into the pre-sales, the sales, and the after-sales phase. The pre-sales phase covers the global reach of an advertainment solution, targeted contact with the recipient and the psychological activation of the consumer. The potential of advertainment in the sales-phase can be ascertained by analysing to what extent the reception, processing and memorising of the information is facilitated. As far as the after-sales phase is concerned, potential such as improved customer relations by means of advertainment communities and the collection of recipient data relevant for marketing is examined. The second half of chapter four introduces an integrated communication model in order to further exploit the potential of advertainment. The point of departure is the analysis of the communication context as a basis for the positioning of advertainment. This is followed by the definition of the communication objectives, the identification of the relevant advertainment target group, the determination of a communication strategy, and the specification of the advertainment budget. With respect to the design of the advertainment, it is possible to analyse the content design and the integration of the functions. Following the finalisation of the design, the advertainment solution must be integrated into the communication landscape specific to the company. The communicative intention of the advertainment solution should consequently be observed, evaluated and adjusted.

The final discussion of the advertainment in the fifth chapter comprises a synopsis of the core statements and a prognosis of future advertainment trends. The appendix is subdivided into two parts. The first part gives information about the advertainment questionnaire and the second part of the appendix provides the condensed results of the quantitative survey.

As this thesis focuses on practical aspects of advertainment, the current status of the German communication landscape regarding this topic is of interest. For this purpose, a detailed survey covering all relevant aspects was designed, that follows the structure of the thesis described above. The empirical results of this survey have also been integrated as an underlying layer throughout the whole thesis in support of the theoretical

explanations. 186 German companies, all of which are listed on the German share indexes DAX and MDAX, as well as various other important firms, were initially contacted by phone and asked to participate into this empirical research project. Those who agreed received a questionnaire,[6] with a given time limit by which they should respond. The response rate of nearly 50% exceeded expectations, and also underlined the interest of the surveyed marketing experts in this topic. The results were used extensively in order to illustrate the practical relevance of the theoretical models.

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[6] See Attachment 1, pp. A-1; most questions were structured according to a 5-item Lickert Scale comprising positive (1 and 2) and negative items (4 and 5) whilst considering one item as neutral or undecided (3).

2   Essential framework for advertainment

2.1   Characteristics of advertainment

2.1.1   Delimitation of the term advertainment

Readers are no longer unduly surprised when new scientific trends coin terms or neologisms which carry a modern flair. This paragraph of the thesis will focus on four terms which intersect to a greater or lesser degree and must therefore be clearly defined in order to yield a sharp distinction.

"Advertainment", a neologism formed from the words *adver*tising and enter*tainment*, will be discussed first in order to arrive at a more precise understanding of the term advertainment. Kotler defines advertising as "… any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor."[7] Advertising is a common promotional tool that is utilised to inform, persuade or remind the target audience. It is a cost-efficient way of sending messages to the public, is usually shaped by the objectives, respective budget, message and media of the sponsor, and can be adequately evaluated in respect of its success.[8] Advertising has its roots in the era of a mass production and promoted the generation of sufficient demand.[9] Inferential via advertainment predefined advertising messages, for instance, logos, product-placements/ -information, images et cetera, are integrated within entertaining elements.[10] The following definition of the term advertainment holds throughout this thesis:

> ➢ An advertainment solution comprises the integration of advertising information in a value-adding framework consisting of entertaining elements for perception-oriented communication via the internet

With reference to this definition, this thesis will focus on those types of advertainment referred to as advertainment solutions or internet advertising games, which are distributed via the internet.

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[7]   Kotler, P. (1997), p. 637; for further reading on the advertisement term see Adler, R. P./ Firestone, C. M. (1997), pp. 4; Zeff, R./ Aronson, B. (1999), pp. 11.
[8]   See Kotler, P. (1997), pp. 637.
[9]   See Brierley, S. (2002), p. 12.
[10]   See Schoop, M. (2001).

"Infotisement" is a combination of the term *info*rmation and the second half of the word adver*tisement*, and thus emphasises the mediation of information to the target audience. Briefly, infotisement is characterised as a mixture of advertising with informative content, with information clearly to the fore in the form of editorial content.[11] Infotisement is employed primarily for advertised objects that require explanation. The two words *info*rmation and enter*tainment* are the basis for the term "infotainment", which describes software of a multimedia character which integrates information with entertaining elements.[12] Popular examples of infotainment are the animated movies or speeches included in computer-based electronic encyclopaedias. "Edutainment" is a compound of the words *edu*cation and enter*tainment* and describes the entertaining presentation of educational content. By using this means of information transfer an educational topic is enriched with multimedia in order to make it more interesting and entertaining. In particular, computer-based training programmes which incorporate special learning software allow for repeatable learning by module and offer additional information on the subject with the purpose of easing the learning process.[13] The word "benefiting" can be conceived as a generic term for all concepts that not only focus on advertising but also offer additional benefits to the recipient.[14] The expression is frequently used in the context of the internet, for instance, with reference to internet surfers who are awarded free online-hours in return for consenting to view special advertisements during their navigation.[15]

2.1.2   Multimedia

The term "multimedia", which has been on everyone's lips since the beginning of the 90´s, refers to the combined utilisation of different media through the medium of a personal computer.[16] Some authors assume a sceptical position towards the term, portraying it as an advertising phrase that aims to increase sales of products that integrate graphic or sound presentations.[17] "It's a term seen and hyped so often in the news media-to mean so many different things-that it risks losing any specific meaning at all. This, however may also be its strength."[18] For the further purposes of this thesis, multi-

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[11] See Fritz, W. (2002), p. 93; Marketing (2002).
[12] See Fritz, W. (2002), p. 93; Computer-Woerterbuch (2002a).
[13] See Computer-Woerterbuch (2002b).
[14] See E-Commerce-Berater (2002a).
[15] See Staufenbiel (2002).
[16] See Silberer, G. (1995), p. 4; Jaspersen, T. (1995), p. 59.
[17] See Tannenbaum, R. S. (1998), p. 3.
[18] Morley, J./ Gelber, S. (1996), p. 8.

media is defined as "an interactive computer-mediated presentation that includes at least two of the following elements: text, sound, still graphic images, motion graphics, and animation."[19] Multimedia addresses different senses, predominantly the visual and acoustic, while not only connecting text, picture and sound, but also offering access to certain information.[20] One of its main attributes is the possibility offered to the user of interacting and communicating with the system. In this context Silberer speaks about the user as an integral element of the multimedia system.[21] In general, multimedia is considered to be a motivational factor which encourages consumption of the mediated content.[22] In this context, some authors state that, as long as remaining technical restrictions are overcome in the future, multimedia will be capable of pursuing a broad range of communication objectives.[23] This view is supported by the fact that various applications of multimedia solutions in contexts such as car showrooms,[24] in the tourism branch[25] or in the banking sector[26] have proven the benefit of multimedia for the customer. "Sometimes multimedia enhances what would be a cumbersome task of input/output."[27]

An illustrative example of a multimedia solution is for instance a moving image on a computer screen that has been synchronised with acoustic elements. The terminology is based on the merging of the computer and television industries with the digital communications of the subsequent generation. Multimedia describes the synchronised arrangement of images, text and sound to produce technology such as full-motion video, video conferencing and TV-signals broadcasted via a digital network. In this context the term "synchronised" denotes an intelligent combination of audio and visual elements to yield a consistent message. In contrast, the random compilation of image and sound files sent through a digital network would rather not be considered as multimedia.[28] Furthermore, as is expressed in the following quotation, interactivity is considered to be an

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[19] Tannenbaum, R. S. (1998), p. 4; for the definition of multimedia also refer to Computer Technology Research Group (1992), p. 13; Luther, A. C. (1994), p. 2; Jamsa, K. A. (1993), p. 9; Gibbs, S. J./ Tsichritzis, D. C. (1995), p. 4; Badgett, T./ Sandler, C. (1994), p. xvii; Bowen, D. (1994), pp. 14.
[20] See Werner, A./ Becker, A. (1997), pp. 88.
[21] See Silberer, G. (1995), p. 4.
[22] See Fietz, G. (1995), p. 76.
[23] See Heinemann, U. (1995), p. 62.
[24] See Leupold, M./ Schlichtkrull, J. (1995), pp. 89.
[25] See Sauer, C. (1995), pp. 116.
[26] See Hinrichs, C. (1995), pp. 153.
[27] Dannenberg, R. D./ Blattner, M. M. (1992), p. xix.
[28] See Morley, J./ Gelber, S. (1996), p. 8.

integral part of multimedia: "… a production to be considered multimedia it must include a provision for the user to interact with the material and influence the course of the presentation."[29]

2.1.3   Interactivity

"A conditio sine qua non required to achieve any degree of interactivity is that both sides undertake and maintain communicative activities. Each side may be human or machine."[30] Practically everything that people do involves interaction with something or somebody; one of the most common forms of interaction being speech.[31] Interaction is any action that engenders reaction; in other words, it is mutual, and requires reciprocation.[32] Interactivity is often mentioned in connection with dialogue; its importance in this context is indicated by the following quotation: "It is not the words of language that are the basis of a communication, it is previous and current interaction that is at the heart of communicating, to provide understanding. Interaction does the communicating; language use clarifies."[33] Usually, interaction takes place between two or more parties, which do not necessarily have to be human. Within the process of interaction, the involved parties switch perpetually between the roles of sender and receiver. "'Interactive' is a term often used in conjunction with multimedia to create interactive multimedia."[34] Interactivity allows the user to find, step by step, an individual path through the provided information.[35]

The term interactivity can be applied to a variety of communication instruments and a certain degree of interactivity can be measured. "…define interactivity as the degree to which participants in a communication process have control over, and can exchange roles in, their mutual discourse."[36] According to figure 2 traditional mass communications tended to offer a moderate level of one-directional interactivity, while nowadays a two-way type of communication which is driven by the hypermedia of the World Wide Web is current.[37] Moreover, various authors believe that interactive communication me-

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[29] Tannenbaum, R. S. (1998), p. 4.
[30] Hanssen, L./ Jankowski, N. W./ Etienne, R. (1996), p. 66.
[31] See Varej, R. (2002), p. 115.
[32] See Varej, R. (2002), p. 231.
[33] Varej, R. (2002), p. 29.
[34] Morley, J./ Gelber, S. (1996), p. 8; see also Luther, A. C. (1994), p. 4.
[35] See Varej, R. (2002), p. 171.
[36] Hanssen, L./ Jankowski, N. W./ Etienne, R. (1996), p. 61.
[37] See Hardaker, G./ Graham, G. (2001), pp. 65.

dia will gain importance in the next years due to the rapid development of interactive systems.[38] Interactivity with regard to the addressed topic of this thesis principally focuses on the interaction between a recipient and an interactive system that runs on a computer and supports communication in both directions.

Communication with low interactivity

Communication with high interactivity
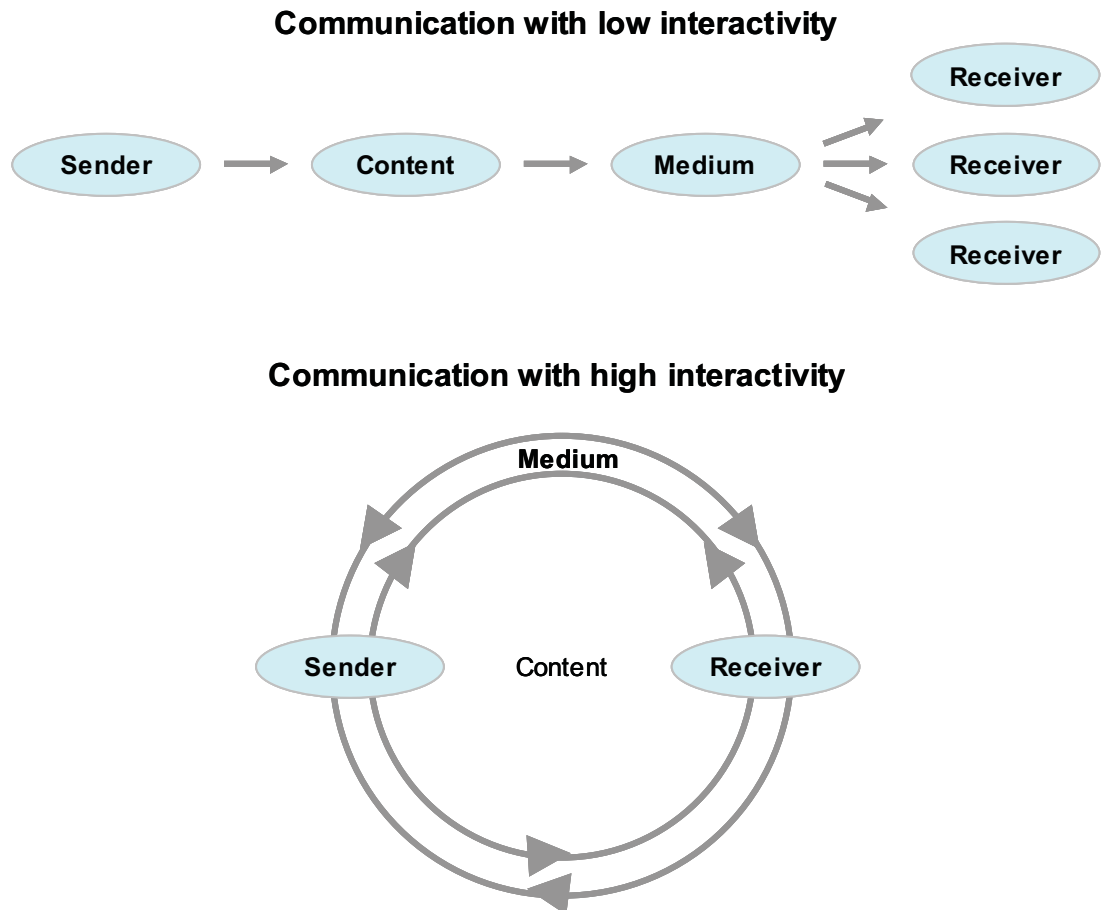
Figure 2: Degree of interactivity
Source: With reference to Hardaker, G./ Graham, G. (2001), p. 66

Interactivity can consist, for instance, in a navigational path taken through multimedia material which creates a distinctive route.[39] An interactive system is capable of following the pace and direction of a recipient's activities and supplying responses in accordance with his actions.[40] "The most crucial property of any interactive system is *its support for human activity*."[41] In this respect, three different interaction styles can be identified: direct manipulation, key-model interaction and linguistic styles. Visual representa-

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[38] See Kotler, P. et al. (1999), p. 815.
[39] See Morley, J./ Gelber, S. (1996), p. 8.
[40] See Newman, W. M./ Lamming, M. G. (1995), p. 6.
[41] Newman, W. M./ Lamming, M. G. (1995), p. 6.

tion is a prerequisite for direct manipulation, which allows for simplified direct interaction with familiar objects. The recipient can interact with the system and monitor the resulting response immediately. This form of interaction is appealing to beginners and is often utilised, for example, in videogames.[42] Key-model interaction comprises interaction via classical keyboard entry, by selecting an adequate menu for information input or filling out a form.[43] The last interaction form is the linguistic style enabling communication with an interactive system through the medium of natural language. Although all of these interaction styles have their specific advantages and drawbacks, promising new possibilities are presented by the merging of all depicted styles.[44]

2.1.4   Entertainment software as pulse generator

The significance of entertaining elements as an essential part of advertainment solutions was expressed by the results of the Advertainment Survey 2002. 73% of the marketing experts approached consider entertaining elements as either important or very important, whereas only 1% rates them as unimportant.[45]
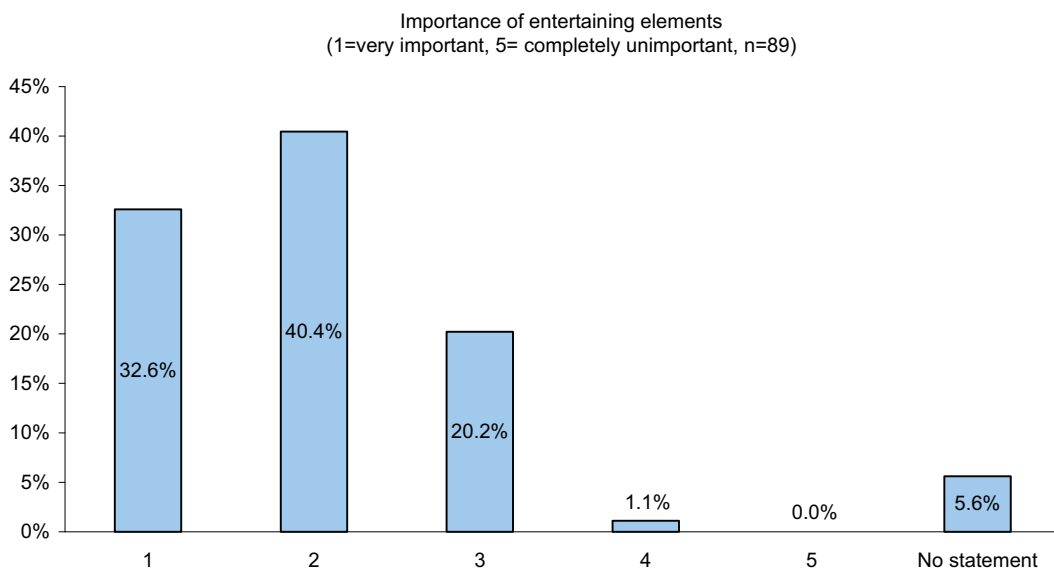
Figure 3: Significance of entertaining elements
Source: Attachment 2, p. A-10

Ooops we are becoming socially accepted proclaimed the influential German online magazine "Der Spiegel", referring to the latest developments of the electronic enter-

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[42]   See Shneiderman, B. (1998), pp. 71.
[43]   See Newman, W. M./ Lamming, M. G. (1995), p. 295.
[44]   See Shneiderman, B. (1998), pp. 73.
[45]   See Attachment 2, p. A-10.

tainment industry.[46] Similarly, a survey concerning individuals who have the potential to influence society carried out by the magazine Newsweek, features the previously unknown name of Hideo Kojima, a game designer at a Japanese company producing electronic entertainment software.[47] His election by a mainstream magazine with about 23 million readers as a basically unknown person to the public[48] stresses the fact that an industry which was formerly regarded as childish has now grown up.[49]
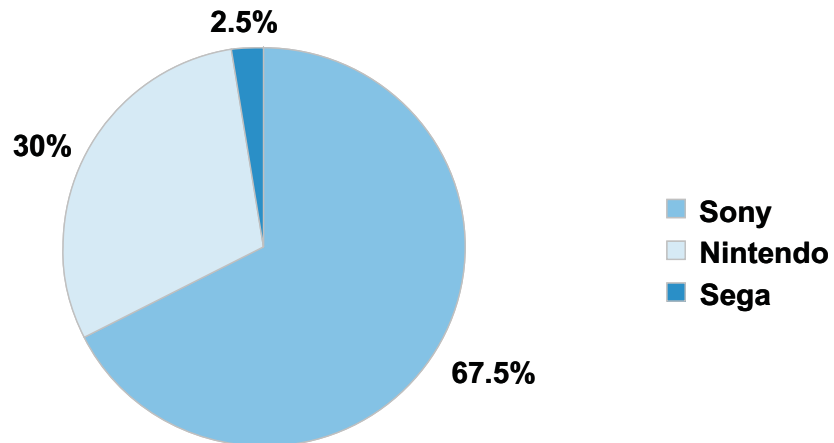
Figure 4: Electronic entertainment industry
Source: Spiegel (2002b)

The electronic entertainment industry has experienced rapid growth since its beginnings in the early 70's, although it did remain in the underground for a long period. In the 90's, the electronic entertainment industry had its fulminate comeback, which has continued right up to the present, and which saw the establishment of a market worth $20 billion, generated by the sale of consoles and games worldwide. The rapidly increasing market, which boasts growth rates of between 15 and 20%,[50] is dominated by the Japanese console manufacturers and programmers Sony, Nintendo and Sega. As can be seen in figure 4 Sony is the market leader in Europe with a 67.5% market share, followed by Nintendo (30%) and Sega with 2.5%.[51] All three hardware manufacturers, who are also software developers, allocate a marketing budget of about $1 billion to the task of addressing the targeted consumers.[52]

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[46] See Löwenstein, R. (2002).
[47] See Newsweek (2002).
[48] See Croal, N./ Itoi, K. (2002).
[49] See Löwenstein, R. (2002).
[50] See Hillenbrand, T. (2002).
[51] See Grimming, R. (2000).
[52] See Laube, H. (2001).

The USA boasts the largest market globally, with 60% of the Americans spend the largest section of their spare time on the consumption of entertainment software and spending $6 billion on interactive entertainment products. The consumers are generally male, with an average age of the consumers is 28.[53] Despite the fact that Sega and Nintendo had ruled the market in the 90's, in 2000, after producing two generations of less successful consoles, Sega became a takeover candidate for its main competitor, Nintendo. Sega's profitability problems culminated in its facing a loss of about $357.4 million, and led to the initiation of takeover negotiations[54] with its traditional competitor Nintendo and novice in the business Microsoft.[55] Apparently, these negotiations failed because Sega decided one year later to withdraw from its long-standing position as a console manufacturer and to focus on the development of third-party entertainment software for its competitors.[56]

Although Sony Playstation is an established trademark and synonym for the electronic entertainment industry, the company at first did not have any ambitions to become a player in this market. The Sony Playstation was a tremendous success as a result of its progressive technology and the user-friendly programming, which led onto a broad software support. These factors catapulted Sony to forefront of the market, with sales of around 70 million devices worldwide. When the Japanese company announced its next generation 128-bit console called Playstation 2, which could be ordered in advance on the internet, the website concerned broke down as a result of the huge demand. Days before the official opening of sales, consumers built temporary residences near electronic stores in order to be the first owners of the new devices.[57] Throughout the first week, one million consoles were sold in Japan, while this product dominated Christmas sales in the US to such an extent that retailers' stocks ran out.[58] After a long period of inactivity, one of the main competitors, Nintendo, presented to the public its new "Gamecube", developed in a partnership with IBM and Matsushita, with which it hoped to regain its lost market share.[59] Due to its profitability, maybe the most powerful competitor to the console market was Microsoft, which allocated a marketing budget that is

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[53] See Piotrowski, V. (2001).
[54] An article in the New York times claims that a price of $2 billion was object of the negotiations.
[55] See Spiegel (2000a).
[56] See Grimming, R. (2000).
[57] See Spiegel (2000b).
[58] See Spiegel (2000c).
[59] See Spiegel (2000d).

far off that spent on the introduction of Windows 95.[60] Microsoft provides approximately $500 million for the marketing of its hardware.[61] From a technological perspective, X-Box is the most advanced system on the market, demonstrating the capability of hardware and software, and indicating that Microsoft will play a major role in the future of the electronic games industry.

Although the "NASDAQ Composite Index" registered a decline of about 50% in 2001, the stock price of major software publishers increased between two- or fourfold. However, despite these individual successes, the branch was not unaffected by the world-wide economic slowdown, which led to a consolidation process in which small software companies were taken over by the major software publishers.[62] With its 30-year history, the electronic entertainment industry remains young in comparison to other media sectors. In Germany, the electronic entertainment branch now generates $3 billion, selling between 70 and 80 million games from the approximately 700 newly-introduced varieties of entertainment software.[63] The development of hard- and software has actually become a financial risk due to the large scale investments which encumber companies' revenues considerably. For instance, Sony generated an operative loss of approximately €201 million in the first half of 2000 in the gaming area, as a consequence of the massive investment devoted to the Playstation 2.[64]

In general, the electronic entertainment industry vends its hardware below actual cost in order to gain a massive penetration into households and to generate its subsequent profits with lucrative software.[65] Every four years, new hardware, which is also referred to as the "platform", is presented to the consumer, generally making a deep impact within the sector.[66] In terms of market share, this impact can be attributed to two main factors: capable hardware and exclusive software. New hardware has to present the consumer with noticeable improvements concerning audio-visual aspects, online connection and functions. The second component is the quantity and quality of the existing software-portfolio, which is dependent on the commitment of the software publishers to develop and publish exclusive software to support a certain hardware platform. For the publish-

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[60] See Hillenbrand, T. (2002).
[61] See Piotrowski, V. (2001).
[62] See Laube, H. (2001).
[63] See Focus (2002).
[64] See Spiegel (2000e).
[65] See Laube, H. (2001).
[66] See Hillenbrand, T. (2002).

ers, the extent to which the platform has been distributed is relevant as it forms the basis for possible sales of a software product. In terms of development the ease with which the hardware can be programmed is decisive because of its implications for the project time. Additionally, software publishers face licensing costs in order to be able to offer software products for the platform. In some cases the software publishers have to pay for the medium on which the software product is stored due to the patents and production rights of the console manufacturer.[67]
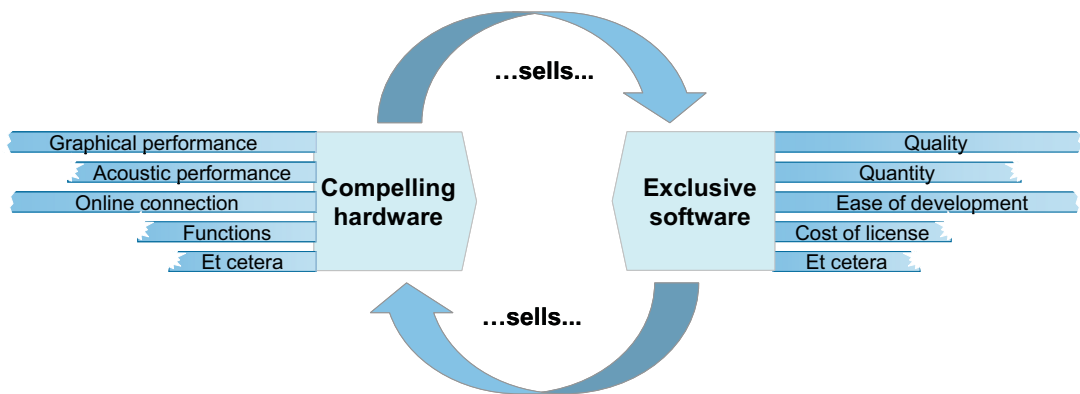
Figure 5: Criteria for success in the electronic entertainment industry
Source: Own illustration

If these criteria are acceptable for the software publishers a contract is negotiated which secures software support as well as permission to develop software for the platform. For example, Microsoft has signed contracts with around 200 of the most important software publishers and has entered into around 80 exclusive deals for the development of X-Box only software. Other hardware developers such as Nintendo are not that reliant on the good will of the software publishers, thanks to their own software programming units and their strong trademarks.[68] For some time now, a new trend seems to have been emerging based on rapid growth and dissemination of internet connections. Online entertainment software allows for geographically independent interactivity between consumers worldwide, resulting in a growing popularity among users.

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[67]   See Hillenbrand, T. (2002).
[68]   See Piotrowski, V. (2001).

2.2   Development of an advertainment framework

2.2.1   Presentation and explanation of the advertainment background

Before an in-depth analysis of the subject of advertainment is embarked on, a theoretical framework should be developed in order to provide a holistic view of advertainment. Basically, advertainment background can be divided into two elements which influence the marketing concept. The "task environment" comprises different stakeholders and their individual relationships to a company concerning, for instance, sales, procurement and competitors. These stakeholder relationships are embedded in the global "macro environment", which can be viewed from economical, technological, political, social-cultural and ecological perspectives.
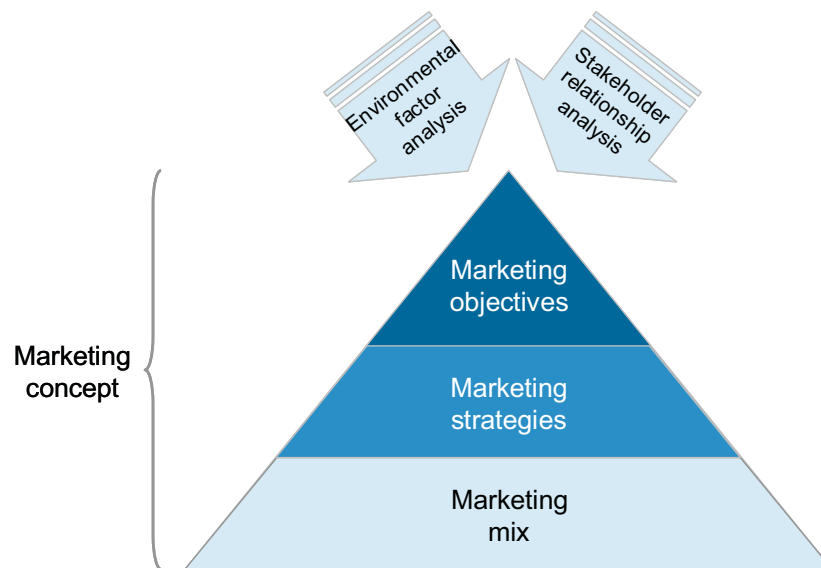
Figure 6: Situation analysis as the basis for a marketing concept
Source: Becker, J. (1998), p. 93

The task environment describes the relationship between the company's activities and the external transaction partners. It thus comprises the transaction partners on the sales and procurement side such as suppliers and buyers, competitors, as well as public institutions such as authorities and government. Stakeholders in the task environment have a direct influence on a company's transactional activities.[69] Both the environmental factors and stakeholder relationships should be clearly analysed, condensed and interlinked in order to adapt the marketing concept to their requirements, and to ensure its external and internal appropriateness.

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[69]   See Meffert, H. (2000), p. 29; Fritz, W./ Oelsnitz, D. v. d. (2001), pp. 39.

2.2.1.1   Stakeholders and their marketplaces

Basically, stakeholders are interest groups that have expectations of a company. They have a potential to influence on the company's long-term existence, and therefore profoundly affect the attainment of a company's objectives.[70] The environmental relationships of a company can be described as exchange relationships based on transactions, which have a value for both parties.[71] Meffert characterises these exchange relationship as streams of goods, money and information. Fulfilment of social or customer requirements secures the company's market position in the long run and its legitimation in society. For instance, if customers are not convinced by the ecological behaviour of a company, it will have to alter its position or face a severe threat concerning its sales. A company's relationship to its competitors tends to be more indirect, for example, as a barrier to a company's sales potential within a specific market; this leads to a complexity which hardly can be managed in an optimal way to take all lines of confrontation into account. The most important stakeholders and their influence on the company's objectives are represented below.

From a marketing-oriented perspective, the consumer is in the centre of interest. Public opinion leaders such as scientists, associations et cetera are considered as multipliers, which shape the attitude towards a company in the population. Nowadays customers have organised themselves into consumer associations which articulate customers' interests. The consumer's needs determine the production of goods as well as their quality and pricing. Retailers have a gatekeeper function concerning the information exchange between consumers and companies. For instance, if the consumer asks for new product variations, retailers ensure that the requested goods are ordered from the companies. Moreover, retailers have their own expectations of manufacturing companies such as the expansion of their own margin and the placement of attractive product lines in their shelves.[72] The increasing process of concentration on the retailer's side has led to a considerable power of demand, which has forced the manufacturers to establish a key account management. Meanwhile, retailers are global players that have an important role in the indirect distribution of a company's products and services.[73] For product manu-

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[70]   See Meffert, H. (2000), p. 31.
[71]   See Kotler, P./ Bliemel, W. (1992), p. 10.
[72]   See Meffert, H. (2000), pp. 33.
[73]   See Berndt, R./ Fantapie Altobelli, C./ Sander, M. (1997), pp. 39.

facturers, suppliers and logistics companies are necessary which handle large-scale supplies which can be sold and transported to a central buyer for a profitable price.

Competitors are all companies that are active on the same market and whose products have the capability to substitute each other. They differ in terms of their market power, their strategic direction and their market coverage. The market power depends on the size of a company and its market-share, as well as on certain resources such as financial situation and personnel. The market coverage comprises the product programme and the degree of distribution.[74] Furthermore, political parties and governmental institutions determine a company's decisions.[75]

2.2.1.2 Environmental factors

In order to achieve success in a market, the company needs to obtain internal information as well as achieving transparency regarding the external environment conditions.[76] The environment contains the independent variables which cannot be controlled by the market agitators. It can be subdivided into the economical, technological, political, social-cultural and the ecological environments. Each of these parts has a more or less indirect influence on the behaviour of the company and its partners in the marketplace.[77]

The economical environment describes the sales potential, which depends on the development of the national and international economy.[78] Economic factors are taken into consideration for sizing the potential market and characterising it. Additionally, the size of the market allows a company to determine the market potential as well as the market volume, which is essential for the evaluation of a product's market success. The economic environment can be measured by some significant key figures such as population development, gross domestic product, per capita income, inflation, purchasing power, unemployment rate et cetera. For instance, the interest for capital refers to the cost of capital and therefore the attractiveness of making direct investments in global companies, whereas the rate for exchange influences the export revenues. Moreover, labour costs are of decisive importance for a company's production location, a fact that emphasises the significance of the labour market.[79]

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[74] See Berndt, R./ Fantapie Altobelli, C./ Sander, M. (1997), pp. 36.
[75] See Meffert, H. (2000), p. 33.
[76] See Mayer, H. (2000), p. 37.
[77] See Meffert, H. (2000), p. 29; Fritz, W./ Oelsnitz, D. v. d. (2001), pp. 41.
[78] See Mayer, H. (2000), p. 37.
[79] See Berndt, R./ Fantapie Altobelli, C./ Sander, M. (1997), pp. 23; Wiedmann, K.-P./ Jung, H.-H. (1995), pp. 13.

The technological environment is another essential driver of economic and social change. Technological progress stimulates the innovation capability of a firm. The technological standard refers to a company's efficiency in utilising its resources under changing conditions. New technologies are fundamental to the creation of new industry branches, as well as to the disappearance of old ones. Innovations on the basis of new technologies allow for the establishment of competitive advantages.[80] Three different types of technologies can be distinguished. Firstly, basic technologies underlie a specific market and are available to all competitors. Key technologies allow for competitive advantages; however, not all companies have the capability for this type of technology. Pacesetter technologies are emerging technologies in an early stage of development, which are expected to have extraordinary value potential for a market.[81] Furthermore product, procedure or material innovations are grouped within the technological environment.

Demographic, organisational or normative dimensions are elements of the social-cultural environment. In general, the social-cultural environment comprises all human achievements within society which are learned, shared and transferred from one generation to another. Social-cultural aspects have a persistent influence on an individual's response to marketing activities. They cover elements such as the language, religion, aesthetics, education, values and norms concerning social behaviour.[82] The political environment comprises the political situation and stability of a country as well as its various judicial regulations such as import tariffs. Furthermore, strike regulations or taxation considerations determine the legal climate.[83] The ecological environment comprises climatic conditions as well as topographical character and especially the potential of resources.[84] In particular the increasing public awareness of ecological issues, which became more evident in industrial nations during the 80's, has had significant consequences for marketing.[85]

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[80] See Zahn, E. (1995), pp. 9.
[81] See Mirow, M. (1998), p. 486.
[82] See Berndt, R./ Fantapie Altobelli, C./ Sander, M. (1997), p. 32.
[83] See Berndt, R./ Fantapie Altobelli, C./ Sander, M. (1997), pp. 29.
[84] See Mayer, H. (2000), p. 37; Berndt, R./ Fantapie Altobelli, C./ Sander, M. (1997), pp. 35.
[85] See Raffée, H./ Wiedmann, K.-P. (1985), pp. 4.

2.2.2   From the classical marketing approach to the society-oriented marketing

As a consequence of the fact that an orientation towards merely technical problems and production methods omits critical developments on the demand and market side, emphasis was put on a customer orientation. These circumstances led to the classical marketing approach which is characterised by a clear focus on the customer. This approach consists of the main idea that the sales market represents the actual bottle-neck for a company. Consequently in the classical marketing approach company activities should be aligned with sales market demands. An extension of this point of view is the concern of marketing with structural changes on the demand side. Assuming that market exchange processes are based on motivational principles, individuals expect gratification from the transactions they enter into. Therefore gratification aspects such as rewards form a substantial component of the classical marketing approach.[86]

Within the bounds of modern marketing philosophies this approach was expanded once again with significant guidelines such as potential and competitor orientation. The orientation towards internal and external potential expands a company's horizon beyond a sole concern with customer demands. It pays attention to the fact that the value of a customer differs from other ones and requires a cost-efficient utilisation of the various marketing efforts. With this thought in mind company-internal potentials are operated in the most efficient way. This internal potential is furthermore also measured against that of possible competitors since other companies on the market could be able to meet market demands more precisely. All in all these circumstances have led to outpacing-strategies proclaiming that companies have to leverage internal and external potentials in order to be simultaneously "better, cheaper and faster" than their competitors.[87]

Through the stronger focus on the market, the customer, and the competitors, the shift towards an extended society-oriented marketing approach has become more evident in practice as well as in the academic field. As in the aforementioned modern marketing philosophies, the gratification principle within exchange processes becomes plainly visible. The society-oriented marketing approach calls for a systematic examination of the needs, expectations, and claims of each exchange partner in order "to feel and think with the customer's heart and mind". In accordance with this philosophy, leading gratification concepts with the purpose of satisfying requirements and/ or influencing them

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[86]   See Raffée, H./ Wiedmann, K.-P. (1989a), p. 579.
[87]   See Wiedmann, K.-P./ Stoll, I. (2001), pp. 25; Fritz, W. (1999b), pp. 7.

are developed on the basis of marketing strategies and instruments. The guiding principles of the society-oriented marketing approach are integrated thinking, the long-term process-based mindset, and the maxim of social responsibility.

Integrated thinking can be achieved by examining the expanded environment with its interlinked systems. The network of all possible exchange partners with their respective dependencies and influences is analysed. In particular, the mental attitude and behavioural characteristics of these partners are assessed, while taking their reciprocal relations with society and market conditions in account. In addition, the long-term planning of the company's development with reference to assessments of the effects of strategies and measures are considered on the basis of a social indicator system. Discontinuity and change are accepted as normal within this framework.

In this context, social responsibility represents itself as a harmonisation of collective and company interests in order to achieve higher quality of life. Ethical principles underlie a company's actions and it proactively contributes to developing solutions to social problems in order to shape the market and social environment. It should be mentioned in this context that socially responsible companies also have to pay attention to their economic efficiency, since they have to compete with less responsible firms. This also means that society-oriented marketing proactively seeks chances such as enhancing a company's image in society instead of being passively cornered by the public opinion. Furthermore, society-oriented marketing recognises clearly the fact that the existence of one component is connected to that of the entire system. Society-oriented marketing does not mean to adapt public opinion unreflectingly, but to identify long-term objectives with the purpose of improving a society's life quality. These objectives require a vision from which a company's position is derived which may be contrary to the current interests of stakeholders. For this reason, society-oriented marketing also aims to influence and shaping society's opinion and to be shaped and influenced by this opinion in its turn.[88]

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[88] See Raffée, H./ Wiedmann, K.-P. (1989a), p. 580; Raffée, H./ Wiedmann, K.-P. (1983), pp. 2; Wiedmann, K.-P./ Stoll, I. (2001), pp. 28; Fritz, W./ Oelsnitz, D. v. d. (2001), p. 25.

2.2.3   Integration of communication policy into the marketing concept

By structuring a marketing concept in a reasonable way, one can analyse it with respect to marketing objectives, the respective strategies and the marketing-mix. Marketing objectives mark the benchmarks a company wants to navigate towards, whilst strategies define various possible routes for reaching those objectives. Finally, the marketing-mix can be depicted as the means of conveyance a company can choose to reach its objectives on the respective routes.

Marketing strategy	Strategy description
Innovation strategy	A company positions itself as an innovator in a specific industry while setting certain standards allowing for a pioneer role in the stakeholder's perception
Quality strategy	The products of a company have a high quality-level which can be noticed by respective stakeholders
Brand strategy	Psychological differentiation of a company's products in the stakeholders attitude
Diversification strategy	Offering the stakeholders a wide range of diversified products to satisfy their needs
Cost strategy	Realising low prices, for instance, with economies of scale
Cooperation strategy	Cooperation of stakeholders in order to realise significant advantages for both parties
Conflict strategy	Aggressive attack on the stakeholders with the purpose of weakening/ eliminating
Evasion strategy	For instance, moving on to new markets due to extensive price-competition
Assimilation strategy	A company's market behaviour is fundamentally adapted to the behaviour of its stakeholders
Neglect strategy	A company ignores the expectations of the stakeholder

Table 1: Illustrative marketing strategies
Source: With reference to Meffert, H. (2000), pp. 269

Marketing objectives refer to a company's market-specific target positions, which are pursued with the adequate strategies, with the help of different marketing instruments. Generally, marketing objectives can be divided into economic objectives or psychological objectives; they are not autonomous, as they are derived from the superordinate company objectives. Economic marketing objectives are closely related to the general company objectives and are measurable on the basis of market transactions.[89] Psychological objectives cannot be measured in the same monetary way as economic objectives due to their character of mental processing. They are based on the relation between mentally activating and cognitive processes on the one hand and their connection to the sales behaviour on the other hand. Psychological objectives comprise, for example, brand recognition, brand image, purchase intensity, customer satisfaction or brand loy-

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[89]   See Meffert, H. (2000), p. 76; Wirtz, B. W. (2001a), p. 465.

alty.[90] All these marketing objectives, whether they are based on an economic or psychological reasoning, can be further broken down to an accumulation of single decisions which are made in each department of a company. This boundless quantity of decisions about the utilisation of marketing instruments requires a hierarchical overlying layer which has the function of a framework coordinating all activities below. Marketing strategies fulfil this control function while connecting the marketing objectives with operational marketing activities. Based on their guideline character, marketing strategies coordinate the utilisation of marketing instruments and determine the direction in which to proceed and respective consequences (table 1).[91] Marketing strategies can be defined as a conditioned, long-term, global behaviour plan for reaching the marketing objectives.[92] They comprise basic decisions about the marketing spending, the marketing-mix and the distribution of the marketing budget.[93] Marketing strategies have a long period of validity, depending on the circumstances the individual company has to face in its market environment. However, they usually comprise the next generation of product development.[94]

After the derivation of the marketing objectives from the company's general objectives and the determination of adequate strategies, decisions about operative marketing are made. The marketing-mix comprises several instruments and reveals a high level of complexity.[95] It covers decisions about the four central areas of the operative marketing those concerning the product, contract, distribution and the communication policy.[96] For reaching the marketing objectives the product portfolio should meet consumers' needs. Both the product life cycle as well as key figures from reporting found the information basis for product policy decisions.[97] Basically, the product policy helps to create marketable goods, which focus on giving the customer a benefit in form of a problem solution.[98] Within its product portfolio a company can combine the alternatives of product innovation, variation and elimination.[99] Product innovations focus on the development

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[90]   See Becker, J. (1998), pp. 63.
[91]   See Becker, J. (1998), pp. 139.
[92]   See Meffert, H. (2000), p. 62.
[93]   See Kotler, P./ Bliemel, W. (1992), p. 95.
[94]   See Becker, J. (1998), pp. 140.
[95]   See Becker, J. (1998), p. 486.
[96]   Contrary to other authors Becker integrates the price into the product policy due to his opinion that the price cannot be analysed separately from the product.
[97]   See Meffert, H. (2000), pp. 338; Brown, L./ McDonald (1994), p. 175.
[98]   See Becker, J. (1998), pp. 488.
[99]   For the exact point of time for elimination see Siegwart, H./ Senti, R. (1995), p. 42.

of new products while product variations take into account the alteration of customer needs with respect to aesthetic, physical/ functional, symbolic or service attributes of the existing product portfolio. Product elimination sorts out the products which should for different reasons not remain in a company's product-portfolio.[100] Furthermore, the product-mix comprises decisions about the packaging, features, styling, brand name and the service provision of a product.[101]

Contractual agreements about the price, discount, delivery, payment and credit conditions for a product are subsumed under a company's contract policy. Changes to these parameters lead to an immediate response on the respective markets.[102] Regarding the pricing of a product, various concepts exist which interlink the price with different variables. For instance, the pricing can be cost–oriented or focusing on the actual production cost of a good. Moreover, decisions about the price can be made on the basis of market demand within different market constellations. Furthermore, a price can be related to the pricing policy of a competitor or the observed benefit of a product. Also, temporary promotion prices can be applied or the prices can be differentiated on different markets.[103] Products that have a complementary relationship sometimes have a trade-off concerning their price in order to subsidise one of both products. As examples of acknowledged pricing strategies, the penetration and the skimming strategies should be mentioned. Both strategies are applied on products which are newly introduced to the market. The penetration strategy is characterised by low prices and aims at a rapid market penetration, while the skimming strategy focuses on initially high prices which are then lowered gradually. Moreover, price changes can be connected to the product life cycle or the point of time a product is consumed.[104] The discount conditions of a company manage the price reductions when products are sold under certain criteria, for instance, when a specified quantity is sold or when an invoice is settled in a short period of time. Credit conditions focus on supplying the buyer with additional purchasing power, for example, via special leasing conditions. Finally, the delivery and payment conditions define aspects of how the products have to be delivered to the buyer and in what manner they have to be paid for.[105]

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[100] See Meffert, H. (2000), pp. 327.
[101] See Kotler, P./ Bliemel, W. (1992), p. 98; Bruhn, M. (1997b), p. 47.
[102] See Meffert, H. (2000), p. 482.
[103] For instance, cars from several manufacturers are priced differently in European countries.
[104] See Meffert, H. (2000), pp. 502; Wagner, U./ Fritz, W. (2001), pp. 3.
[105] See Meffert, H. (2000), pp. 581.

Aspects such as product transfer or service are covered by a company's distribution policy. In the context of the relationship between the manufacturer and retailers, logistics companies play an important part in the product distribution. The distribution policy focuses on finding inexpensive sales channels and massive representation of products with the retailer. Furthermore, the manufacturer is interested in flexible distribution channels which have an exclusive image and where a good cooperation with the retailer allows the manufacturer to influence and control the distribution channel.[106] As regards marketing logistics, delivery time and reliability are important, as well as the product attributes at time of delivery and the theoretical flexibility of the logistics service.[107]

Communication instruments	Description
Advertising	Utilisation of mass communication instruments such as newspapers, magazines, television, radio and cinema in order to generate conformity with the company's communication objectives
Sales promotion	Sales support for a company sales representative, retailers or end-consumers, for example via brochures, product displays, coupons
Public relations	Obtaining the trust and understanding of the public by shaping the company's relationship to these groups
Sponsoring	Comprises the principal financial funding of individuals and organisations in order to improve the image of the sponsored object
Event marketing	Organisation of special events with the purpose of attracting the attention of targeted stakeholder groups
Fair	Regular exhibitions with a marketing character involving personnel from a certain branch
Direct communication	Behavioural influence which is directly targeted towards the final customer and allows for dialogue between the two parties
Multimedia communication	Electronic media based communication which in most cases takes place via a computer

Table 2: Communication instrument overview
Source: With reference to Meffert, H. (2000), pp. 712

The communication policy is an essential part of the marketing-mix, and functions as its mouthpiece.[108] In combination with other marketing-mix instruments, this policy promotes the attainment of the economic objectives of the company and also focuses on psychological objectives such as brand recognition, attitudes towards products as well as the product/ company image. In order to realise these objectives, the relevant target group in form of a consumer segment is defined. The respective communication strategy is oriented towards the communication objectives and assumes the character of a guideline for the communication instruments.[109] Table 2 gives a brief overview of

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[106] See Meffert, H. (2000), pp. 600.
[107] See Meffert, H. (2000), pp. 654.
[108] See Becker, J. (1998), p. 565; Fritz, W./ Oelsnitz, D. v. d. (2001), pp. 184.
[109] See Meffert, H. (2000), pp. 678.

commonly-used communication instruments for the transmission of relevant information to the consumer.

After selecting adequate instruments a communication budget for the current planning period is determined. In the next step, communicative information with regard to its appearance and its content is compiled and appropriate media chosen. Finally, the communicative results are measured with the purpose of identifying optimisation potential. In the course of the survey conducted for this thesis, major German companies were asked which communication instruments they utilise besides the internet.

Which other communication instruments besides the internet are you utilising in general? (Multiple choices possible, n=89)
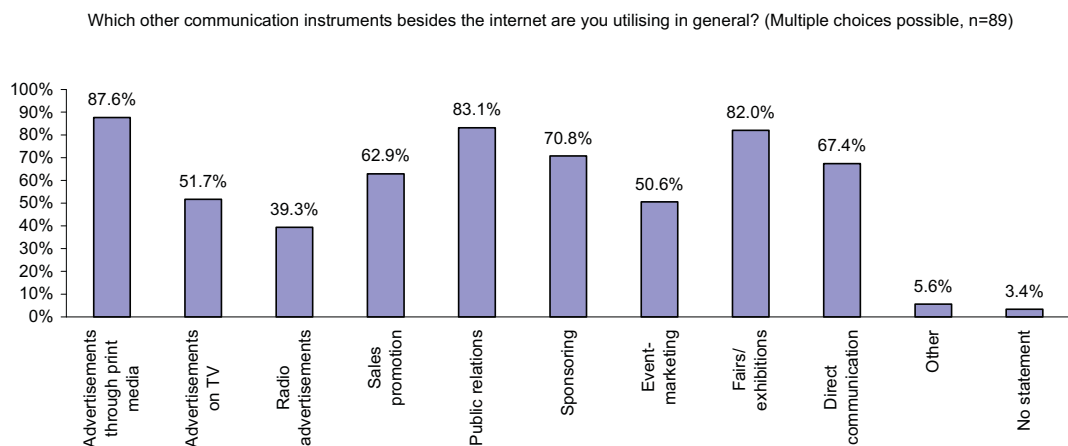
Figure 7: Utilised communication instruments besides internet
Source: Attachment 2, p. A-21

The outcome of this question indicated that print media advertisement, public relations, and fairs/ exhibitions are most commonly utilised by the companies questioned. This is closely followed by sponsoring, direct communication and sales promotion. Radio advertisements remain far behind TV advertisements and event-marketing.[110]

2.2.4 Integration of advertisement into the communication policy

As explained in the paragraph above, the communication policy is a substantial element of the marketing-mix and comprises normative, strategic and operative levels. Information, influence and confirmation should be stressed as essential aims of the communication policy. The stakeholders are provided with information about the company or its products/ services. But the improvement of the stakeholder's knowledge status has a subordinate priority compared to a company's intention to influence stakeholder behaviour. By providing the stakeholders with information about the company and its prod-

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[110] See Attachment 2, p. A-21.

ucts, the inherent influencing function of the communication policy comes to fruition, shaping consumers' interest in and attitude towards a product, as well as their buying intention. The act of stabilising these internal behavioural reactions is what is referred to as the confirmation function of the communication policy. Additional purposes of the communication policy are predominantly directed towards competitors and society, and allow, for instance, the diffusion of communication into social values. A general increase in competition has led to a stronger focus on communication aspects, causing companies to supply them with a clear outline.[111]

Utilisation of advertainment solutions (n=89)
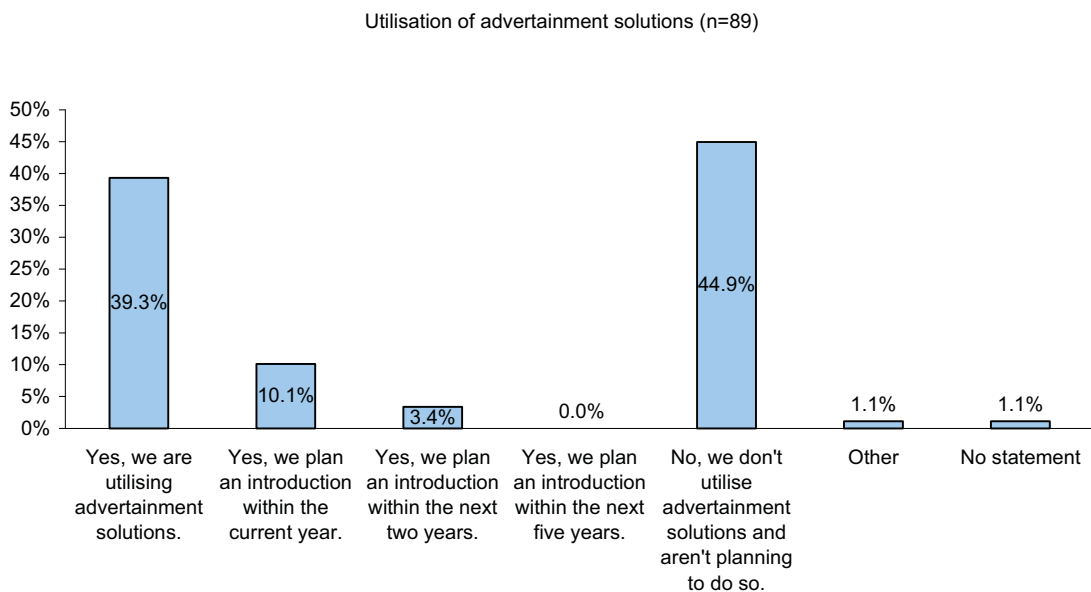
Figure 8: Advertainment utilisation
Source: Attachment 2, p. A-9

It is possible to integrate advertainment into the communication instruments by grouping it primarily with online multimedia communication. Advertainment also stands in a reciprocal relationship with superior levels of the communication policy such as the communication philosophy and communication strategy. The Advertainment Survey 2002 took a closer look at the more practical aspects of the place of advertainment within the German company landscape. About 53% of the marketing experts surveyed state that they either have already implemented advertainment solutions or are planning to do so within the next 2 years. The part of this group which is currently utilising them is in the majority with approximately 39%. In contrast to this group are those who answered that they do not utilise advertainment solutions and are not currently planning to

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[111] See Bruhn, M. (1997b), pp. 6.

do so. This response applies to 45% of those questioned.[112] However, the number of advertainment supporters and the currently unexploited potential of non-users underline the fact that this topic cannot be neglected within current academic discussion.

If yes, how did you become aware of advertainment solutions? (Multiple choices possible, n=47)
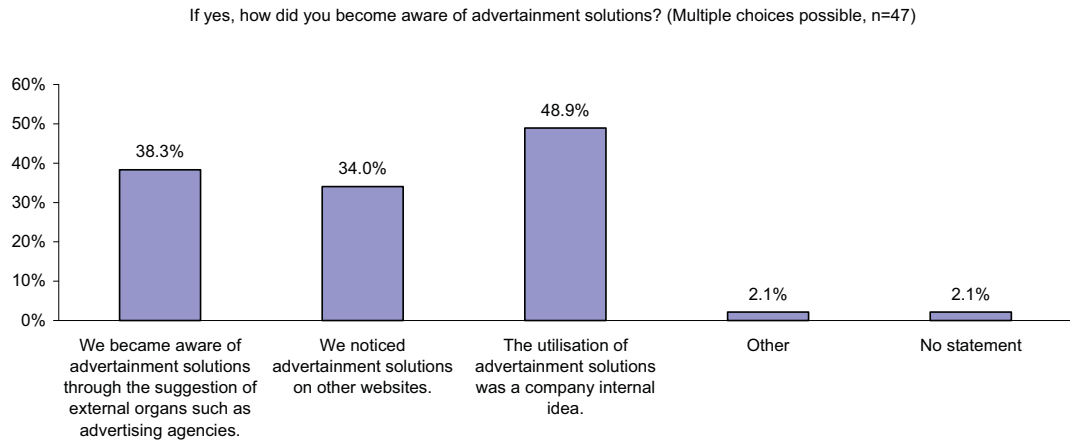
Figure 9: Awareness of advertainment solutions
Source: Attachment 2, p. A-9

A further question concerned the ways in which companies became aware of advertainment solutions (figure 9). Almost half of the companies that utilise advertainment solutions stated that the utilisation was a company internal idea. Approximately 38% became aware of this communication instrument through external sources such as advertising agencies. 34% answered that they had seen it on other websites.

Motivation for the utilisation of advertainment solutions - increase of homepage traffic
(1=absolutely suitable, 5=completely unsuitable, n=89)
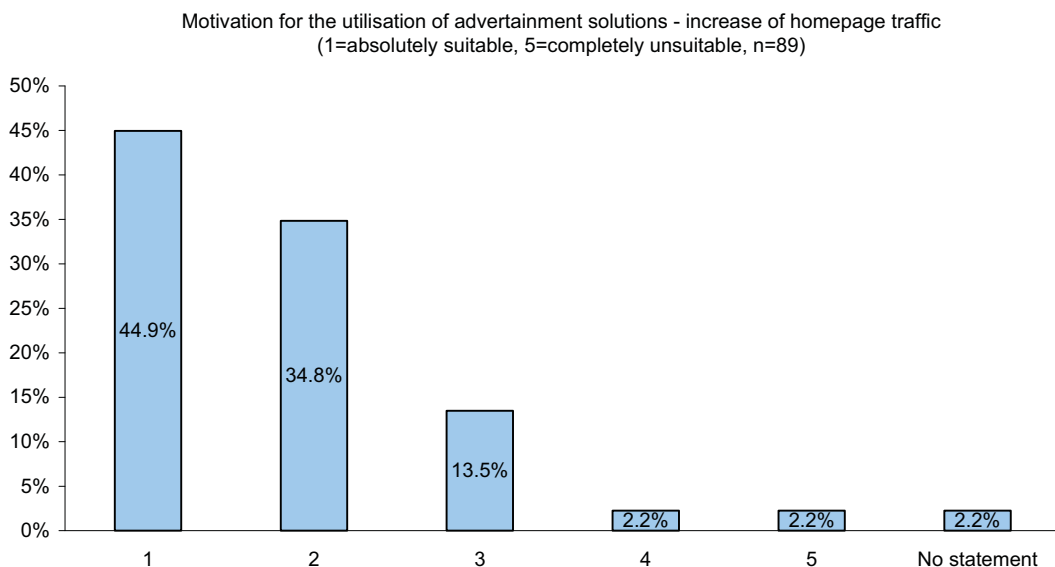
Figure 10: Utilisation driver – increase of homepage traffic
Source: Attachment 2, p. A-11

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[112] See Attachment 2, p. A-9.

Motivation for the utilisation of advertainment solutions - increase of time spent by the customer on the homepage
(1=absolutely suitable, 5=completely unsuitable, n=89)
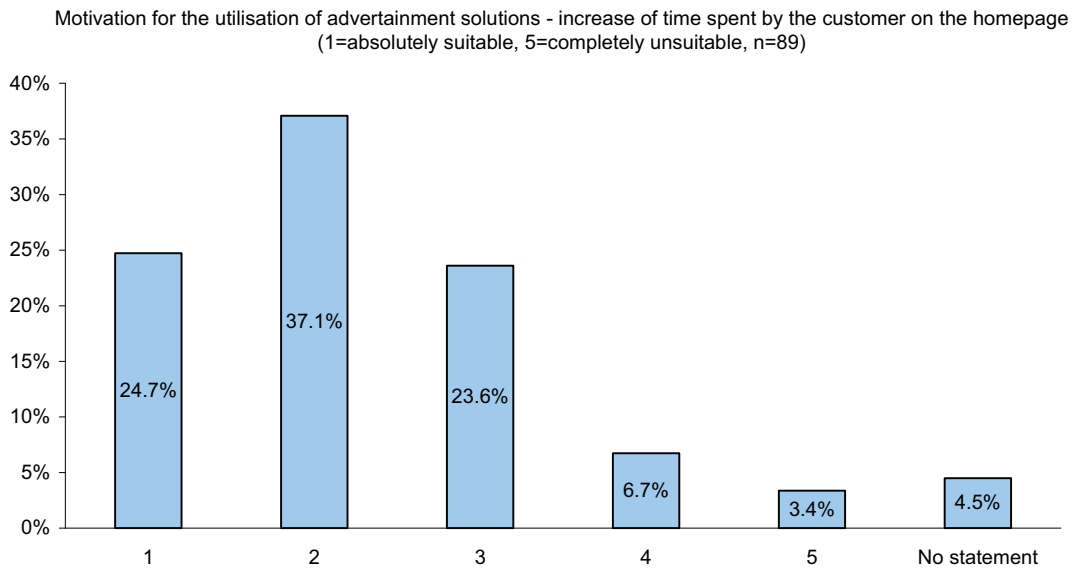
Figure 11: Utilisation driver – increase of time spent on the homepage
Source: Attachment 2, p. A-11

This question was then followed up an inquiry into the motivations for the utilisation of advertainment solutions. The main factor identified was the motivation of companies to increase traffic on their homepage, which was supported by approximately 80% of the survey participants and only questioned by 4.4% (figure 10).[113] As the second important reason to implement advertainment solutions, about 62% of the participants identified to the objective of increasing the amount of time spent by the customer on the webpage and rated this aspect at least as important (figure 11).

Motivation for the utilisation of advertainment solutions - enhancement of the communication of the advertising message
(1=absolutely suitable, 5=completely unsuitable, n=89)
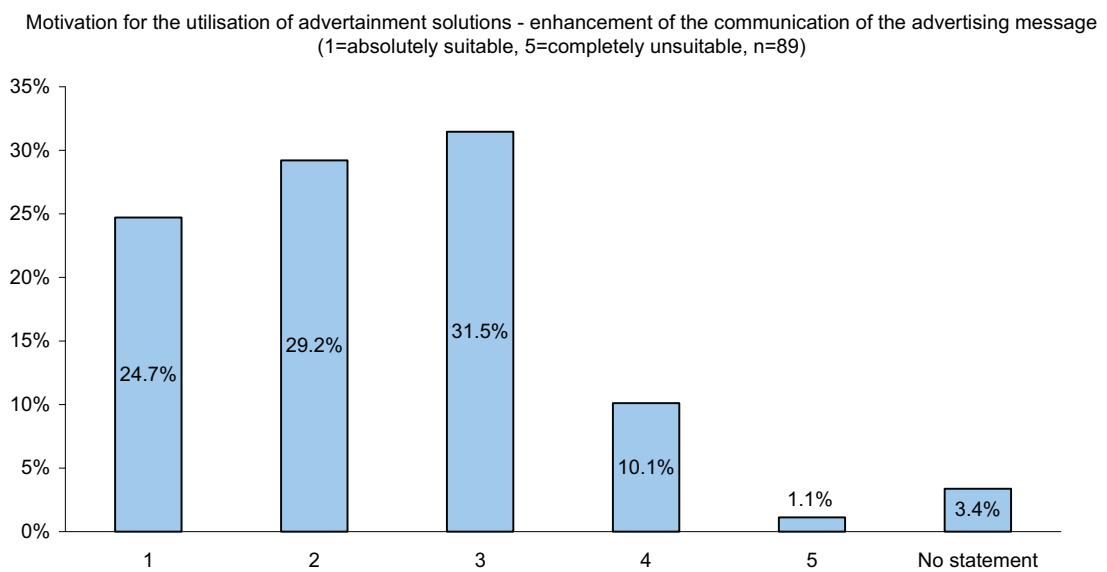
Figure 12: Utilisation driver – enhancement of advertising message mediation
Source: Attachment 2, p. A-11

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[113] See Attachment 2, p. A-11.

Approximately 10% remained sceptical about this aspect as an incentive to advertainment utilisation, but these constitute a clear minority in comparison to the number of supporters.[114] The enhancement of the communication of the advertising information was seen as the third most important motivation for the use of advertainment applications. About 54% see advertainment solutions as an appropriate instrument for this purpose whereas 11.2% consider them as unsuitable or completely unsuitable.[115]

Motivation for advertainment utilisation	Important/ very important (n=89)	Rank
Increase of homepage traffic	79.8%	1
Increase of time spent by the customer on the homepage	61.8%	2
Enhancement of the communication of the advertising message	53.9%	3
Enhanced storage of the advertising message by the recipient	50.6%	4
Enhanced tailoring of approach to the target group	42.7%	5
Enhanced processing of the advertising message	39.3%	6
Cost efficient communication instrument	28.1%	7

Table 3: Motivation for advertainment utilisation – positive ranking
Source: Attachment 2, p. A-11

The increase of homepage traffic, extension of customer time on the webpage as well as the enhancement of the recipient communication are the three main reasons why the surveyed companies decided on advertainment solutions. Table 3 gives an overview of the reasons and also names other motivations mentioned for advertainment utilisation. Those with sceptical views on each utilisation motivation were also ranked and displayed in table 4 giving information about which alternatives were considered less important as motivation factors. In general, in comparison with the supporters, the sceptics remain in a significant minority, barely crossing the 25% mark. An apparently less significant factor concerning advertainment utilisation are the reflections about cost efficiency expressed by 25.8% of those questioned. Also ranking further down the scale are concerns about tailoring the approach to the target group, identified by about 20% as an (completely) unimportant utilisation motivation for advertainment solutions.

Motivation for advertainment utilisation	Unimportant/ completely unimportant (n=89)	Rank
Cost efficient communication instrument	25.8%	1
Enhanced tailoring of approach to the target group	20.2%	2
Enhanced processing of the advertising message	18.0%	3
Enhanced storage of the advertising message by the recipient	12.4%	4
Enhancement of the communication of the advertising message	11.2%	5
Increase of homepage traffic	4.5%	6
Increase of time spent by the customer on the homepage	0.0%	7

Table 4: Motivation for advertainment utilisation – negative ranking
Source: Attachment 2, p. A-11

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[114] See Attachment 2, p. A-11.
[115] See Attachment 2, p. A-11.

18% of those surveyed doubt that the enhancement of advertising message processing could be a reason for the use of advertainment. In summary, it should be remarked that the number of sceptics concerning these motivational factors is far less than the number of supporters.[116]

If no, what are, in your opinion, the factors that speak against the utilisation of advertainment solutions? (Multiple choices possible, n=40)
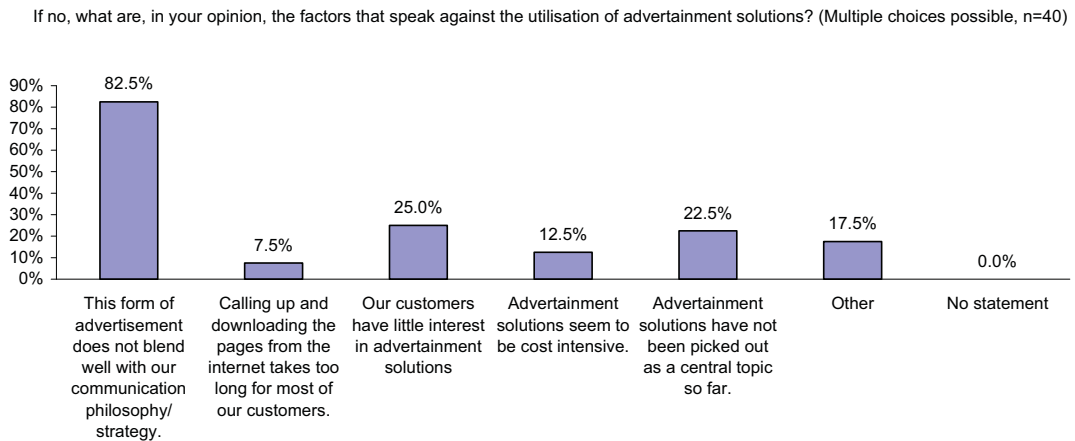
Figure 13: Reasons against advertainment utilisation
Source: Attachment 2, p. A-9

In addition, those companies that do not have and also do not plan to implement advertainment solutions were asked about the reasons for their decision. The main argument against advertainment solutions, as 83% of marketing experts in these companies agree, is that this form does not blend well with the company's communication philosophy/ strategy. Other marketing experts replied, by contrast, that the customer's interest in internet advertising games is low, and that they have not been picked out yet as a central topic. Among the other reasons were such concerns as that advertainment solutions may only be suitable for end consumers. 13% were of the opinion that internet advertising games may be too cost-intensive, and, interestingly, only 8% said that calling up or respectively downloading the data from the internet may take too long for the customers.[117]

2.2.4.1 Normative framework for an advertainment communication

As depicted in the previous paragraph, the communication philosophy, which has a normative character, has significant influence on advertainment utilisation. The normative framework sets guidelines for the whole communication policy and forms the boundaries in which decisions on the strategic and operative level have to be made. In

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[116] See Attachment 2, p. A-11.
[117] See Attachment 2, p. A-9.

the following paragraph, relevant aspects of the corporate culture and in particular the corporate identity are discussed.

Corporate culture can be understood as the entirety of norms, values and way of thinking which influences the behaviour of employees on all hierarchical levels and represents the phenotype of a company.[118] It can be defined as "the shared experiences, stories, beliefs, and norms that characterize an organization."[119] In this context, myths concerning the company founders or common rituals with the purpose of distinction from other groups frequently occur.[120] Corporate culture substantiates, for instance, in the employees' clothing, their communication style, the arrangement of their office furniture. A rapidly changing environment can affect a company's corporate culture, making revisions and alignments necessary. Topics which are frequently addressed in scientific papers include how companies develop and preserve those values that influence the employee's behaviour, and the devolvement of these to new staff.[121] "The greatest hazard to institutions is not the problem of survival through the earliest years of their inception but survival after they have become established."[122] When facing a corporate culture that is stagnating or loosing its vitality and dynamism, a structural and cultural change within the respective strategy can be established.[123] Although altering a corporate culture is challenging, it may be often a prerequisite for the implementation of new strategies, a fact that underlines the interdependence between corporate culture and a company's strategies. Recent studies have proven the increasing prevalence of corporate cultures with ambitious objectives, good employee communication and objectives that go beyond profitability.[124] Corporate culture influences management practice management's activities in turn fortify a company's values and beliefs.[125] For instance, the corporate culture has an impact on the degree of cooperation, the tolerance of risk, degree of autonomy, recruitment, conduct of employees et cetera.[126] Also, this normative framework guides the communication process as an element of the management practice. Corporate culture defines which topics are addressed and how they are communi-

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[118] See Heinen, E. (1987), p. 22; Berkel, K./ Herzog, R. (1997), p. 11; Jacobsen, N. (1996), p. 35; Drepper, C. (1992), p. 31; Neuberger, O./ Kompa. A. (1987), p. 17.
[119] Kotler, P. (1997), p. 67.
[120] See O´Shaughnessy, J. (1995), p. 710.
[121] See Denison, D. R. (1990), p. 4.
[122] Eells, R. (1960), p. 1.
[123] See Bate, P. (1997), pp. 102.
[124] See Kotler, P. (1997), pp. 67.
[125] See Denison, D. R. (1990), p. 5.
[126] See O´Shaughnessy, J. (1995), p. 709.

cated to the specific stakeholders, and thus plays a significant role as a factor for the effectiveness of communication. "Effectiveness (or lack of it) is a function of the values and beliefs held by the members of an organization."[127] Thus the influence of corporate culture can be a weakness or strength depending on the respective context. If strong enough it can substitute, support or interfere with formal communication rules and regulations. Therefore the utilisation of advertainment solutions should be aligned with the corporate culture, mirror the corporate culture and harmonise with it.[128] For instance, companies which have an innovative and technological orientation and also focus on entertaining their customers may be predestined for advertainment solutions. On the other hand traditional companies which are more in the business-to-business field may not be suitable for this form of entertaining advertisement.

As a normative element that is closely related to the variety of factors that influence a company, corporate culture is interlinked with corporate identity,[129] and therefore fills the vacuum depicted by the following statement. "Companies have to close the gap between what they say and the way they behave."[130] Increasing competition, a wider range of products, interchangeable communication and the decline in the significance of distinctive features such as quality or the production technology utilised are responsible for a stronger focus on other differentiation factors. In particular, the personality and identity of a company have gained in importance during these developments.[131] An analysis of the terminology of corporate identity generally yields inconsistent results, depending on the group of authors consulted, and due to its considerable overlap with the corporate culture term. Within the corporate identity concept, a company is interpreted as a social structure in which specific experiences, convictions, modes of behaviour and attitudes accumulate that influence individuals' actions.[132] Corporate identity can also be described as a firm's personality, which is expressed through behaviour, communication and appearance.[133] It can be portrayed as a holistic strategy which controls all internal/ external processes of interaction, integrating communication objectives, strategies and action.[134] Corporate identity encompasses three generic terms: corporate design, corpo-

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[127] Denison, D. R. (1990), p. 5.
[128] See Wiedmann, K.-P./ Stoll, I. (2001), pp. 229.
[129] See Raffée, H./ Wiedmann, K.-P. (1993), pp. 43.
[130] White, J./ Mazur, L. (1998), p. 30.
[131] See White, J./ Mazur, L. (1998), pp. 30.
[132] See Körner, M. (1993), p. 15; Herbst, D. (1998), p. 13.
[133] See Birkigt, K./ Stadler, M. M./ Funck, H. J. (1998), pp. 20.
[134] See Meffert, H. (2000), p. 706.

rate communication,[135] and corporate behaviour. Corporate design can be described as the visual channel comprising aesthetic and symbolic elements. The concerted use of all communicative measures such as advertisement, sales promotion, public relations or sponsoring, is subsumed under the corporate communications term. As a third element, corporate behaviour lends coherence to the actions of the individual employee.[136] Wiedmann defines 4 central guidelines for a corporate identity concept: [137]

> ➢ Uniformity – recognition, classification, and orientation result in trust
> ➢ Continuity – truth, consistency, security lead to credibility
> ➢ Independence – significance, profile, originality ensure differentiation
> ➢ Substance of conception – making the corporate philosophy visually and verbally recognisable at once

The corporate identity coordinates and integrates all communicative measures in order to achieve synergy effects between them. As a minimum requirement, advertainment solutions have to correspond with corporate design aspects such as logos, colour range et cetera. These characteristics are incorporated within a specific style guide which is comprehensibly documented while still leaving enough room for creativity.[138] Further objectives of corporate identity are the improvement of a company's identity and image by tying the perception and recognition of a firm to a few differentiating attributes, the alignment of internal and external communicative instruments, as well as the identification of the target groups and the employees with the company.[139] It can generally be claimed that the extent to which individuals perceive a company as consistent and credible is mainly influenced by the company's corporate identity.[140]

2.2.4.2 Communication objectives as guiding lines for respective strategies

Nowadays, companies are facing severe communication competition due to the growth of the media markets and the wide variety of new communication instruments. The rising cost of communication leads to increased risks concerning the effective and efficient spending of the communication budget, whereas less product attributes leave more room

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[135] See Raffée, H./ Wiedmann, K.-P. (1989b), pp. 662.
[136] See Meffert, H. (2000), pp. 707.
[137] See Wiedmann, K.-P./ Stoll, I. (2001), p. 231.
[138] See Wiedmann, K.-P./ Stoll, I. (2001), pp. 231.
[139] See Regenthal, G. (1996), pp. 11.
[140] See Wiedmann, K.-P./ Stoll, I. (2001), p. 231.

for distinction, all of which underline the importance of strategic communication. Moreover, the wide range of new communication instruments and the more precise communicative efforts promote the increasing complexity of communication management and create a requirement for an orientation framework on a strategic level. Communication strategies have also gained in importance as a result of the information overload[141] of the consumer and the critical media coverage. Generally, the more critical view[142] of the stakeholders requires the integrated utilisation of the communication portfolio, guided by a robust communication strategy.[143] Communication strategies comprise decisions about the communicated object whether it is the company itself, its products or services. Subsequently, the segmentation of the market enables the specification of relevant target groups, and the communication strategy is aligned according to these segments. Furthermore, the applicable communication instruments are taken into account, the respective media for these are chosen and the communication design determined.[144]

An accurate analysis reveals two levels as points of departure for a communication strategy within a company. On the one hand, an overall communication strategy determines the central points of the communication policy. Within this overall communication strategy, objectives should be established and guiding principles created for the utilisation of the communication instruments. Additionally, communicative synergies are identified on this level of communication strategy and a unified mode of communication is applied. An overall communication strategy ensures the coordinated deployment of the various communication instruments without the risk of being contradicting to the stakeholders. It controls the internal and external communication and falls under the responsibility of the top business management. On the second level for each communication instrument specific communication strategies are required. For each of these instruments strategies have to be developed by analysing the communication situation, determining the communication objectives as well as the relevant target segment and defining the strategic proceeding and so forth. These communication instrument strategies should be capable of supporting the overall communication strategy. Therefore a

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[141] See Wiedmann, K. P./ Walsh, G./ Polotzek, D. (2000), pp. 99.
[142] See Wiedmann, K.-P. (1984), p. 20; Raffée, H./ Wiedmann, K.-P. (1983), pp. 4.
[143] See Bruhn, M. (1997b), pp. 89.
[144] See Meffert, H. (2000), pp. 709.

successful communication policy always demands for the alignment of the overall and the instrument communication strategy.[145]

Generally, the communication objectives for advertainment are classified in long and short term, and companies address several objectives when communicating with their target group. Popular communication objectives are, for instance, the creation of awareness during preparations for market entry, the communication of reassurance in order to gratify the recipients need for confirmation concerning major purchases of durable goods.[146] Communication objectives can be ordered in accordance with a hierarchical sequence:[147]

> ➢ Consumers *recognise need* for the product category or product form
> ➢ Consumers become *aware* of the brand
> ➢ Consumers develop a *favourable brand attitude*
> ➢ Consumers develop an *intention to purchase* the brand
> ➢ Consumers *enact various modes of behaviour* in order to purchase the brand

Another approach is to classify communication objectives according to the areas of cognitive, affective or behavioural response.[148] The generation of a category need is a prerequisite helping the recipient to determine specific requirements not yet noticed.[149] The cognitive level comprises the aforementioned simple awareness about and familiarity with the product's characteristics.[150] Brand awareness helps the recipient to identify products by accentuating a product's attributes and therefore increasing recognition rates.[151] The affective response refers to the overall appraisal of a trademark that is expressed through a recipient's emotional mechanisms resulting in sympathetic or unsympathetic valuation of it. Related communication objectives on this level try to influence the attitude towards a product with the purpose of increasing purchase intention.[152]

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[145] See Bruhn, M. (1997b), pp. 91.
[146] See Chisnall, P. M. (1995), pp. 410.
[147] See Peter, J. P./ Olson, J. C./ Grunert, K. G. (1999), p. 371; Kotler, P. et al. (1999), p. 760.
[148] See Lambin, J.-J. (1997), p. 571; O´Shaughnessy, J. (1995), p. 467.
[149] See Dibb, S. et al. (2001), p. 463.
[150] See Lambin, J.-J. (1997), p. 571.
[151] See Dibb, S. et al. (2001), p. 463.
[152] See Lambin, J.-J. (1997), p. 571.

"Emotions and logic or cognitive beliefs give the consumer a particular impression of a product."[153] In the area of behavioural response all observable responses to an advertainment solution are encompassed. For instance, possible communication objectives on this layer induce the recipient to buy a product, order a catalogue, visit a showroom or send back a reply coupon.[154] In order to ensure a smooth buying process, a company needs to focus on aspects of purchase facilitation, making its products easily accessible in convenient locations and clearing potential obstacles out of the recipient's way.[155] Additionally, communication objectives can be directed internally, for instance, communicating organisational changes.[156]
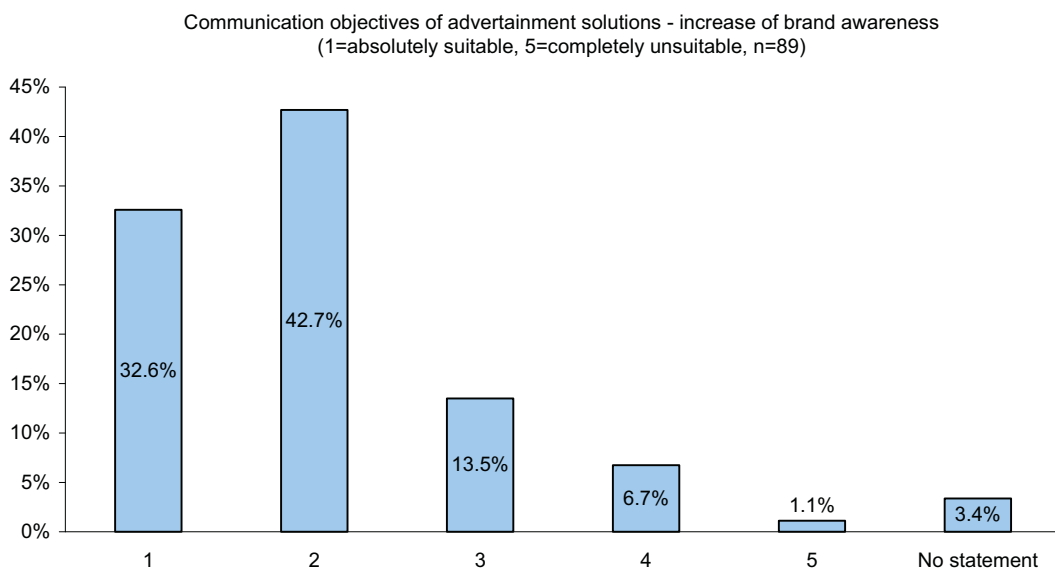
Figure 14: Communication objective – increase of brand awareness
Source: Attachment 2, p. A-12

The Advertainment Survey 2002 also focused on the communication objectives pursued with advertainment solutions. The predominant communication objective pursued with advertainment solutions could be identified as the increase of brand awareness. Nearly a third of the questioned marketing experts replied that internet advertising games are absolutely suitable for increasing the recipient's brand awareness. 75.3% hold the view that advertainment solutions are at least suitable for this communication objective whereas 7.8% are of the opinion that they are at least unsuitable for this purpose.[157]

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[153] Dibb, S. et al. (2001), p. 463.
[154] See Lambin, J.-J. (1997), pp. 571.
[155] See Peter, J. P./ Olson, J. C./ Grunert, K. G. (1999), p. 374.
[156] See Kieser, A./ Hegele, C./ Klimmer, M. (1998), p. 145.
[157] See Attachment 2, p. A-12.

Communication objectives of advertainment solutions - generation of a positive company/ product image
(1=absolutely suitable, 5=completely unsuitable, n=89)
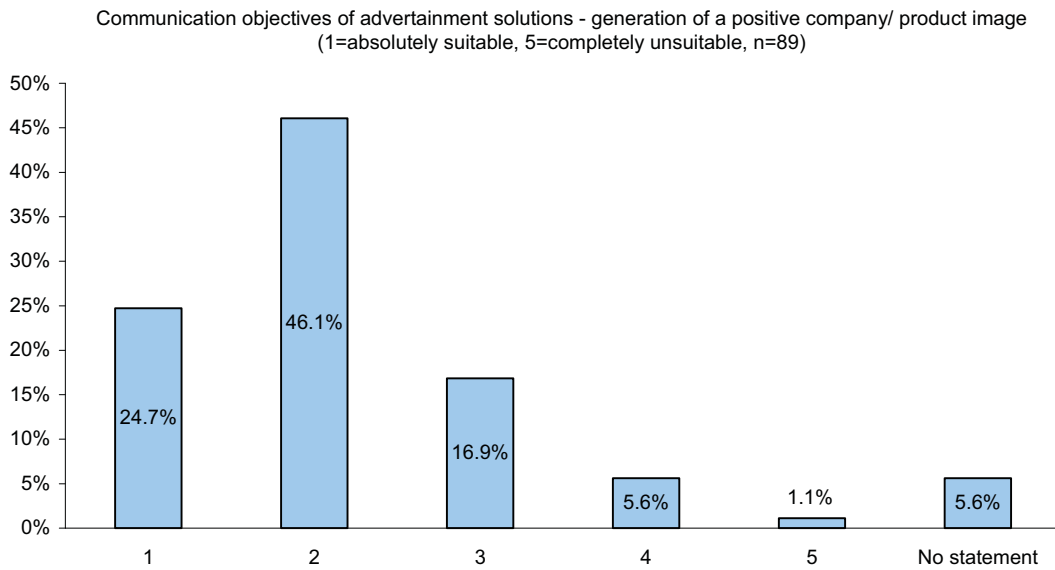
Figure 15: Communication objective – generation of a positive image
Source: Attachment 2, p. A-12

The previously mentioned objective is closely followed by the aim of generating a positive company/ product image by means of these instruments. 70.8% consider internet advertising games as a suitable means of pursuing these communication objectives. Doubters remain in the minority with 6.7%.[158] Table 5 gives an overview of the suitability of various communication objectives pursuable with internet advertising games from the marketing expert's perspective. According to table 6, some of these communication objectives may not be appropriate to advertainment solutions. This is primarily the case if they are intended to trigger product purchases, with 48.3% of the companies questioning the suitability of this communication instrument to this purpose. Furthermore, advertainment solutions seem not to be suitable for the creation of needs or to support the recipient's buying intention.

Communication objectives (n=89)	Suitable/most suitable	Rank
Increase of brand awareness	75.3%	1
Generation of a positive image	70.8%	2
Support of the buying intention	19.1%	3
Encouragement of product purchases	16.9%	4
Creation of needs	10.1%	5

Table 5: Advertainment communication objectives – suitability ranking
Source: Attachment 2, p. A-12

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[158] See Attachment 2, p. A-12.

Communication objectives (n=89)	Unsuitable/ completely unsuitable	Rank
Encouragement of product purchases	48.3%	1
Creation of needs	47.2%	2
Support of the buying intention	38.2%	3
Increase of brand awareness	7.9%	4
Generation of a positive image	6.7%	5

Table 6: Advertainment communication objectives – unsuitability ranking
Source: Attachment 2, p. A-12

2.2.4.3   Integration of advertainment into the communication-mix

Kotler defines the communication-mix as the "… specific mix of advertising, personal selling, sales promotion and public relations that a company uses to pursue its … marketing objectives."[159] Basically the communication-mix comprises personal selling, sales promotion, public relations, direct marketing and advertising. Conversation with one or more potential customers represents the main element of personal selling. Although it is an expensive communication instrument, which requires a trained sales force that in terms of its size cannot be easily adjusted to market requirements, it has proven itself to be an effective communication instrument at certain stages of the buying process. The purpose of sales promotion is to enhance sales on a short-term basis by attracting recipients by means of special incentives that are valuable for them such as coupons, contests, price reductions, special offers, and free goods. Public relations aim to manage the communication process with the respective stakeholders in order to establish a positive company image by generating favourable publicity, while preventing problems arising from unprofessional information handling. Press relations, product publicity, corporate communications, lobbying and counselling have helped this instrument to become a credible element in the communication-mix, although it is frequently underestimated in practice. Within the framework of direct marketing, media such as e-mail, telephone, fax et cetera are utilised with the purpose of setting up a direct communication with the recipient. The respective message is in most cases directly addressed to a certain person and can be customised and personalised. Moreover, direct mail has an interactive character which allows for a dialogue between the recipient and the advertiser.[160] Advertising is described as a paid form of non-personal communication which generally addresses its target audience with mass media such as television, radio and newspapers. The benefits of advertising lie in the ability to reaching a large audience at reasonable cost per person, although the total cost restricts its utilisation in par-

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[159] Kotler, P. et al. (1999), p. 756.
[160] See Kotler, P. et al. (1999), pp. 773.

ticular for small and medium-sized companies. On the other hand, it is deficient in generating realisable feedback and generally also falls short of having an intense persuasive impact on the recipient.[161]

Given the roots of the advertainment term, it would at first sight have been obvious to classify it as an advertising instrument. Certainly, advertising elements come to the fore within advertainment due to the representation of the advertised object. However, given the degree of interaction allowed and the possibility of personalisation, the classification of advertainment as an advertising instrument only does not measure up to the advertainment term. Advertainment solutions are characterised by a high degree of interaction, as depicted by the immediate effect of the advertainment solution on the recipient's actions. Furthermore, the possibility of customer data acquisition allows for customer profiling[162] which can be utilised for the personalisation of the advertainment solution by tailoring the address personally to the recipient. According to features such as interactivity and personalisation advertainment has the characteristics of a multimedia marketing tool. Following this line of argument, advertainment combines characteristics of both an advertisement and a multimedia marketing tool.

2.3 Development of an interactive online communication model

2.3.1 Delimitation of offline and online communication

For offline communication, a distinction between the offline devices and the respective data storage media must be made. The offline content supplied for the following communication can be stored, depending on the required data space, on floppy disc, CD-ROM, digital versatile disc (DVD) or hard disc. When using these media the offline content is stored and fed into an offline device, which is not connected to the internet or another network. These devices can be, for example, terminals or portable computers. A main characteristic of offline communication is that the input provided for the dialogue remains static although the offline media can be removed in order to replace the old communication data. New input for the communication process is provided via removable data media and the volume's space determines the boundaries and therefore the feasibility for appealing multimedia presentations. A floppy disc has about 1.44 megabytes, which restricts enhanced audio-visual communication processes. In order to store

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[161] See Dibb, S. et al. (1994), pp. 386.
[162] See Buxel, H. (2001).

more attractive multimedia content, the data needs to be fragmented on several disks interfering with the user-friendliness of the application. Appealing multimedia content is nowadays usually delivered on CD-ROM due to the high penetration of the reading devices and the remarkably high data storage space (about 700 megabytes) in comparison with floppy discs. Thus enough space for animated video and music in acceptable quality are combined with low material cost per CD-ROM. In the medium term it can be expected that the DVD will substitute the CD-ROM since it provides the best prerequisites for complex and sophisticated multimedia content.

The internet as a synonym for online communication can be described as a decentralised worldwide connection of computers via permanent conductors, satellites and telephone lines. Its invention was based not on economic but rather on military reasoning during the cold war in developing a decentralised commando and surveillance computer network. This network was to preserve the communication between military forces, the government and other relevant institutions such as universities.[163] Yet a final determination of the exact point of time when the internet was introduced depends on the attributes specified for the internet definition.[164] In 1989 a graphical, multimedia-based and service integrating user interface for the internet was developed, fuelling its tremendous success; the World Wide Web was a synonym for the internet as we know it today. The World Wide Web enabled user-friendly participation on the internet for a broad range of the population.[165] It offers the opportunity for obtaining information from both distant as well as geographically near data sources, working remotely on computers located at a great distance, exchanging messages and allowing for ubiquitous presence.[166] Although no central administration regulates internet usage, it has proved to be reliable.[167] In order to offer an operable communication instrument even if parts of it are dysfunctional, the medium should be capable of selecting alternative routes for the information. A prerequisite for that is the possibility of tearing information to pieces. Therefore the internet uses package-oriented data transmission. These data packages contain relevant information indicating the position of the package in the complete data string in order to restore it from the fragments. If one of those packages overtakes another that was sent

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[163] See Wirtz, B. W. (2001b), p. 392; Hünerberg, R. (1996), pp. 33.
[164] See Krause, J. (1999), p. 50.
[165] See Wirtz, B. W. (2001a), pp. 602; Hünerberg, R. (1996), p. 58; Fritz, W. (2001b), pp. 39.
[166] See Roll, O. (1996), p. 11.
[167] See Krause, J. (1999), p. 48.

earlier the sequence number ensures the correct reconstruction of the information on the recipient's side. Special computers called routers enable the selection of a functional and fast connection passage.[168] As a global communication standard the internet uses TCP/ IP as a communication protocol. A protocol represents a set of agreements on how data is transferred from one software program to another, for instance, how a network delivers messages or handles software errors. Due to the utilisation of the TCP/ IP protocol, standards can be set that do not depend on the hardware utilisation.[169] A precise number of internet users cannot be determined, due to the fluctuation of the users per host. But the internet is the fastest growing medium in the world, and is on the threshold of a mass medium. The gender of about 60% of the internet users is male, whereas the group of the 14–29-year-old individuals is disproportionately high. Additionally, internet users have above-average incomes and a better educational background.[170] On principle, the internet is realised on the basis of client server architecture. The server operates the clients request and prepares the data for sending. The browser software installed on the client's computer is responsible for the audio-visual representation of the received data. Basically, this client server architecture allows for the independence of different hard and software configurations on the side of the user.[171] Hypertext is used for embedding links into words or graphics, connecting them to other documents on the internet. A programming language indicated as hypertext markup language is utilised for describing the internet pages, allowing for the definition of words graphically and functionally.[172]

During the growth of the internet, online advertising became manifold by developing constantly new forms of communication to win the web surfers' interest and make the advertised products well-known. Advertising has become an integral commercial element for websites as in other media such as television or print generating revenues enabling the websites' further existence and development.[173] Almost every website offers advertising space in order to generate revenues from this source. One of the common and widest spread communication forms on the internet is the banner ad. It represents a

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[168] See Pispers, R./ Riehl, S. (1997), pp. 116; Lamprecht, S. (1996), pp. 13.
[169] See Hünerberg, R. (1996), p. 41; Alpar, P. (1998), pp. 25; Pispers, R./ Riehl, S. (1997), pp. 116.
[170] See Meffert, H. (2000), pp. 755.
[171] See Wirtz, B. W. (2001a), pp. 606; Lamprecht, S. (1996), p. 18; Fritz, W. (2001b), p. 31.
[172] See Hünerberg, R. (1996), p. 58.
[173] See Hünerberg, R. (1996), p. 117; Fritz, W. (1999a), p. 10.

picture in the shape of a rectangle which is linked to another website.[174] Banners are not requested by the individual actively and exist in various formats being integrated graphically, functionally and technologically, into the internet representation. From the graphic perspective banners show a picture or text which is based on the standard graphic formats. Additionally these banners can be animated as teasers and/ or enriched with music to raise the user's interest and tempting him to click on it. Standard sizes are applied for easier banner creation and clarification, measured in the number of pixels and based on actual screen sizes.[175] Functionally, the banner is activated with a mouse click establishing a connection to another website in the same or a new browser window. A uniform resource locator (URL) is embedded in the banner and entered into the URL-board of the browser. Most of the banner ads are located in places where high traffic is expected, such as search engines where information research begins.[176] The positioning of a banner is essential to its perception and a position in the upper section of a website is generally desired. In the beginning, banner ads were located at the bottom of the web pages and were typically overlooked due to interesting links in the upper area.[177]

Figure 16: Banner ad
Source: Spiegel 2002

It is now assumed that banners address people who wanted to visit the website anyway, despite having noticed the banner. Banner ads in themselves are not sufficient and have to be combined with other communicative activities. To some extent, banner ads are bypassed due to the popular bookmark function of current browsers.[178] The recipient's activation and perception level concerning banner ads is comparable to that of customary placards or advertising, although revenues generated by selling banner space on a website are below those of classic print media.[179] The price for a banner is measured by

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[174] See Wirtz, B. W. (2001a), pp. 471; Werner, A./ Stephan, R. (1997), p. 27.
[175] For instance, the format of 468*60 pixels has become a common standard size.
[176] See Krause, J. (1999), p. 293.
[177] See Lamprecht, S. (1996), p. 167.
[178] See Fuzinski, A./ Meyer, C. (1997), pp. 191.
[179] See Pispers, R./ Riehl, S. (1997), p. 244.

the amount of money owed for contacting 1000 individuals.[180] This price varies in conjunction with the number of visits/ page views a website generates and the quality of the visitors.

Closely related to banner ads are buttons which have the same function as banner ads but just are smaller in size and shape. Small browser windows that contain advertising information and open unintentionally whilst the user is online are described vividly as pop-ups. Interstitials are an internet communication form which can be compared to a short commercial break in the television. Interstitial ads are a type of rich ad which displays graphics and interactive text across the full device display.[181] Interstitials fill the waiting time with an advertisement on the full browser screen during the download of new content or when following a link to a different location. The display time of interstitials can be adjusted, although they are typically combined with a skip function. Waiting times are not significantly extended due to the caching[182] of the relevant data.[183] Interstitials are controversial due to their character of interrupting the user's navigation with possibly irrelevant information.[184] Besides these communication forms, e-mails are utilised for advertising purposes. Newsletters are periodically distributed e-mails which have an informational character and are based on the permission of the receiver, whereas direct mails can occur irregularly without being initially requested by the recipient and focus on advertising information.

In order to find out which of these internet communication instruments are most popular marketing experts were asked which of them are utilised in their companies (figure 17). Apparently, newsletters remain the widest spread communication instrument for distributing advertising information over the internet, with about 56%. Banner ads are also intensively utilised by 45% of the surveyed companies. The third tier is almost equally occupied by the usage of direct mail, buttons and pop-ups. Interestingly, interstitials demonstrate insignificant utilisation, although 2% of the companies also state that they do not make use of internet communication instruments at all.[185]

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[180] See Werner, A./ Stephan, R. (1997), pp. 136.
[181] See WindWire (2000), p. 14; Wirtz, B. W. (2001b), p. 492; Fritz, W. (2001b), p. 147.
[182] The cache memory is a supplementary memory system that temporarily stores frequently used instructions and data for quicker processing by the central processor of a computer, see Encyclopaedia Brittanica (2002f).
[183] See WindWire (2000), p. 14.
[184] See Gartner Group (2001), p. 2.
[185] See Attachment 2, p. A-21.

Which further communication instruments are you utilising on the internet? (Multiple choices possible, n=89)
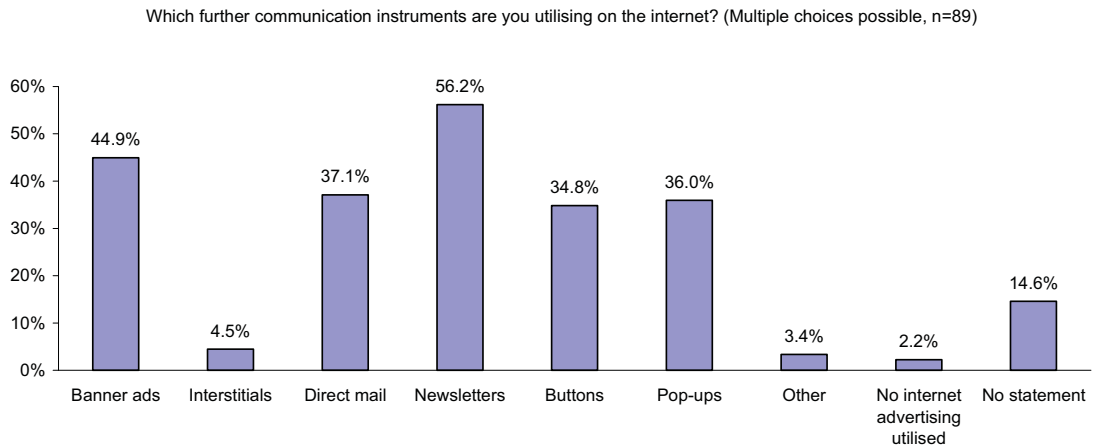
Figure 17: Utilised internet communication instruments
Source: Attachment 2, p. A-21

In this context, marketing experts were also asked if advertainment solutions should be aligned with the internet communication forms depicted above (figure 18). The figures speak for themselves with 83.1% expressing the opinion that the alignment of advertainment solutions with other internet communication forms is necessary. Only 13.5% have a different position regarding this question and see no need to align communication instruments on the internet. 3.4% do not give a statement at all on this particular question.[186]

Should advertainment solutions be aligned with the other advertising forms such as those described in 15b (n=89)
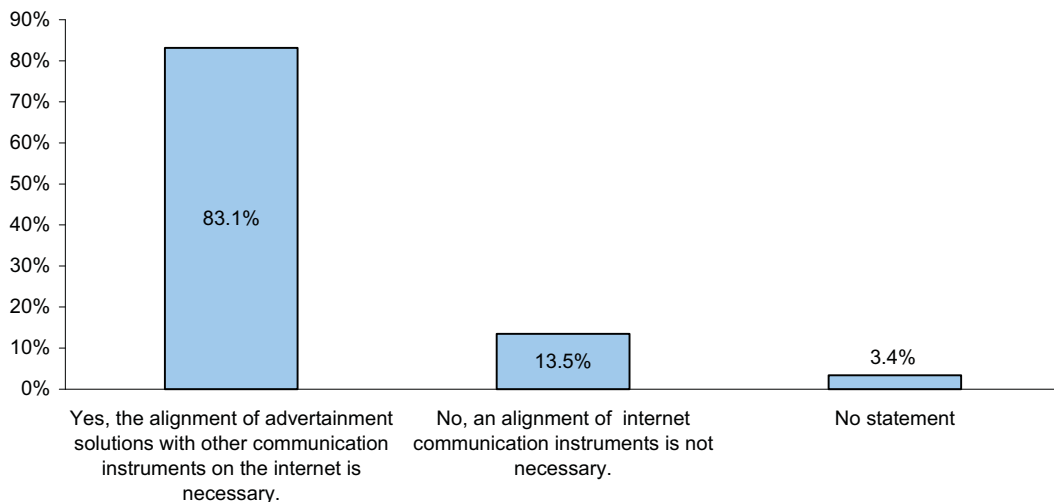
Figure 18: Alignment of internet communication
Source: Attachment 2, p. A-21

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[186] See Attachment 2, p. A-21.

2.3.2   Representation of an interactive online communication model

Basically, what most communication models do have in common is the trichotomy of the sender, the communication medium and the recipient. The sender derives the message from the communication objectives and strategies related to a specific target group. The message is encoded into text, picture and tone which are transferred via the respective technical devices. The decoding process takes place at the recipient.[187]

Traditional mass media communication

Classic individual communication

Online communication
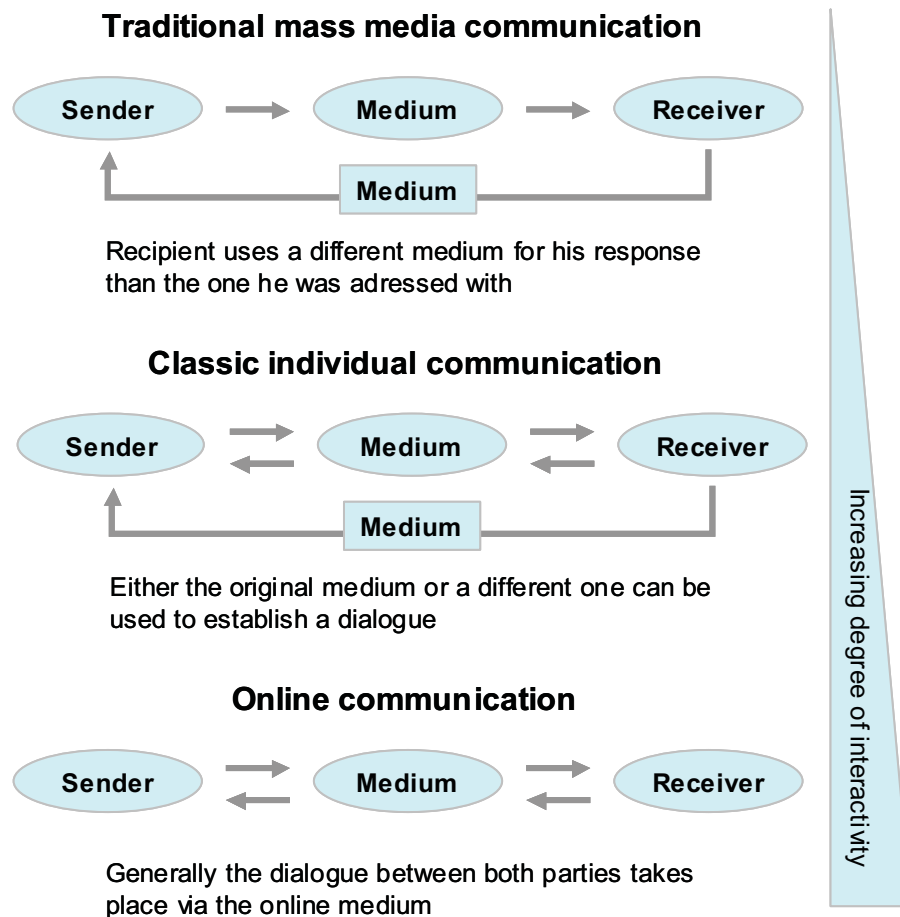
Figure 19: Communication models
Source: With reference to Meffert, H. (2002), p. 760

Depending on the media that was chosen for the message transfer the sender assesses the communicative effects within a continuum between direct and indirect feedback. For instance, psychological and economic effects of a communication process via traditional mass media are evaluated by means of marketing research methods, which measure the relevant parameters indirectly. The reason for this is the low level of interactivity provided by traditional mass media. Those mass communication instruments that rely on

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[187] See Kotler, P. et al. (1999), pp. 758; Kotler, P. (1997), pp. 605; Meffert, H. (2000), pp. 759; Lambin, J.-J. (1997), pp. 560; Wiedmann, K.-P./ Stoll I. (2001), pp. 33; Wirtz, B. W. (2001a), pp. 464.

TV, radio or cinema spots may initiate a response from the sender but generally via a different type of media, for example a letter or a phone call.

Classic individual communication addresses the individual directly with regard to his personal preferences. In this case, feedback opportunities for the recipient are greater than with traditional mass media. The recipient is free to opt for the original communication media he was initially contacted with. For instance, he can fill out a coupon attached if he was addressed with direct mail. In most cases of classic individual communication a feedback opportunity is integrated into the medium allowing for an easy response of the recipient. In spite of these response channels the recipient is also left in a passive role and the degree of interactivity remains limited.[188]

Online communication is strongly influenced by the network character of the internet which allows for mass communication as well as individual communication. A recipient who is addressed by a message via online communication can reply immediately by using the same media he was contacted with, whether it is asynchronous (e-mail) or simultaneous (online chat). The ease of responding ensures in this case the highest possible degree of interactivity, which is almost as close as a personal dialogue.

2.3.3 Particularities of online communication

2.3.3.1 Pull versus push information

An exemplary course of online communication can occur in the following way. The user navigates to a website when he notes a need for information or entertainment. Moreover, he can be encouraged by means of classical advertising or an e-mail to visit a website, or simply by coincidence.[189] When starting an online session, the user in general has a specific address in mind or enters keywords into a search engine. By following the links of his search results the user navigates to his desired location. All actions described so far are fundamentally different from the traditional communication instruments, as is indicated by the "pull character" of the information provided for the user. The user takes on an active role, deciding on his own whether information is interesting and therefore relevant to him, or if he does not want to see it. Consequently, companies merely make information available online without having a significant influence on whether it is actually accessed.

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[188] See Wiedmann, K.-P./ Stoll I. (2001), pp. 33.
[189] See Meffert, H. (2000), pp. 762.

Motivation	Need for entertainment or information	Triggered from classic advertising	E-mail	"Coincidence" non targeted surfing

Action taken	Navigation to the website through: • Manual input of the URL • Use of a search engine	Forwarded from another location or click on a banner ad

Interaction	Interactive online offerings

Result	Satisfaction concerning the information offer	Disappointment about the information offer

Figure 20: Abstract navigation process
Source: Meffert, H. (2000), pp. 763

Most of the online content offered is requested actively by the user, apart from e-mails, banners or pop-ups.[190] Establishing contact with the recipient is in most cases only possible with his or her permission. Surfing the internet means being actively and voluntarily in search of information/ entertainment. Involvement and perception of the user are significantly higher, as is shown through his or her willingness to sacrifice his spare time and the telephone cost for satisfying his need for information/ entertainment.[191] Although online communication is generally subject to the proactive request of the user, a distinction between push and pull communication is required.

Internet communication forms

Internet communication push (e.g. banner ads)	Internet communication pull

Direct communication pull (e.g. promotion site visit)	Indirect communication pull (e.g. newsletter)
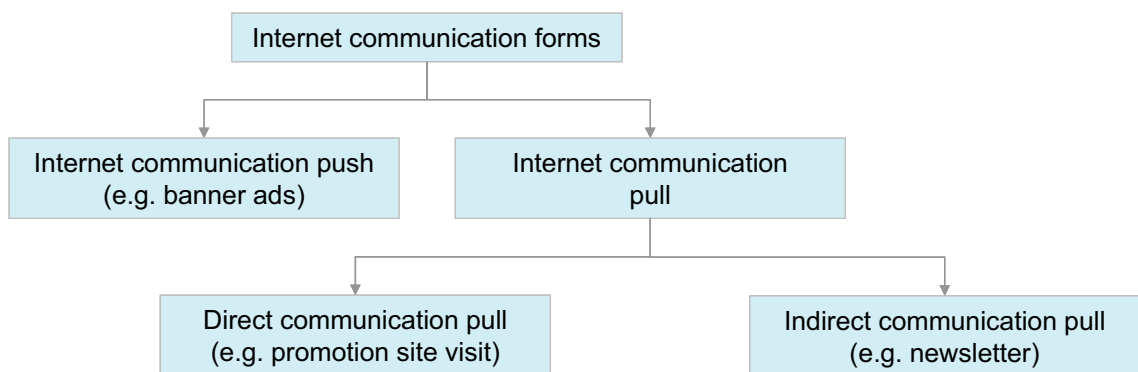
Figure 21: Internet push and pull communication
Source: Own illustration

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[190] See Hünerberg, R. (1996), p. 109; Fritz, W. (2001b), p. 147.
[191] See Roll, O. (1996), p. 70.

Advertising that is not requested and therefore not triggered by the individual can be subsumed under the term "communication push" because of the fact that the information is "pushed" to the individual's device. The inverse is "communication pull", which describes advertising actively triggered by the recipient. This second classification of online communication can further be divided into direct or indirect communication pull relating to single or multi-step procedures for advertising admission. For example, typing in the URL of a company's promotion site belongs to the direct communication pull whereas subscription to a newsletter is an indirect means of communication pull because of its permission-based character. In general, online communication strengthens the active role of the recipient while confining the information provider to a predominantly passive position. The duty of the information provider comprises the determination of the customer's requirements and his usage behaviour, whilst still meeting the recipient's expectations. The information provider has to rely on the recipient's initiative to call on his content. As one-time-contact may not be enough for a persistent relationship, the information provider has to assure the frequent return of the recipient.[192] By ensuring central criteria, online communication can increase what can be described as "stickiness", the constant and frequent return of users:

➢ Interesting content – the information should be valuable, offering a benefit to the user

➢ Actual information – the information should be regularly updated in order to encourage the frequent return of the user

➢ Information at low or no charge – the lack of applicable "micropayment" solutions and the greatest possible free content encourage the user to intensify his search rather than paying for it

2.3.3.2 Non-linearity

The topic of about linearity leads to a comparison of traditional communication instruments such as print media with online communication. Based on social conventions, texts are in most cases read from beginning to end, whilst allowing the reader to skip passages by using the table of contents.[193]

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[192] See Roll, O. (1996), p. 71.
[193] See Werner, A./ Stephan, R. (1997), pp. 48.

Compared to these customary communication instruments, information stored in the internet exists in the form of modules which can be combined according to the user's chosen path. The internet as an open information source, which is not restrained by any limits, has a basic structure called the hypertext principle which allows for an almost infinite linkage of information. Basically, all information elements such as words, pictures, sound and animation are connectable as far as this is technologically feasible.[194]
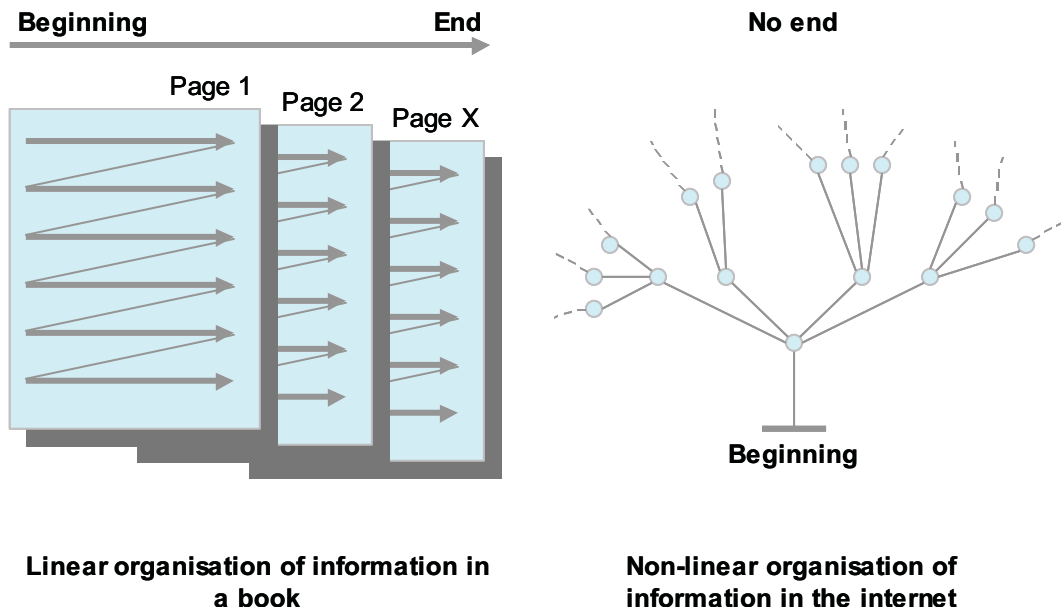
Figure 22: Non-linearity of the internet
Source: Werner, A./ Ronald, S. (1997), pp. 49

By activating a hyperlink, new data is loaded on the computer, demonstrating the non-linearity of online media.[195] This also-called hypermedia principle creates various opportunities, but also risks. The user can be overwhelmed due to information overload and therefore loses time during the information search. During this search, he receives a lot of irrelevant information, which prevents him from attaining a holistic view of the subject. On the other hand, hypermedia allows for user-friendly information searches for non-experts, while the configuration possibilities ensure a high scalability and flexibility. The information search acquires an interactive and individual character, while promoting non-linear thinking on the side of the recipient.[196]

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[194] See Lamprecht, S. (1996), p. 29; Fritz, W. (2001b), p. 40.
[195] See Meffert, H. (2000), p. 759.
[196] See Pispers, R./ Riehl, S. (1997), p. 80.

3 Presentation of the advertainment subject

3.1 Development of an advertainment analysis model

The aim of chapter three is to find out about relevant parameters for the development of a unique advertainment solution as well as to classify the advertainment subject in a holistic way, in order to give a broad representation of what advertainment is about. Below is a graphic illustration of what follows, in the form of a schematic diagram.
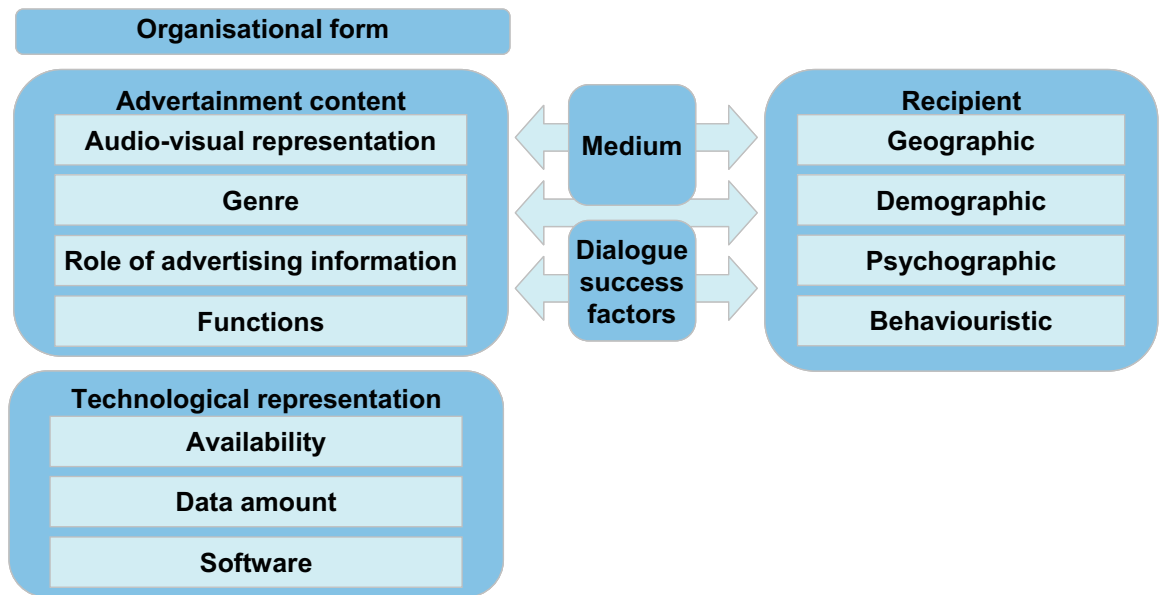
Figure 23: Analysis model for advertainment subject
Source: Own illustration

The advertainment subject is analysed from different perspectives in order to yield an extensive understanding of the theme. The appropriate organisational form for the development and implementation of an advertainment solution is analysed, and different options ranging from company internal to external are portrayed.

Positioned on the left-hand side of the schematic depiction, the advertainment content can be found. It is divided into the four analysis areas of the advertainment genre, its audiovisual appearance, the role of advertising information and the advertainment functions. The content should be the most important aspect of an advertainment solution since sophisticated content generates interest in the application. It can be classified into different genres depending on the game concept pursued. Basically four relevant entertainment concepts concerning the advertainment genre can the determined: thinking, action, jump'n run, and simulation. Both action- as well as subtlety-games rely on reflexes and the recipient's intuition while action games also focus on the representation

of conflicts. Strategy or thinking games depend more on intellectual skills such as analysis and thorough planning.

Since entertaining elements are combined with advertising information in advertainment solutions, the manner of implementing this information is of note. Generally the possibilities for this decision range between the two options of integrating the advertising information as a core or surrounding element. The advertainment functions describe the scope for interaction in the advertainment solution, the application's complexity and usability, the multi-user capability as well as methods of recipient data acquisition. Another essential analysis perspective for the advertainment subject is the audio-visual representation, due to the fact that it stimulates the recipient's senses directly. Of considerable importance in the relevant paragraph of this thesis are the diverse sub-elements of the audio-visual representation.

Some important basic technical knowledge concerning advertainment solutions can legitimately be included in this analysis model. This underlying technological layer comprises aspects such as the online and offline availability of advertainment solutions, and gives an overview of the relevant software for advertainment applications. Furthermore, the relevant paragraphs discuss the amounts of data required for sophisticated advertainment content and the problems that accompany this. The advertainment medium represents the infrastructure that transfers the advertainment content to the recipient and comprises essentially media such as the internet, CD-ROM, floppy discs, terminals, mobiles and interactive television. For the purpose of characterising the recipient, different segmentation variables can be applied and are portrayed. This encompasses geographic, demographic, psychographic and behaviouristic segmentation variables. Upon closer consideration and due to the application's characteristics the utilisation of the advertainment solution is understood in this thesis as a continuous dialogue. Consequently, adequate success factors to maintain this dialogue should exist. For this reason a discussion of these success factors was integrated as an additional analysis perspective in order to ensure a holistic analytical approach to the advertainment subject.

3.2 Advertainment subject

3.2.1 Advertainment genre

Through advertainment, the recipient can experience different environments that cater for his needs and expectations. He is provided with different advertainment genres that fit his personal situation in terms of preferences, conflicts, desires and skills. The gam-

ing industry has developed several classifications for entertaining content. These categorisations have been proven to be insufficient due to their lack of discriminatory power and further technological progress in the field of game development. Within the framework of this thesis four different categories, depicted in the schematic illustration below, are sufficient to cover all relevant types of advertainment content.
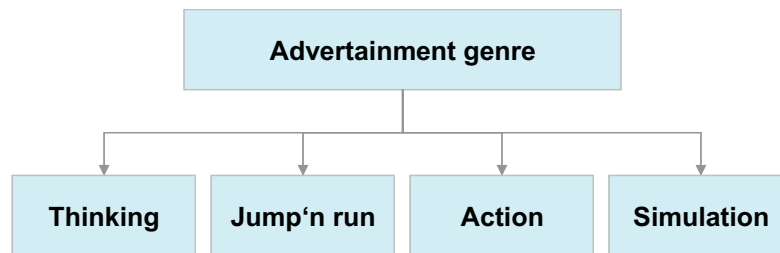
Figure 24: Advertainment genre
Source: Own illustration

Advertainment solutions comprising similar game patterns can be classified according to these genre fields. But the borders between these genres are also beginning to blur since new advertainment concepts have been developed that mix different genres in order to create aspects for differentiation.

Thinking games in most cases contain abstract scenarios in which the recipient has to demonstrate his analytical skills, spatial sense and creativity in order to solve the different tasks. Typically, the graphic representation is based on abstract, geometrical shapes combined with simple sound effects. In thinking games the recipient often faces an unstructured playing environment, which has to be put in order. He should understand the rules for being successful in this environment and align his actions with it. Bringing order to unstructured situations is a common scheme in advertainment content with a focus on thinking elements. Following given rules in these scenarios, the recipient applies his analytical skills to different elements such as non-figurative symbols in thinking games.[197] Figure 25 shows an example of an advertainment solution in the thinking game genre. The recipient finds himself in a position in which he has to find two matching tokens which have the same colour and symbols on them in order to make them disappear. The tokens form layers of a pyramid, with the recipient only being allowed to select tokens from the edge of the layer.

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[197] See Fritz, J./ Fehr, W. (2002).

Figure 25: Advertainment thinking genre
Source: Ad-artists (2002a)

The game's objective is to remove all tokens of the pyramid in the shortest time possible. During the whole game the logo of the advertising company is displayed in the upper left hand corner.[198] The Advertainment Survey 2002 also inquired about the suitability of different genres for advertainment solutions. Approximately 52% of the marketing experts surveyed judge the thinking genre as at least suitable for advertainment solutions whereas 12.4% consider it as absolutely suitable (figure 26). About 20% state that this genre is unsuitable for this type of application.[199]
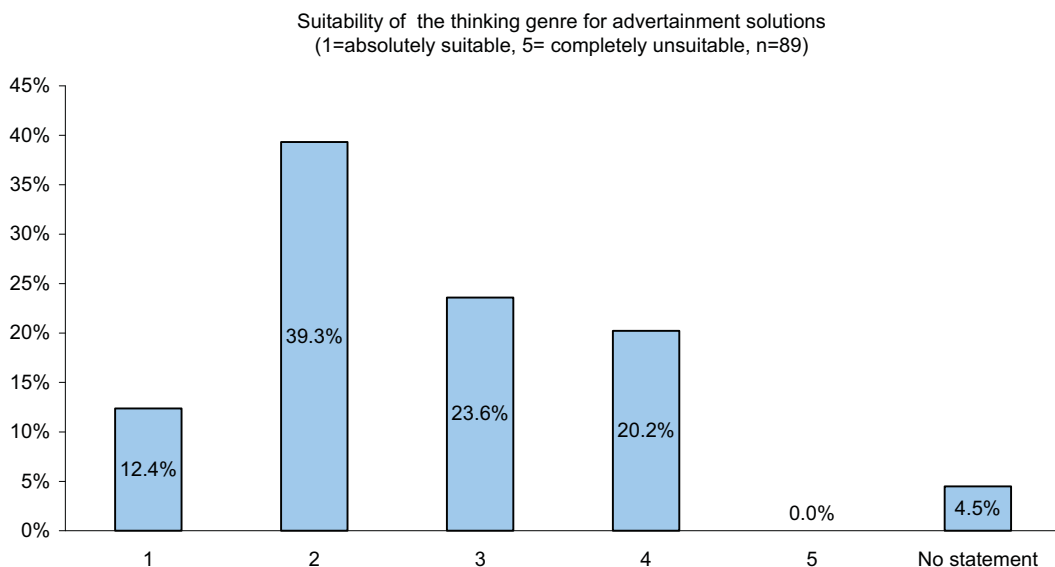
Figure 26: Suitability of the thinking genre for advertainment solutions
Source: Attachment 2, p. A-14

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[198] See Ad-artists (2002a).
[199] See Attachment 2, p. A-14.

The term "jump'n run" for a whole genre of advertainment content is closely related to the actions the recipient has to perform in order to overcome successfully the challenges in this type of advertainment solutions. The plot in this genre is often less based on conflict than other genres. The protagonists are graphically oriented towards classic cartoon images. This type of advertainment solution deals with the collection of specific items and the avoidance of possible threats. Within the various advertainment genres, not only are the game objectives different but the required skills also vary. The jump'n run genre depends on the recipient's subtlety, intuition, reflexes and also tactical considerations if he wants to fulfil the game objectives. The recipient has to differentiate between "positive" and "negative" elements in the gaming environment and utilise the first to his advantage while taking precautions not to be harmed by the second.
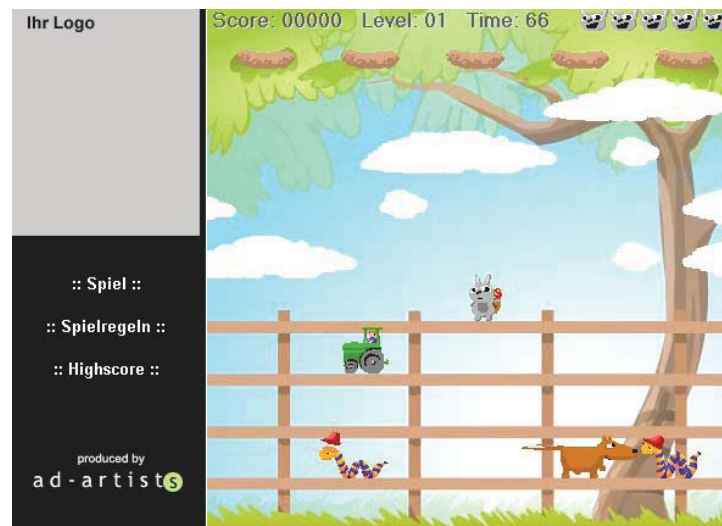
Figure 27: Advertainment jump'n run genre
Source: Ad-artists (2002b)

The graphic and sound design is based on classic comic and cartoon style that underlines the fun character of this advertainment content. For instance, it is depicted unrealistically when the protagonist is harmed or terminated. The game objectives and the control functions of the protagonist are in most cases easy to grasp and intuitive. The recipient has to get familiar with his protagonist's skills, coordinate the main character of the advertainment solution, anticipate the reactions of the gaming environment, and test functional patterns according to the trial and error scheme.[200] Picture 27 shows a scene from an advertainment solution that belongs to the jump'n run genre. The recipient's protagonist is a rabbit that carries eggs in his backpack which he is supposed to

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[200] See Fritz, J./ Fehr, W. (2002).

bring to the nests in the upper picture area within a time limit. The protagonist in this game can perform the basic actions of this genre, jumping and running in different directions, while climbing up the fence and avoiding the other displayed characters which intercept him and throw him back to earth.[201] Among the German marketing experts, the jump'n run genre is considered to be the most appropriate genre for advertainment solutions with 66.3% of the marketing experts stating that it is as at least suitable. Moreover, 27% perceive this genre as absolutely suitable while the sceptical individuals are in the minority with 8.9%.[202]
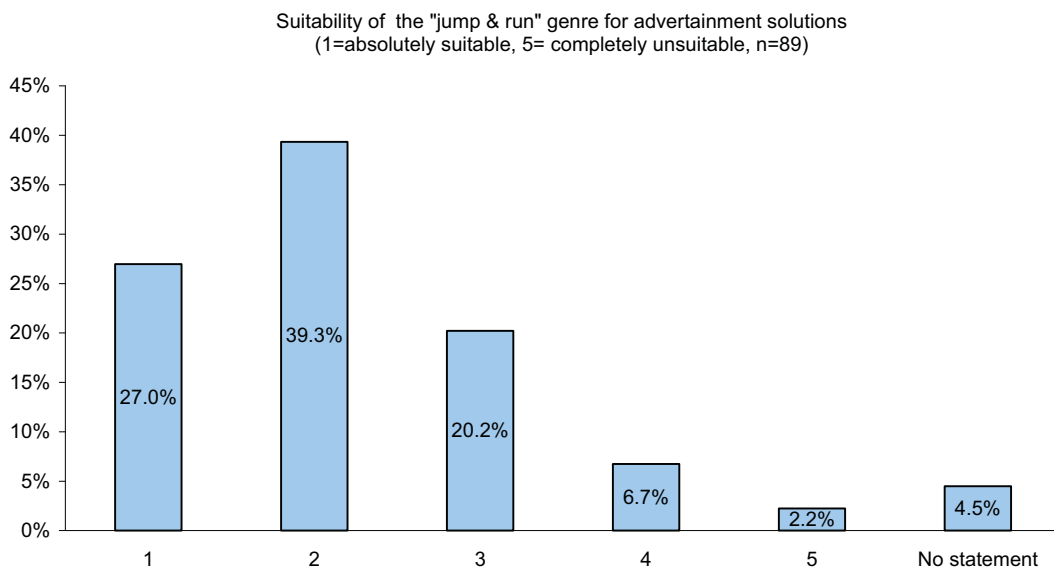
Figure 28: Suitability of the jump'n run genre for advertainment solutions
Source: Attachment 2, p. A-14

Advertainment solutions that are based on the action genre basically follow the stereotype of using violence with the purpose of defending one's own existence, thus legitimating and justifying the protagonists' use of aggressive behaviour in the game environment. Some of the scenarios are set in the future due to the comparably less negatively burdened setting. Generally graphic and sound in this genre imitate a realistically oriented design. The game objectives are to seek and destroy certain objects or persons that symbolise a threat for the protagonist. The protagonist in the action genre is adequately supplied with potency in terms of weapons and strength. The action sequences in these advertainment solutions are characterised by speed and the permanent threat faced by the main character.

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[201] See Ad-artists (2002b).
[202] See Attachment 2, p. A-14.
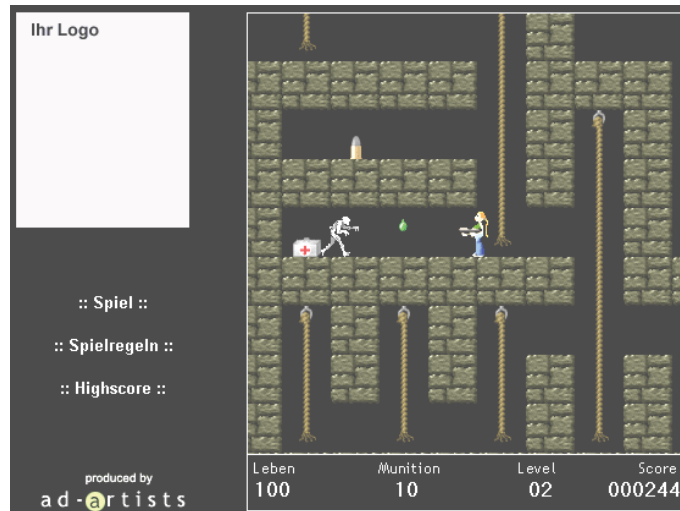
Figure 29: Advertainment action genre
Source: Ad-artists (2002c)

Due to these fast action sequences the required skills for being successful in this game environment are based on intuition and reflexes, which the recipient learns as reaction patterns. Generally the protagonist performs actions such as running, jumping, swimming, flying and primarily shooting while his enemies become fiercer. But the protagonist's weaponry also improves in the course of the game. Action content is popular among male recipients who in general have a strong interest in asserting themselves.[203] The chosen example for the advertainment action genre features an armed woman who has to shoot her way through enemies in order not to be harmed herself.

Figure 30: Suitability of the action genre for advertainment solutions
Source: Attachment 2, p. A-14

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[203] See Fritz, J./ Fehr, W. (2002).

Various items are distributed throughout the dungeon which either increase her energy or fill up her bullet stock. The game's objective is to survive the dungeon by finding the exit.[204] It was of interest how German companies rate the suitability of this genre for advertainment purposes. In comparison to all other introduced genres the action section is ranked at the bottom with 43.8% supporting its suitability for the advertainment genre. At the other side of the scale, approximately 28% of marketing experts at least doubt the suitability of the action genre for advertainment applications.[205]

The hitherto described advertainment genres depict an environment that in general does not follow the existing rules of reality and therefore differs from the world as we know it. In contrast to this, the simulation genre is strongly related to realistic matters, imitating the details of persons and objects as precisely as it is allowed by hardware and software restrictions. The imperative of realism demand has its limits in those details that are not of interest to the recipient or interfere with the entertainment purposes of an advertainment solution. For instance, the controls have to be revised to meet the recipient's expectations in terms of user-friendliness. The reality depicted in the simulation genre should generate a tense and diversified scenario that is capable of attracting the recipient's interest without overstraining him with too much complexity. From this perspective, it is obvious that advertainment solutions in the simulation genre do not have the aim of training nor teaching the recipient certain aspects but rather pick the interesting parts of reality in order to entertain the recipient. The field for simulation is as broad as reality itself and covers areas such as sport, vehicles, combat, economy and parlour games. Sports simulations comprise both individual as well as team sports. The most popular simulations are soccer, tennis, golf, and basketball, which are graphically represented in the form of the respective TV-presentations. Game objectives follow the well-known basic rules of the respective disciplines, while the recipient has to practice the game in order to be successful in the gaming environment. Sports simulations require a certain attitude from the recipient regarding ambition, persistence, endurance and training with regard to performance increases. Another popular simulation object are vehicles of all kinds, especially cars or motorbikes, which place the recipient in the role of the driver. Common game objectives are to reach particular checkpoints within a given time while avoiding hindrances and taking over other competitors. This probably less

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[204] See Ad-artists (2002c).
[205] See Attachment 2, p. A-14.

exciting scheme is enriched with features such as different selectable cars, different landscape settings and course design. The appeal of the gameplay of this simulation area lies in its simulation of high-speed without any risks for the recipient.
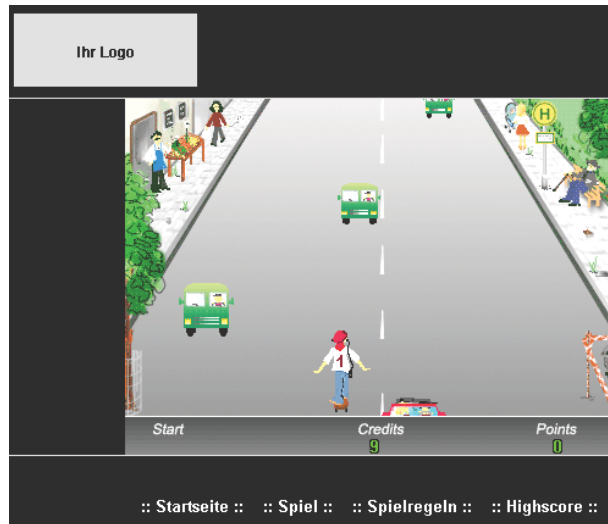
Figure 31: Advertainment simulation genre
Source: Ad-artists (2002d)

As fun sports become more popular in society, advertainment solutions also draw on these for the simulation genre, in this case (figure 31) a skateboarding simulation. The recipient has the task of manoeuvring his protagonist through the traffic of a main street while avoiding the collision with different types of automobiles and leading the protagonist safely to his goal.[206]

Strategic combat simulations have gained more and more attention throughout recent years, while the settings of this genre have become closely related to historical war campaigns. The purpose of these games is to defeat the enemy troops with the recipient's military forces by means of the development of strategic plans that take considerations of the enemy's behaviour into account and/ or the direct control of military vehicles. Patience and the willingness to train and learn are the prerequisites for success in such an environment.[207] The development and execution of strategic plans is also necessary for economic simulations where the main objective is to build up maximum wealth within a short timeframe. In order to be successful, the recipient has to increase his or her monetary resources faster than the competitors.

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[206] See Ad-artists (2002d).
[207] See Fritz, J./ Fehr, W. (2002).

Figure 32: Advertainment parlour game
Source: Ad-artists (2002e)

Advertainment content in this field follows the basic rules of supply and demand, in which the recipient has to expand his or her economic empire more or less without scruples. Economic simulations can have an historical background as well as playing in the current time.[208] Concerning the simulation genre parlour games, are of interest for advertainment solutions, due to their lower requirements in terms of hardware and software. These comprise card games, for instance, solitaire and popular board-games such as chess or backgammon, as depicted in figure 32.[209]

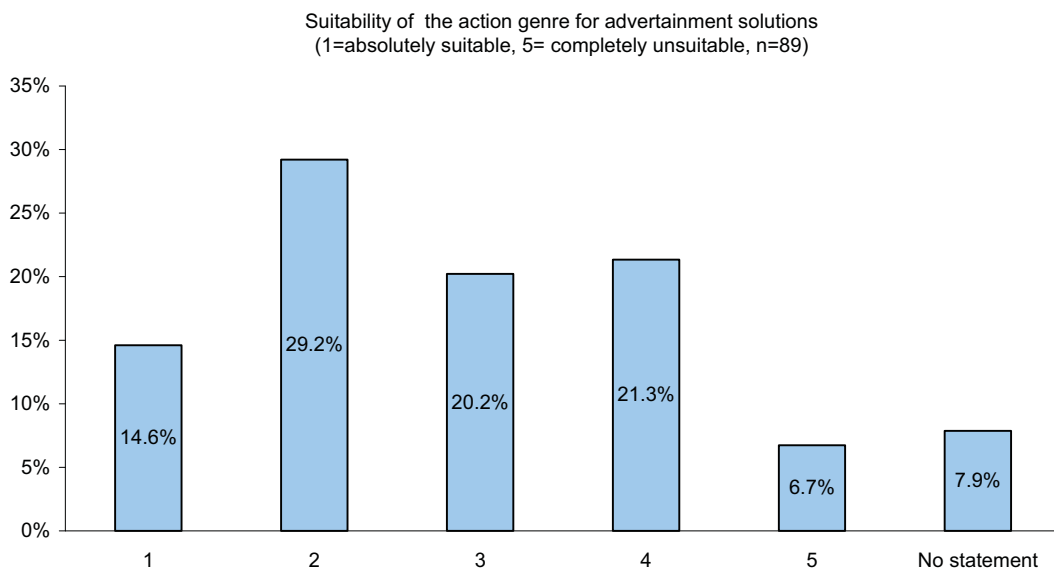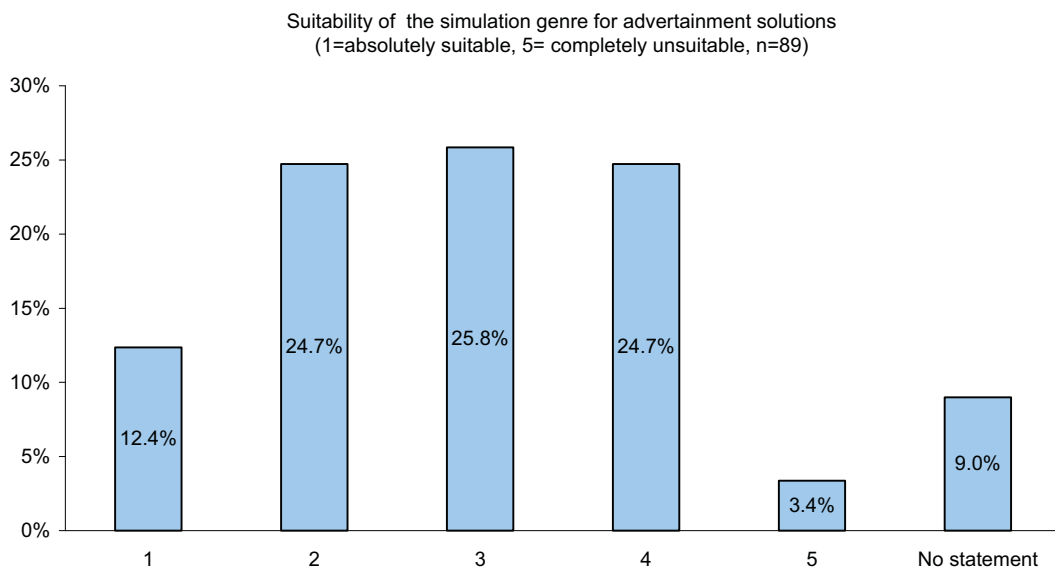**Figure 33:** Suitability of the simulation genre for advertainment solutions
Source: Attachment 2, p. A-14

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[208] See Fritz, J./ Fehr, W. (2002).
[209] See Ad-artists (2002e).

The advertainment solution follows exactly the rules of real parlour games, ensuring ease of understanding for the recipient.[210] On the one hand about 37% of the companies surveyed rate the simulation genre as at least suitable for advertainment solutions, while on the other hand around 28% doubt its appropriateness for these purposes (figure 33).[211]

The role-playing genre combines several aspects of the other genres described above, while embedding these in a complex story. The centre of this genre is the development of the protagonist as he proceeds in the story. This story can be set in a diversity of scenarios from historic to present as well as the future. Role-playing covers both strategic and action elements, and describes in most cases in the course of the game the protagonist's rise from an unknown to a powerful character.[212] Since role-playing games are complex, development costs are also proportionally high in comparison to, for instance, parlour games. Consequently, companies recoil from instructing advertainment agencies to develop this type of genre for advertainment solutions.

In summary it can be concluded that the jump'n run genre is considered to be the most appropriate genre for advertainment solutions, while the simulation genre is at the bottom of the suitability scale. In positions 3 and 4, from the marketing expert's perspective, are the thinking and action genres.

3.2.2   Role of advertising information

What distinguishes advertainment solutions from conventional commercial games is the integration of advertising information. While keeping aspects such as the recipient's reactance in mind, the effective quantum of product information represented in the advertainment solution should also be taken into consideration. Possible answers to this optimisation problem range between putting the product information in the foreground, and allocating it a more peripheral position. Basically a disproportionate stake of advertising content will result in reactance on the part of the recipient.[213] The term reactance assumes that every individual "has the freedom to engage in a given behaviour"[214] while "he will experience reactance whenever any of those behaviours is eliminated or threat-

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[210] See Fritz, J./ Fehr, W. (2002).
[211] See Attachment 2, p. A-14.
[212] See Fritz, J./ Fehr, W. (2002).
[213] Recipients consider advertising information as less annoying within advertainment solutions compared to, for instance, TV or print advertisements, see Stuke, F. R. (2002), p. 9.
[214] Brehm, J. W. (1966), p. 4.

ened with elimination."[215] This description also applies to the recipient's interest not to be confronted with huge amounts of advertising information during interaction with an advertainment solution. Generally it can be said that reactant behaviour occurs when the recipient's scope of differing opinions is narrowed by attempts on the part of the information sender to convince.[216] On the other hand, underrepresented product information will fail to find its way into the recipient's conscience and therefore not attain the communication objectives. Each one of these concepts has its respective advantages and drawbacks, as will be illustrated by means of specific examples in the following two paragraphs.

3.2.2.1 Advertising information as core element

If a company decides to utilise advertainment solutions for communication purposes, it can follow the strategy of integrating the advertising information as a core element into the advertainment solution. For instance, the product can be placed as the central object and main protagonist of the game, making the company's product an integral element of the application's progression.

Figure 34: Advertising information as an advertainment core element
Source: Coca-Cola (2002)

Coca-Cola, a company that successfully managed the brand over recent years, hosts an advertainment solution on its website that can be taken as an example for putting product information in the foreground of internet advertising games. The software is called "ScreenMate" and can be downloaded from the company's website. It can be classified a belonging to the advertainment simulation genre. After downloading and installing the

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[215] Brehm, J. W. (1966), p. 4.
[216] See Kroeber-Riel, W. (1990), pp. 214.

advertainment solution the recipient can indirectly manipulate different groups of people living altogether in a flat. He can choose between four different settings that are based on real life situations in which the protagonists wash a dog, teenagers gather outside, an elderly couple dances or a young pair has its first date. In all portrayed life situations the famous coca-cola beverage is involved, playing an important role in the settings.[217]

Advantages	Drawbacks
Improvement of product's perception	Recipients react declining due to massive advertising information
Recipient will keep advertising information better in mind	Increasing effort to create a "game around the product"
Better differentiation to standard advertainment solutions	Higher production time for the advertainment solution
	Development of advertainment solution is more cost-intensive

Table 7: Advertising information as a core element
Source: Own illustration

The main reason for integrating advertising data as a core element in the game lies in the assumption that the recipient will perceive the advertising information more effectively, while being involved into the game. Also, the more significant differentiation in comparison with standard solutions will help the recipient to keep the product information in mind. But these advantages are literally speaking bought at high cost due to the greater efforts made in developing an advertainment solution around the respective advertised object, resulting in time-consuming design work. Also, the recipient's perception of the advertised object may be affected by reactant behaviour due to the massive presence of the advertising information.

3.2.2.2   Advertising information as peripheral element

With regard to the integration of advertising information into advertainment solutions, a second option is available that focuses rather on the game elements. In this case, the advertised object is moderately integrated into the game's progression. As a surrounding element in an advertainment solution, advertising information remains in the background of the advertainment content. The figure and description below gives an illustrative example of this type of advertainment solution.

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[217]   See Coca-Cola (2002).

Nike as a progressive company in terms of setting advertising standards utilises advertainment solutions in order to shape its image as an innovative sports equipment manufacturer. The advertainment example below, "Roberto Carlos Shootout", is taken from Nike's internet site and can be classified as belonging to the sports simulation genre. The recipient takes over control of the soccer player Roberto Carlos and finds himself in a position to overcome his opponent's goalkeeper by defining the exact target position of the goal, adjusting the ball's flying curve and increasing the protagonist's shooting power. The company's famous logo is placed on the border of the soccer field, without being an essential part of the advertainment solution.[218]

Figure 35: Roberto Carlos shootout
Source: Nike (2002)

With this type of advertainment solution the advertiser can basically expect less reactant behaviour on the part of his recipients due to the moderately represented advertising information. Also, this type of internet advertising games can be commissioned from an advertainment agency as a standard solution allowing for short term development and entailing less effort in integrating the advertised object. However, such standard solutions do carry a certain risk that the advertised information may not be noticed by the recipient as well a lack of differentiation factors.

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[218] See Nike (2002).

Advantages	Drawbacks
Less reactant behaviour of the recipient	Advertised information may not be noticed
Can be realised as a standardised solution from an advertainment agency	If realised as a standard advertisement game, differentiation to other solutions may not be enough
Short term development of the advertainment solution	
Less effort for integrating the advertised object	

Table 8: Advertising information as a surrounding element
Source: Own illustration

The role of advertising information in advertainment solutions was also taken as a theme in the Advertainment Survey 2002 (figure 36). Participants were asked whether advertising information should be integrated in a central or a moderate manner. A clear majority of 62.9% of the marketing experts agreed that a peripheral role of advertising information within advertainment solutions is necessary,[219] whereas 30.3% are of the opinion that it should be a core element of the application. Another 5.6% consider the representation degree of this kind of information to be irrelevant and 1.1% did not give a statement regarding this matter.[220]

Should advertising information play a central or rather a peripheral role within an advertainment solution? (n=89)
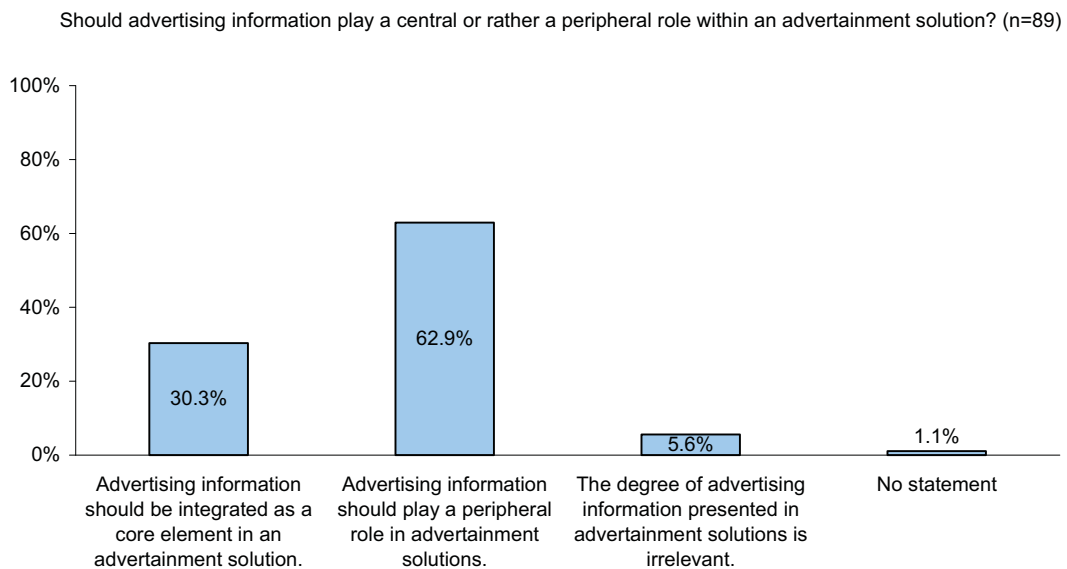
Figure 36: Role of advertising information
Source: Attachment 2, p. A-14

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[219] These figures are also supported by recent studies, see Stuke, F. R. (2002), pp. 27.
[220] See Attachment 2, p. A-14.

3.2.3   Advertainment media

Once the decision about the suitable advertainment content has been made, the means of conveying it to the recipient should be considered. This decision cannot be made on a segregated basis due to reciprocal effects with other elements of the advertainment decision. The selection of an appropriate medium for a particular advertainment solution is an essential element, as it should suit the advertainment content and vice versa. Basically, 6 different types of media can be chosen to encourage the advertising information to find its way to the recipient. The advertainment solution can be provided by means of CD-ROM, floppy disc, terminals, mobiles, interactive television or the internet.
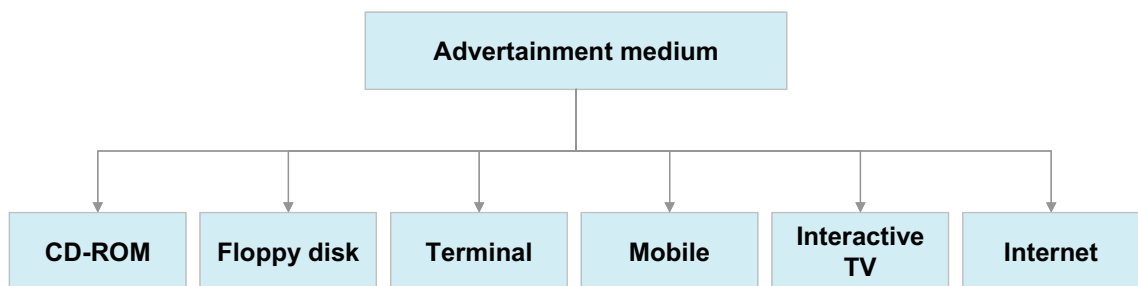
Figure 37: Advertainment media
Source: Own illustration

The CD-ROM is a spin-off from the audio CD and is an abbreviation for compact disc-read only memory.[221] After the launch of the CD-ROM technology in 1985, librarians and academic researchers were the first to use the technology for desktop computers. Subsequently, the emerging market for CD-ROM products was driven by the drop in costs of computing and the provision of a CD-ROM drive with the common PC.[222] Nowadays, software is rather stored on CD-ROMs than on traditional floppy discs, due to the medium's large capacity of approximately 660 million characters of information.[223] The technology is based on the storing of information in digital format as a series of pits burned into the reflecting layer of a CD-ROM. When reading data, the reflection of a laser beam is interpreted as a digital bit stream.[224] Due to the standardisation of the process for information storage on CD-ROM-drives the most important pa-

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[221] See Szymanski, R. A./ Szymanski, D. P./ Pulschen, D. M. (1995), p. 181.
[222] See Feldman, T. (1997), p. 45.
[223] See Shapiro, J. (1996), p. 75.
[224] See Mandell, S. L. (1992), p. 150. „A high-power laser-beam heats the disk substrate, leaving a permanent pit on its surface for a binary 0 and leaving the disk surface smooth and reflective for a binary 1. A low power-laser is used to read the data. The laser reflects from areas with no pits to read a binary 1. The pits diffuse the laser, creating no reflection, to read a binary 0." (Laudon, K. C./ Laudon, J. P. (1998), p. 145.)

rameter the manufacturers set was the reading/ writing speed of the devices allowing for faster access to the data.[225] Concerning the decision of which medium should be used for advertisement solutions, it should be taken into account that the "CD-ROM is also the backbone of multimedia applications."[226] Given the vast amount of storage capacity and depending on the number of copies for a certain advertisement solution, production and packaging costs for a CD-ROM can be kept on a moderate level.[227] The CD-ROM is "a very inexpensive way to distribute applications and information."[228] Cost aspects and the widespread distribution of CD-ROM drives emphasise its suitability for advertainment solutions. In connection with the CD-ROM, the digital versatile disk (DVD) should also be mentioned as a further development and as a possible storage medium for future advertisement solutions. The DVD can have two layers on each side with a capacity of between 4.7 and 17 Gigabytes (GB).[229] The DVD is the most adequate storage medium for movies and multimedia applications and has already begun to replace the CD-ROM.[230] However the excess supply of storage space, the comparatively expensive production costs, combined with the yet insufficient penetration of the necessary drives make the DVD an as yet not suitable medium for advertisement solutions, although it does promise a wide range of opportunities for the future.

Suitability of CD-ROM as an advertisement medium
(1=absolutely suitable, 5= completely unsuitable, n=89)
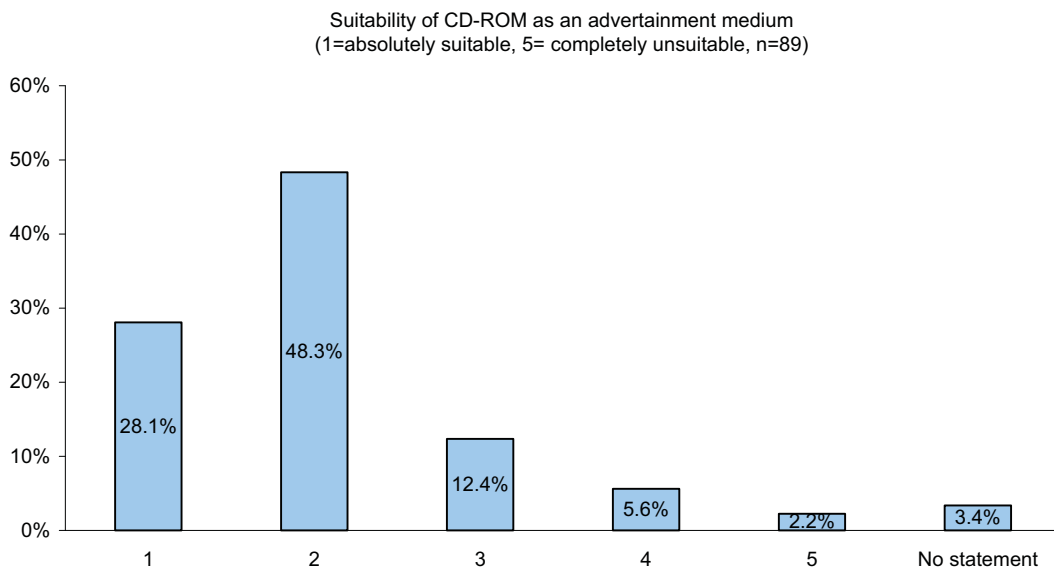
Figure 38: CD-ROM as an advertisement medium
Source: Attachment 2, p. A-15

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[225] See Shapiro, J. (1996), p. 75.
[226] Long, L./ Long, N. (1998), p. 117.
[227] See Long, L./ Long, N. (1998), p. 117.
[228] Long, L./ Long, N. (1998), p. 117.
[229] See Fritz, W. (2002), pp. 51; DVD-Info (2002).
[230] See Laudon, K. C./ Laudon, J. P. (1998), p. 147.

According to the Advertainment Survey 2002 no other medium provokes such striking agreement concerning its suitability for advertainment-solutions as the CD-ROM (figure 38). 76.4% of the marketing experts state that the CD-ROM is suitable for advertainment solutions. About 28% consider it as an absolutely suitable medium while the number of sceptics remains on a moderate level.[231]

The floppy disc was introduced in 1973 in order to substitute the traditional punch card. Nowadays the common size for diskettes is 3.5 inch rather than the 5.25 inches used previously. Floppy discs are made out of plastic containing a surface that is coated with a magnetic oxide substance, and data is stored as magnetised spots on this surface which is divided in different sectors.[232] They are a suitable medium for data that is not in constant use or often transported.[233] Although floppy discs are easy to store and lightweight, they are an expensive storage medium compared to the CD-ROM, and offer only limited capacity with 1.44 MB.[234] Due to these characteristics, floppy discs cannot be recommended as a medium for advertainment content. The necessary storage capacity is in general insufficient for the storage of even basic advertainment solutions, which require on average 2.5 MB.[235]

Suitability of floppy disc as an advertainment medium
(1=absolutely suitable, 5= completely unsuitable, n=89)
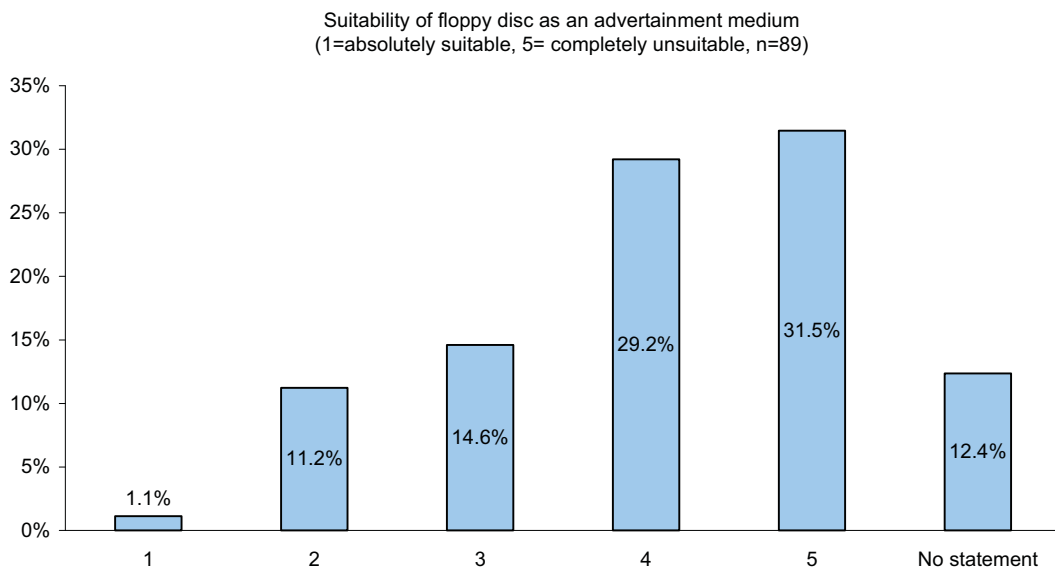
Figure 39: Floppy disc as an advertainment medium
Source: Attachment 2, p. A-15

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[231] See Attachment 2, p. A-15.
[232] See Mandell, S. L. (1992), p. 145.
[233] See Laudon, K. C./ Laudon, J. P. (1998), p. 145.
[234] See Szymanski, R. A./ Szymanski, D. P./ Pulschen, D. M. (1995), p. 176.
[235] See Ad-artists (2002f).

These facts are also reflected by the results of the Advertainment Survey 2002 in which 60.7% of the marketing experts doubt the appropriateness of floppy discs as an advertainment medium. The supporters comprise only 12.3% of the surveyed companies.[236]

As a potential medium for advertainment solutions, terminals should also be taken into consideration. Generally these terminals are located for presentation purposes at fairs, expositions, intra-corporate sites and public places.[237] These terminals comprise various basic computer hardware elements. Depending on whether indoor or outdoor use is planned, these terminals are protected within solid aluminium or steel enclosures.[238] For data entry purposes they have touch screens based on LCD-technology, which are covered with bullet-proof glass if necessary. Inside, the usual in-trade hardware components such as a main processor, memory, hard disc, graphic and sound card are utilised and operated by custom operating systems such as Windows or Linux. Besides the touch screen, additional input devices such as trackballs, keyboards, and video cameras can be integrated into terminals.[239]

Suitability of terminal as an advertainment medium
(1=absolutely suitable, 5= completely unsuitable, n=89)

Rating	Percentage
1	1.1%
2	14.6%
3	28.1%
4	25.8%
5	16.9%
No statement	13.5%
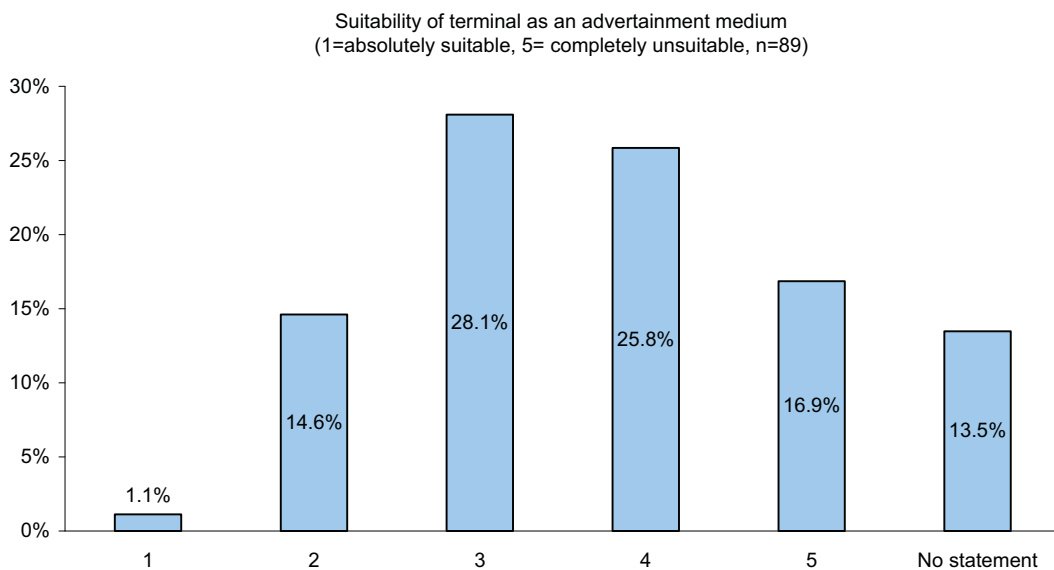
Figure 40: Terminal as an advertainment medium
Source: Attachment 2, p. A-15

If considering the usage of terminals for an advertainment solution the above described hardware can be bought or rented as well. This decision entails with high acquisition or

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[236] See Attachment 2, p. A-15.
[237] See Meffert, H. (2000), p. 750.
[238] See Isy (2002).
[239] See Brainhaus (2002); Delphino (2002).

renting cost, while the operating costs arise from maintenance and repair. Compared to the CD-ROM, floppy disc or the internet the recipient has to be provided not only with the advertainment software but also with a hardware solution. The terminals can be utilised with advertainment solutions in order to attract attention, for instance, at fairs and other public places if costs are not a main issue. Cost-conscious companies should rather rely on other media discussed in this chapter. The advocates for providing advertainment via terminals are in the minority with 15.7%, whereas 42.7% consider this medium as at least inappropriate and, strikingly, 16.9% find it completely unsuitable (figure 40).[240]

Changing purchase criterias for mobiles

Index:
1999=100
%

Criteria	%	Index
Easy operation	66%	112
Long battery time	63%	114
Low weight	54%	120
Good keypad	51%	130
High sound quality	46%	104
Small size	41%	118
Good design	33%	141
Newest model	32%	122
Additional functions	29%	296
Games	11%	310
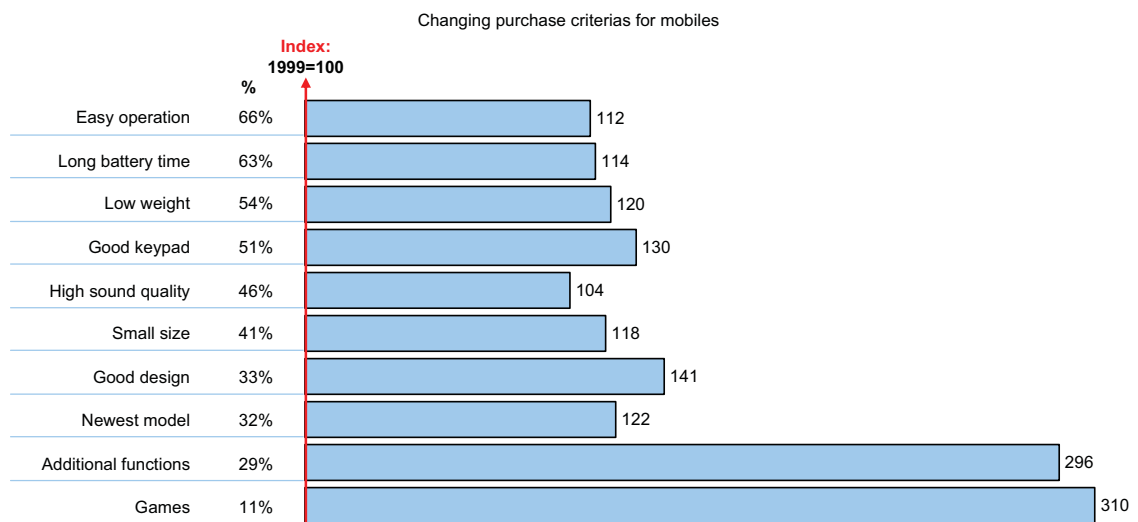
Figure 41: Consumer purchase criteria for mobiles
Source: Allensbacher Computer- und Telekommunikations-Analyse (2002a)

Furthermore, mobile phones come into consideration as a medium for advertainment solutions due to characteristics such as a display, sound, and a keypad.[241] While most mobiles have an internal modem built in, they use radio waves in order to transmit voice and data by means of radio antennas that are located in adjacent places.[242] As concerns the different generations of mobiles, the first ones introduced in the 80's and the beginning of 90's were based on analogue telephone technology. The second generation of mobiles transmitted the signals in a digital format, also allowing for advanced calling features, referred to in Europe as the GSM-Standard. Broadband information services will soon be provided with the third generation of mobile phones, which in Europe are

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[240] See Attachment 2, p. A-15.
[241] See Wiedmann, K.-P./ Buckler, F./ Buxel, H. (2000), p. 19.
[242] See Laudon, K. C./ Laudon, J. P. (1998), pp. 278.

still undergoing a test period.[243] The current GSM-Standard in Europe increased from 281.3 million subscribers in December 2000 to 354.3 million (December 2001) underlining the massive penetration of mobile phone technology in the European area.[244] In this context, new decision factors such as the availability of games are gaining importance during the buying process of mobile phones, as can be seen in the figure above.[245] For an appropriate advertainment solution, current mobile phones contain comparably low quality displays, allowing in most cases only monochrome representations due to the limited physical space and available power for the displays.[246] Although Europe shows a high mobile penetration rate, most of the devices are not capable of downloading software from the mobile network and running it as an independent application as would be necessary for advertainment solutions. But services such as D2 Vodafone's Load-A-Game offer a wide variety of downloadable games for certain mobile devices manufactured by Philips, Trium, Sagem and Siemens for a fixed fee of €2.53.[247]
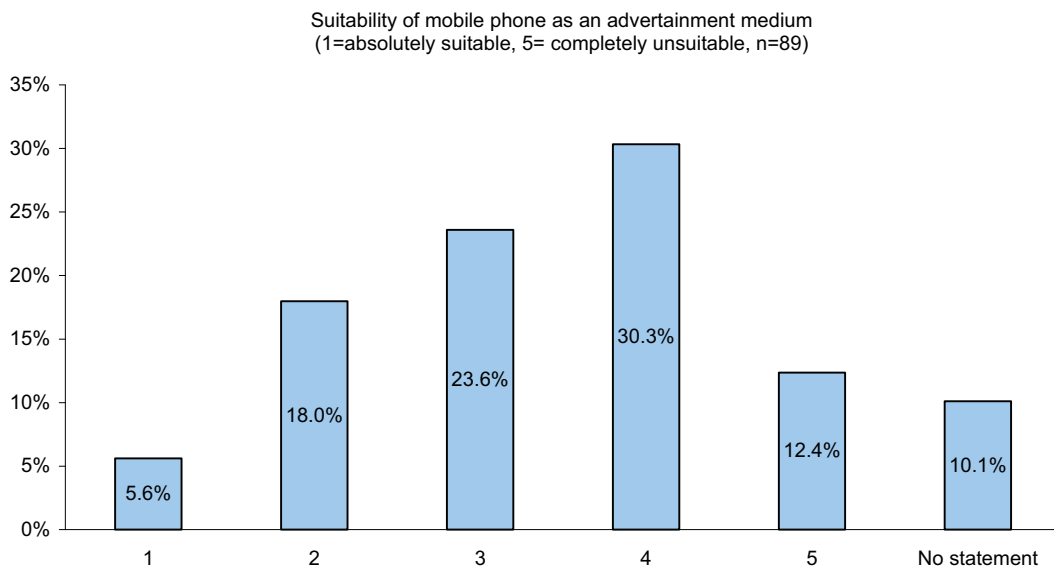
Figure 42: Mobile phones as an advertainment medium
Source: Attachment 2, p. A-15

The future market is following the trend of high resolution and full colour displays with reduced electricity consumption that will pave the way for an interesting advertainment medium in the future.[248] In particular, the precise identification of the recipient on the

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[243] See National Research Council (1997), pp. 30; Lamont, D. (2001), p. 54.
[244] See GSM Association (2002); OECD (2000), p. 49; Mölleryd, B. G. (1999), p. 26.
[245] See Allensbacher Computer- und Telekommunikations-Analyse (2002a).
[246] See Wiedmann, K.-P./ Buckler, F./ Buxel, H. (2000), p. 17.
[247] See D2 Vodafone (2002).
[248] See National Research Council (1997), pp. 101.

basis of his transmitted telephone number remains significant for data logging purposes.[249] However, German companies currently remain sceptical, with 42.7% rating mobile phones at least as unsuitable for advertainment solutions. The supporters are in minority with 23.6% stating that this medium is (absolutely) suitable for internet advertising games.[250]

The term "interactive television" describes the convergence process between custom television technology and personal computer technology. "This means that ITV is today really a kind of shorthand for a debate about whether PC and TV screens are converging."[251] It is defined as "anything that lets a consumer engage in action with the system using a remote control or keyboard to access new and advanced services."[252] These services comprise, for example, selecting movies, e-mail, information research or online-purchases. As also interactive advertising and game shows are predicted to make their way into custom TVs, some authors believe that interactive television will quickly gain momentum,[253] while others remain sceptical about it.
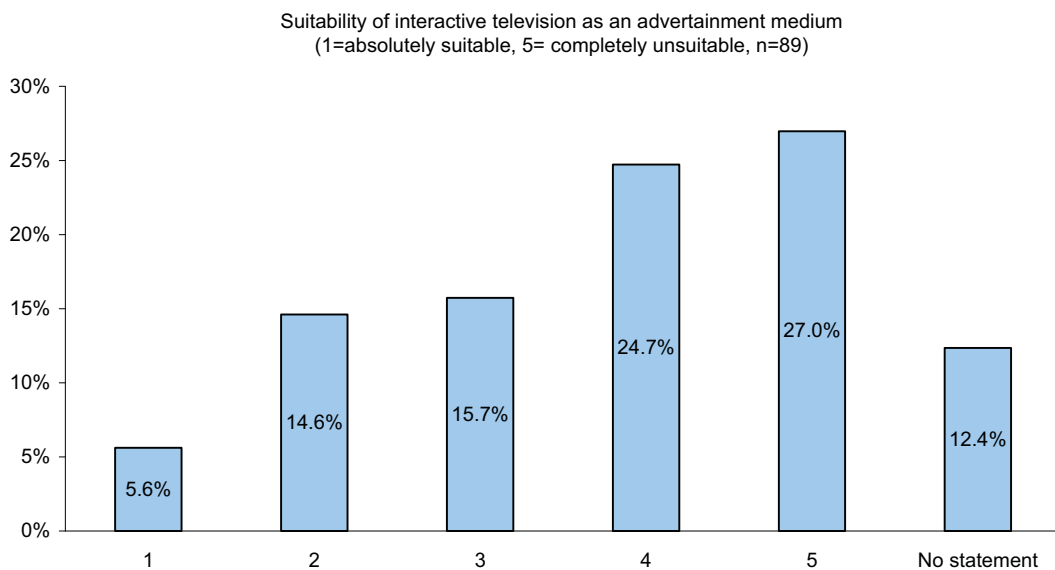
Figure 43: Interactive television as an advertainment medium
Source: Attachment 2, p. A-15

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[249] See Wiedmann, K.-P./ Buckler, F./ Buxel, H. (2000), pp. 13.
[250] See Attachment 2, p. A-15.
[251] Feldman, T. (1997), p. 89.
[252] Whitaker, J. C. (2001), p. 1.
[253] See Whitaker, J. C. (2001), pp. 1.

"The number of interactive TV viewers in early 2001 is low…"[254] Moreover, interactive television devices such as set-top-boxes are not widespread, only leaving a small recipient basis for advertainment solutions, while TV screens designed for middle-distance viewing seem not to be appropriate to interactive applications. The following quotation describes strikingly the expectations of advertisement recipients concerning interactive TV "Interactivity – beyond selecting channels or using the on-off switch is simply too much like hard work."[255] Also concerning interactive television marketing experts remain doubtful with 51.7% rating this medium as at least unsuitable. In contrast, 20.2% consider this medium as at least appropriate for advertainment solutions and 12.4% do not give a statement at all (figure 43).[256]

3.2.4   Audio-visual representation of advertainment

The first aspect with which a recipient is confronted when using an advertainment solution is the audio-visual representation of the application which is essential for generating interest. As advertainment solutions have clear multimedia characteristics, the implementation of audio and visual elements and the synchronisation of both are essential. "…the components of a multimedia document need to work together, like notes in a melody or in a chord, to present the entire picture."[257] In this context, the recipient's perception of the audio-visual elements is only one part of the task. The information sender should also make sure that these elements are interpreted in the intended way.[258] Visual aspects are considered as a key element for multimedia applications.[259] Human beings absorb the majority of information through their eyes, making visual elements the easiest way for the advertising information to be transferred.
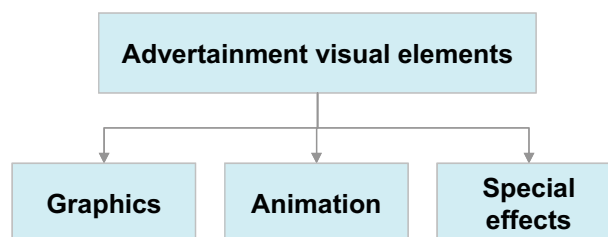
Figure 44: Advertisement visual elements
Source: Own illustration

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[254] Lamont, D. (2001), p. 229.
[255] Feldman, T. (1997), p. 90.
[256] See Attachment 2, p. A-15.
[257] Fisher, S. (1994), p. 42.
[258] See Fisher, S. (1994), p. 46.
[259] See Tannenbaum, R. S. (1998), pp. 11.

Figure 44 shows that visual elements can be structured into graphics, animation and special effects. Some of the graphics used are actually made up of words that are presented in a graphically enhanced style including pleasing fonts. Also, effects such as scaling, distorting, rotation, text on curves, special styles et cetera are applied on these fonts. Within the graphic representation of advertainment solutions, words are basically used for presenting necessary information for successful progression in the application. For instance, this information could comprise the remaining time for accomplishing the given task or the remaining energy of the protagonist or simply the score or level reached by the recipient.

Graphic elements in advertainment solutions can either be based on bitmap drawing or vector drawing. Usual images are bitmaps that are drawn with common graphic programmes, captured from live video or, alternatively, from photographs. Bitmaps can be displayed quickly but are not flexible to further graphic manipulations. Vector graphics can be rendered in runtime, allowing easily for actions such as scaling or morphing graphic objects into other objects, and are therefore very flexible.[260] Vector graphics are created from points and lines which form polygons. A point, also described as a pixel, for picture element, is technically the smallest object displayed on a monitor. The points within a vector space have their respective coordinates on the x,y and z axis.[261] Lines connect these points forming polygons which consist of at least three lines forming an enclosed figure in one plane.[262] The emerging surfaces can be filled with colours and shaded afterwards. The colours used on a computer display are generally derived from the RGB system, which describes every colour as a mixture of different intensities of the primary colours Red, Green and Blue.[263] Vector graphics are based on mathematical calculations the computer performs. They are demanding for a PC's central processor unit but do not require much storage space.

Besides the requirement of visual attractiveness for graphics used in an advertainment solution, these graphics also have to be "brought to life" with the help of animation. "Anything that moves in your peripheral vision still dominates your awareness…"[264] This process comprises the creation of a series of images, each of them slightly different from the previous one depending on the animation quality. This animation series can be

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[260] See Luther, A. C. (1994), pp. 192.
[261] See Luther, A. C. (1994), pp. 118.
[262] See Tannenbaum, R. S. (1998), pp. 80.
[263] See Tannenbaum, R. S. (1998), pp. 64.
[264] Nielsen, J. (2000), p. 143.

created either by digitising or painting if bitmap graphics are utilised, or by performing mathematical calculations on vector-based graphics.[265] The animation of bitmap graphics, which is also called 2D-animation, has the disadvantage of being storage space consuming, due to the fact that every single image of the animation series is separately stored. 3D-animations on vector-based graphics do not demand an excessive amount of storage space as a result of their mathematical origin. The necessary data for animation is stored as coordinates for each vector point. The purposes for animating graphical objects are:[266]

> ➢ Displaying continuity in transitions
> ➢ Underlining change over time
> ➢ Enhancing graphic representations
> ➢ Showing three-dimensional structures
> ➢ Attracting attention

Special effects can be applied to graphic objects of an advertainment solution and are portrayed exemplarily in this paragraph. A basic effect is the implementation of light sources allowing for shadowing graphic objects or simply illustrating events such as explosions. Furthermore, graphics can be blurred or displayed with different transparencies allowing, for instance, background graphics to shine through. Another popular special effect is morphing, which allows a graphical object to be turned seamlessly into a completely different one by using calculated intermediate images. These special effects help to enhance the sophistication of an advertainment solution, thus increasing its potential attractiveness from the recipient's perspective.[267] But it should also be kept in mind that the utilisations of animation and special effects in abundance are likely to distract the user from advertising information as well.[268]

The role of the graphic representation of advertainment solutions was also examined in the Advertainment Survey 2002. The importance of graphic elements was strikingly underlined by the fact that approximately 80% of the marketing experts said that this characteristic of advertainment solutions is at least important. 27% consider graphic representation as very important, whereas none of the participants rates it as unimportant.[269]

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[265] See Tannenbaum, R. S. (1998), pp. 212.
[266] See Nielsen, J. (2000), pp. 143.
[267] See Tannenbaum, R. S. (1998), pp. 214.
[268] See Spool, J. M. et al. (1999), p. 89.
[269] See Attachment 2, p. A-10.

Importance of graphic representation
(1=very important, 5= completely unimportant, n=89)
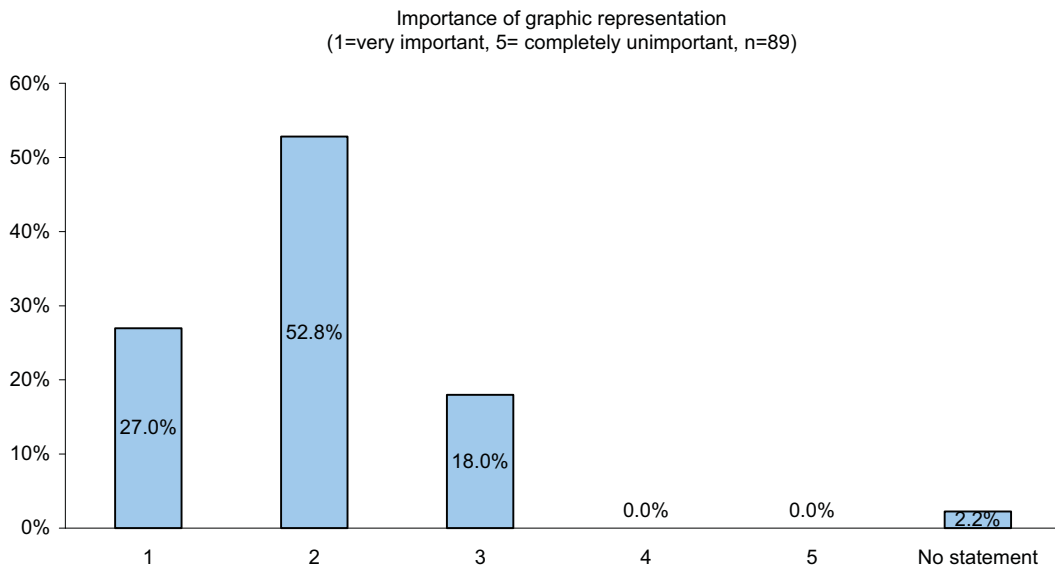
Figure 45: Significance of graphic representation
Source: Attachment 2, p. A-10

"The purpose of the inclusion of music…is to enhance the effectiveness of the communication."[270] Audio elements provide the information sender with a separate channel apart from the display for getting in touch with the recipient. They also enable the information sender from a psychological perspective to generate a certain mood. An experiment from a video game study stresses the importance of audio elements and their reciprocal effects with visual aspects. Users were twice confronted with the same graphics of a video game, first with poor-quality sounds and then with higher-quality sounds. The outcome was that the users claimed that the graphics had a higher quality after the sound had been improved, although the visual representation of the game remained the same.[271]

Advertainment audio elements

Music **Sound effects** **Speech**
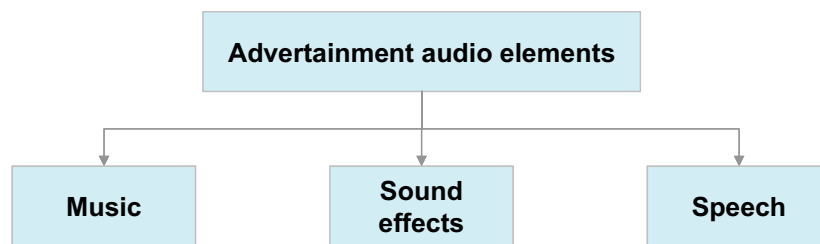
Figure 46: Advertainment audio elements
Source: Own illustration

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[270] Tannenbaum, R. S. (1998), pp. 8.
[271] See Nielsen, J. (2000), pp. 154.

Regarding the integration of audio elements into the advertainment solution a distinction should be made between the different types. The most common association with audio elements is music. Within advertainment solutions it is used to accompany the visually displayed events. Particularly if the integrated melodies match up with the utilised advertainment genre, it can help to sustain the recipient's interest and prolong his exposed time to the advertising information. Thus music should be in line with protagonist's action without being annoying but supporting the entertaining effects of internet advertising games.

Sound effects are basically short acoustic signals that underline different actions during an advertainment solution, thus focusing the recipient's attention. Particularly in the case of the simulation genre, for instance, sound effects help to increase the realistic appearance of the depicted scenes. These short audio tones should be pleasant enough to raise the recipient's interest while supporting the course of the advertainment content without being irritating, and certainly not annoying.[272] "However, these kinds of background sounds must remain quiet and non-intrusive. Also, there always needs to be a user preference setting to turn them off."[273] Personality can be given to an advertainment protagonist by means of voice recordings which, for instance, make the recipient feel more comfortable with the advertainment solution while increasing the realistic touch of it. Speech can also help to explain the usage of the application without troubling the recipient too much.

The everyday user of PCs has now become quite accustomed to the fact that these devices communicate with the help of audio elements.[274] When using a normal PC, audio elements can be played back as MIDI (Musical Instrument Digital Interface), by means of sound files like WAVE, or directly pre-recorded from a CD. Audio elements that are implemented as MIDI do not require much data but also sound artificial. MIDI data is not digitised audio, the respective notes have numerical equivalents and the applied effects are reduced to numerals as well.[275] The conversion of sound into digital information, which in turn can be manipulated and played back is called sampling and is, for instance, appropriate for sound effects. Generally, WAVE[276] sounds allow for a more realistic acoustic background but also require more data.[277] Two factors describe the

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[272] See Fisher, S. (1994), pp. 90.
[273] Nielsen, J. (2000), p. 154.
[274] See Yager, T. (1993), p. 18.
[275] See Luther, A. C. (1994), p. 39; Yager, T. (1993), pp. 22.
[276] WAVE audio are digitised audio elements without any compression, see Luther, A. C. (1994), p. 195.
[277] See Badgett, T./ Sandler, C. (1994), p. 12.

quality of these sound files. On the one hand, the bits used which can be described as a quantification of a sounds resolution and, on the other hand, the kilohertz showing the number of samples go by in a second. For instance, CD-quality sound involves 16 bits with a frequency of 44KHz resulting in approximately 88200 bytes that have to be stored every second on the advertainment medium.[278] Due to the limitations of the advertainment medium, the restrictions for designing audio elements also have to be kept in mind.[279] Therefore, the decision which audio elements should be integrated into the advertainment solution is significantly dependent on the advertainment medium chosen and vice versa. For instance, if the recipient downloads the advertainment solution from the internet it is problematic to implement a large amount of digitised speech due to the increased downloading times the recipient will face. On the other hand, sophisticated audio elements such as well-composed soundtracks, digitised sound effects and speech can be provided when the CD-ROM is chosen as the appropriate advertainment medium.
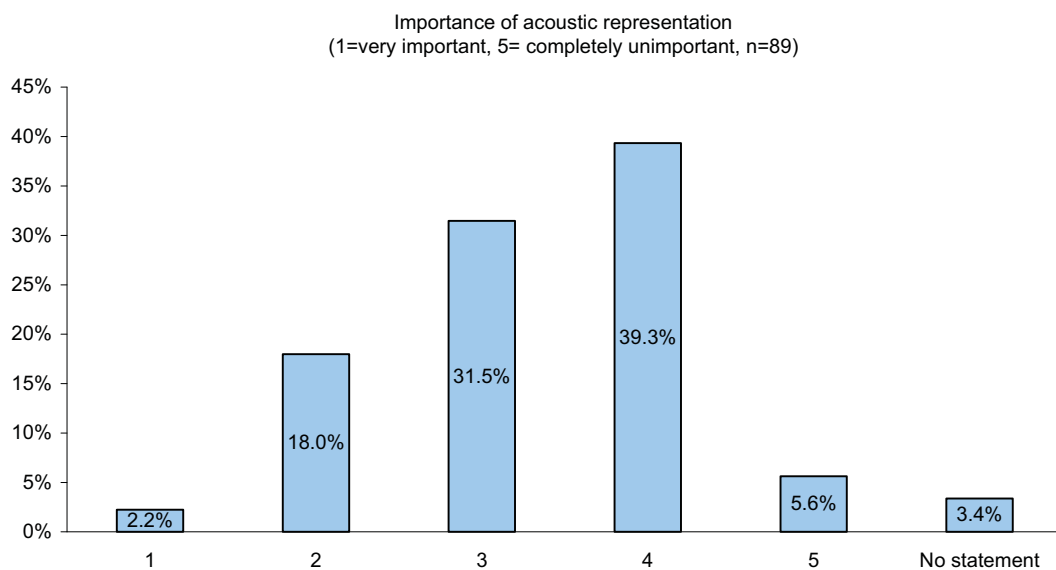
Figure 47: Significance of acoustic representation
Source: Attachment 2, p. A-10

The acoustic characteristics were also of interest concerning the empirical research of this thesis, and the participants were asked to rate the importance of acoustic elements within advertainment solutions (figure 47). The fact that most people consider the visual senses as more essential than acoustic ones is reflected by the survey results. Compared

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[278] See Blum, B. (1995), pp. 118.
[279] See Blum, B. (1995), p. 30.

to about 45% of the marketing experts who believe that acoustic elements are at least unimportant, only 20% stress the importance of this advertainment characteristic.[280]

3.2.5 Advertainment functions

The following section describes the range of functions that an advertainment application is able to perform and analyses them from different perspectives. The degree of interactivity depicts the possible parameters the recipient is able to manipulate during the time he utilises the advertainment solution. A wide range of controls indicates the different channels the recipient can use in order to maintain a continuous dialogue with the communication instrument. Aspects such as the complexity and the usability of advertainment solutions describe the ease of understanding and control the application requires, and also the requirements for the recipient's profile to communicate with the application. Multi-user capabilities of an advertainment application allow several recipients to participate in the same advertainment solution and to interact with each other, for instance, in a cooperative or competitive way. Hence different possible constellations for the implementation of this multi-user capability within the application exist. Another function for the information sender is the possibility of acquiring relevant data about the recipient, his possible new customer.

3.2.5.1 Degree of interactivity

The term interactivity mapped on an advertainment solution describes the possibilities given to the recipient to influence the flow of the application.[281] Interpreted interactivity can be depicted as a continuum that ranges from not interactive to highly interactive. Communication media can be placed within this continuum, with broadcast TV as one of the extreme values (not interactive and also called linear) and face-to-face communication as the most interactive. Depending on their designs, advertainment solutions are located somewhere between those extreme points due to their capability to establish a dialogue with the recipient requiring continuous input via different devices from him. This input in turn leads to the creation of new situations which again require input information concerning the further continuation of the dialogue.[282] Although most of the advertainment content is interactive and follows a non-linear path, some linear scenes

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[280] See Attachment 2, p. A-10.
[281] See Badgett, T./ Sandler, C. (1994), p. 448.
[282] See Tannenbaum, R. S. (1998), pp. 286.

can still be integrated, for instance, in order to explain the controls or show scenes that are relevant for the continuation of the game.[283]

Within the communication process between the advertainment application and the recipient, different aspects determine interactivity. The communication process features a mutual discourse, control of both parties over the advertainment content and the exchange of roles as a sender and receiver of information.[284] Mutual discourse in this context illustrates that the communication process relies on previous actions undertaken during the utilisation of the advertainment application. The evolvement of the action strand depends on the incidents that have incurred chronologically before. In this context, the actual development of the advertainment content is manipulated by both parties of the communication process. This illustrates the aspect of control mentioned above. Also, both sides have the ability to switch their roles from the information receiver to the sender. While the recipient sends his control input to the advertainment application he will be confronted with new constellations of the advertainment content requesting new input from him.[285]
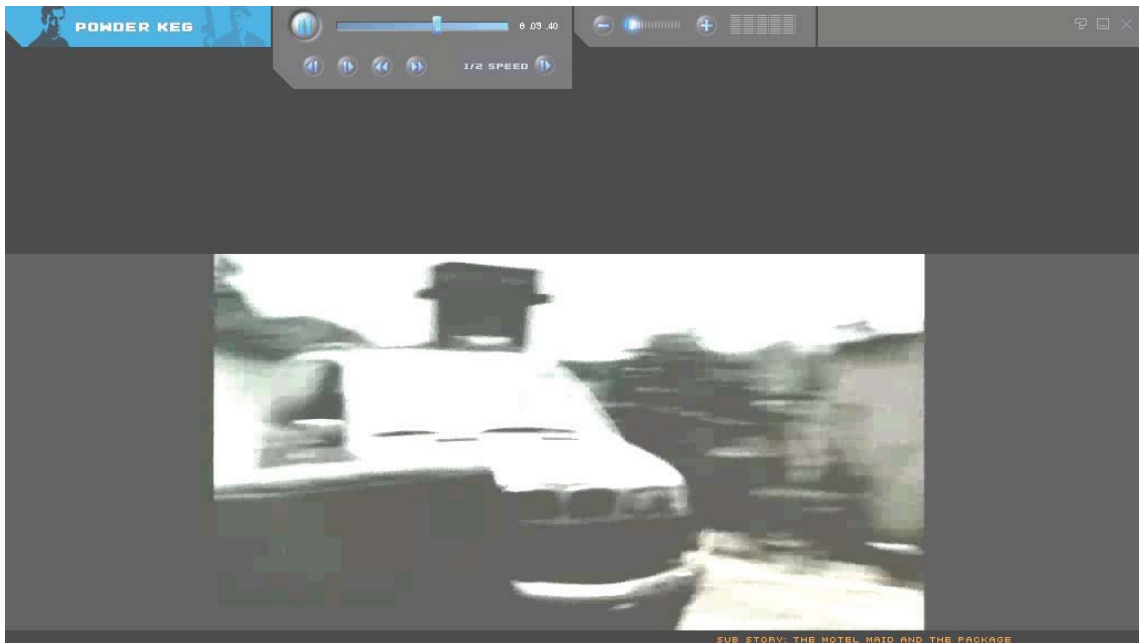
Figure 48: Powder keg
Source: BMWfilms (2002)

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[283] See Luther, A. C. (1994), pp. 4.
[284] See Williams, F./ Rice, R. E./ Rogers, E. M. (1988), p. 10.
[285] See Tannenbaum, R. S. (1998), pp. 287.

Three different levels classify the degree of interactivity concerning advertainment solutions and are illustrated by means of advertainment examples that are analysed from the perspective described above. The first level of interactivity puts the recipient into a position where he is confronted with audio-visual elements that he can barely take control of. He consumes advertainment content passively most of the time, as in the case of the appealing BMW films that were produced by well-known directors and exclusively distributed via the internet. Occasionally during the presentation the recipient is given the chance to get background information, but cannot manipulate the development or the outcome of the advertainment content, thus indicating that only moderate interactivity is provided.[286]

The second level of interactivity allows the recipient to select from a range of audio-visual elements, thus manipulating the development of the advertainment solution and taking on the role of the information sender a few times, although constant input from the recipient is not required. This medium degree of interactivity is found in the advertainment solution "Tatortquiz" which was produced by the advertisement agency Adgame-wonderland for the German TV broadcaster Erstes Deutsches Fernsehen.

Figure 49: Tatortquiz – Erstes Deutsches Fernsehen
Source: Adgame Wonderland (2002a)

This advertainment solution consists of a small linear introduction sequence which has the purpose of creating the right atmosphere for the following game objectives. In the main section, the recipient has to answer one question for each of the 6 categories which deal with the characteristics of a TV series during a certain time period. For each question he is given three alternatives from which he can choose, which places this advertainment solution in the thinking genre. Depending on the number of correct answers

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[286] See BMWfilms (2002).

given, the recipient is rated for his results by the application.[287] The interaction that takes place between the recipient and the advertainment solution is restricted to simple mouse points and clicks on the correct or possibly wrong answer. The main instances of input in the application are six questions which require in turn six correct inputs from the recipient, underlining the moderate possibility of changing roles in this dialogue.

Figure 50: Mazda sky racer impulse
Source: 3D Groove (2002a)

The third level of interactivity is characterised by the generation of a virtual environment comprising sophisticated audio-visual elements that can be manipulated in a continuous dialogue by the recipient. This type of advertainment solution, which comes quite close to usual commercial videogames, is, for instance, the "Mazda Sky Racer Impulse" which is a simulation of fictitious Mazda vehicles in the future. This advertainment solution offers a sophisticated audio-visual representation and a detailed start menu with different icons the recipient can choose from. For instance, the recipient can manage the setup menu that allows for setting the screen size and graphic details, as well as toggling music and sound effects. Moreover, the credits for the advertainment production can be called up, a detailed instruction manual viewed and high-scores submitted to a central database on the internet. Right from the beginning, the recipient is involved into a continuous dialogue with the application, switching his role from the information receiver to sender permanently. Before the actual simulation the recipient

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[287] See Adgame Wonderland (2002a).

chooses from three different vehicles and two racing tracks, underlining the degree of freedom for controlling the advertainment content and the proceeding of the gameplay. Within the core application he takes control of his futuristic Mazda vehicle by speeding-up and braking, while steering it safely through the track. All the graphics are 3D-models that are vector-based, shaded, textured and feature special light effects. This 3D-environment enables the recipient to have a high degree of freedom and interactivity throughout the whole advertainment solution.[288]

Importance of interactivity
(1=very important, 5= completely unimportant, n=89)
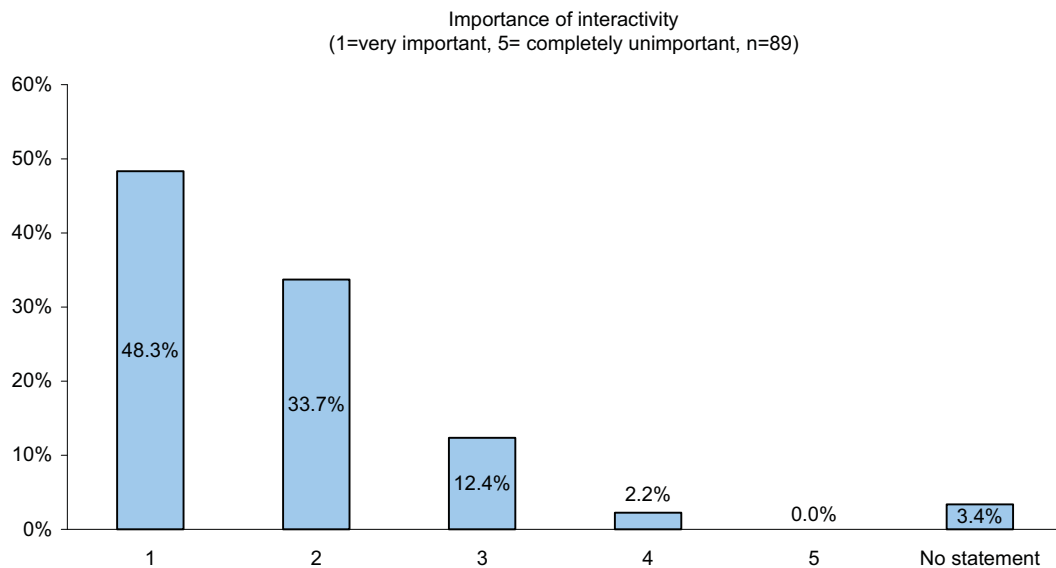
Figure 51: Significance of interactivity for advertainment solutions
Source: Attachment 2, p. A-10

Referring to advertainment solutions in the light of interactivity marketing experts in the German company landscape were asked to rate the importance of interactivity as an advertainment characteristic on a scale from 1 (very important) to 5 (completely unimportant). As can be seen in Figure 51 at least 82% of the companies agree that interactivity is a very important element of advertainment solutions, with about 48% classifying it as very important.[289] Consequently, advertainment solutions offered should involve the recipient deeply in the course of the game by providing a high level of interactivity and not restricting him to a passive viewer.

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[288] See 3D Groove (2002).
[289] See Attachment 2, p. A-10.

3.2.5.2 Complexity and usability

The term complexity is commonly used in conversations and dictionary definitions reveal its multi-layered character.[290] Complexity can be found in both the content of the advertainment solution as well as the usability, in terms of control. For instance, the complexity of the storyline is mainly determined by the different strands integrated into a certain genre and how they are interwoven with each other. These different strands can also be arranged non-chronologically, increasing the complexity again and making it more demanding for the recipient to follow. Complexity is also expressed in the number and difficulty of game objectives and the subdivision of these, resulting in different tasks the recipient is confronted with. These different tasks also have direct implications for the controls of the advertainment solutions requiring the learning of additional control information for the recipient. Generally speaking, the overall complexity of the advertainment solution can be determined by the physical and intellectual skills required and the timeframe needed to learn the advertainment solution.[291]
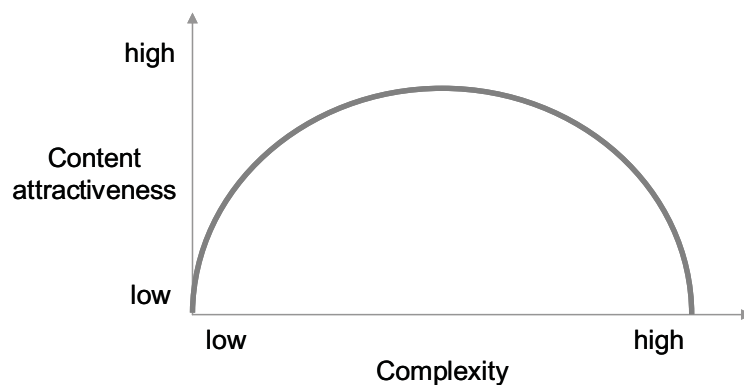
Figure 52: Complexity and content attractiveness
Source: Own illustration

It can be assumed that a relationship between the complexity of an advertainment solution and the content attractiveness exists. If the recipient is confronted with a low level of complexity of the advertainment solution he will soon be bored due to the fact that his potential is not challenged at all. A high degree of complexity overstrains the recipient and results in short-time exposure to the advertainment solution. In this case the recipient is not able to follow the storyline and/ or to cope with the controls of the application which leads to an interruption of the previously established dialogue. Consequently

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[290] See Langenscheidt (2002).
[291] See Pressman, R. S. (1997), p. 94.

there must be an optimal complexity for each recipient which supports high content attractiveness, as well as an optimal complexity for the whole target group.

As regards complexity, an application should follow guidelines for usability which describe "the extent to which it supports the potential for people … to understand it, to learn, and make changes."[292] Ensuring a high level of usability by observing the patterns of interaction between the recipient and the advertainment solution has become crucial in terms of making complexity manageable and avoiding making these communication instruments incomplete.[293] For these purposes, the recipient should be the focus of attention when considering usability. This recipient-centred approach follows the philosophy that the design has to fit the recipient, instead of making the user fit the design.[294] For instance, complexity concerning the controls of an advertainment solution can be overcome if the controls are derived from concepts which are drawn from the recipient's experience, which are consistent, and which offer user guidance.[295]

How complex should the content of advertainment solutions be? (n=89)
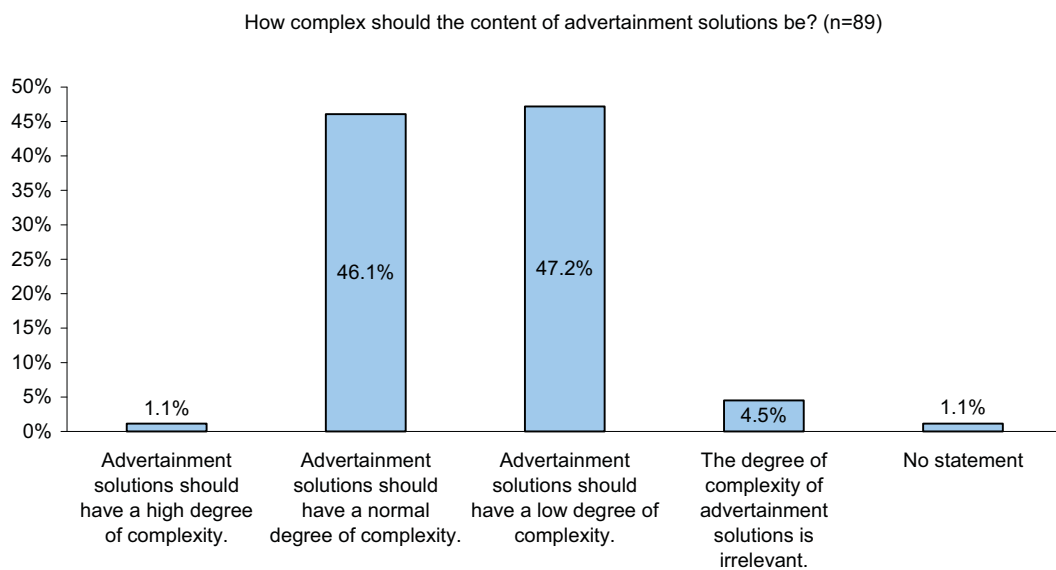
Figure 53: Significance of complexity for advertainment solutions
Source: Attachment 2, p. A-14

The topic complexity was also covered in the Advertainment Survey 2002 and marketing experts were asked which degree of complexity they would recommend for advertainment solutions (figure 53). A high degree of complexity for advertainment solutions

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[292] Adler, P. S./ Winograd, T. (1992), p. 7.
[293] See Kukla, C. D. et al. (1992), p. 46; Oppermann, R. (1997), p. 60.
[294] See Rubin, J. (1994), p. 10.
[295] See Sommerville, I. (1995), p. 322.

was only a recommendable choice for 1.1% of the marketing experts. The remaining percentages were almost equally divided between the other main answers, with 46.1% supporting a normal and 47.2% a low degree of complexity in advertainment applications. Another 4.5% consider the complexity degree as irrelevant whereas 1.1% have no opinion concerning this matter.[296] It can be established that the surveyed companies would rather prefer less complex advertainment solutions. In all probability, the rationale for this may be to provide the recipient with sufficient situations from which he can derive a feeling of achievement.

3.2.5.3 Multi-user-capability

The term "multi-user" describes the ability of a system to be utilised by more than one person at the same time.[297] Concerning advertainment solutions, the multi-user capability describes not only parallel utilisation which is obviously a prerequisite for an internet communication instrument, but also the combined interaction of several recipients with each other. The predecessor of this was the so called MUD which is an abbreviation for multi-user dimension.[298] These are online games that allow interaction between several users that are represented by an alias in a virtual environment. This form of entertainment enjoys great popularity due to decreasing telephone costs and the possibility to interact with human characters that are more challenging than the foreseeable pre-programmed behaviour of computer characters.[299] Thus the integration of additional protagonists that are controlled by other human beings is in harmony with the purpose of increasing the attractiveness of the advertainment solution and, as a result, the length of exposure to the advertising information.

Three different perspectives for the integrated analysis of the multi-user capability are appropriate in order to provide a holistic understanding of the subject matter. The multi-user location gives information about the position of the recipient, which can be on the site if other recipients are sharing the same interface for the advertainment solution. Furthermore the recipients' devices, which are physically located in the same place, can be linked by a local area network (LAN).[300] The geographic position of the devices is gen-

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[296] See Attachment 2, p. A-14.
[297] See Encyclopaedia Brittanica (2002a); EDVinfo (2002).
[298] See E-Commerce-Berater (2002b); MUD (2002).
[299] See Gründel, N. (2000).
[300] See Networds (2002).

erally of no importance due to the technological infrastructure of the internet that enables several recipients to interact together, although they may be spread around the world.
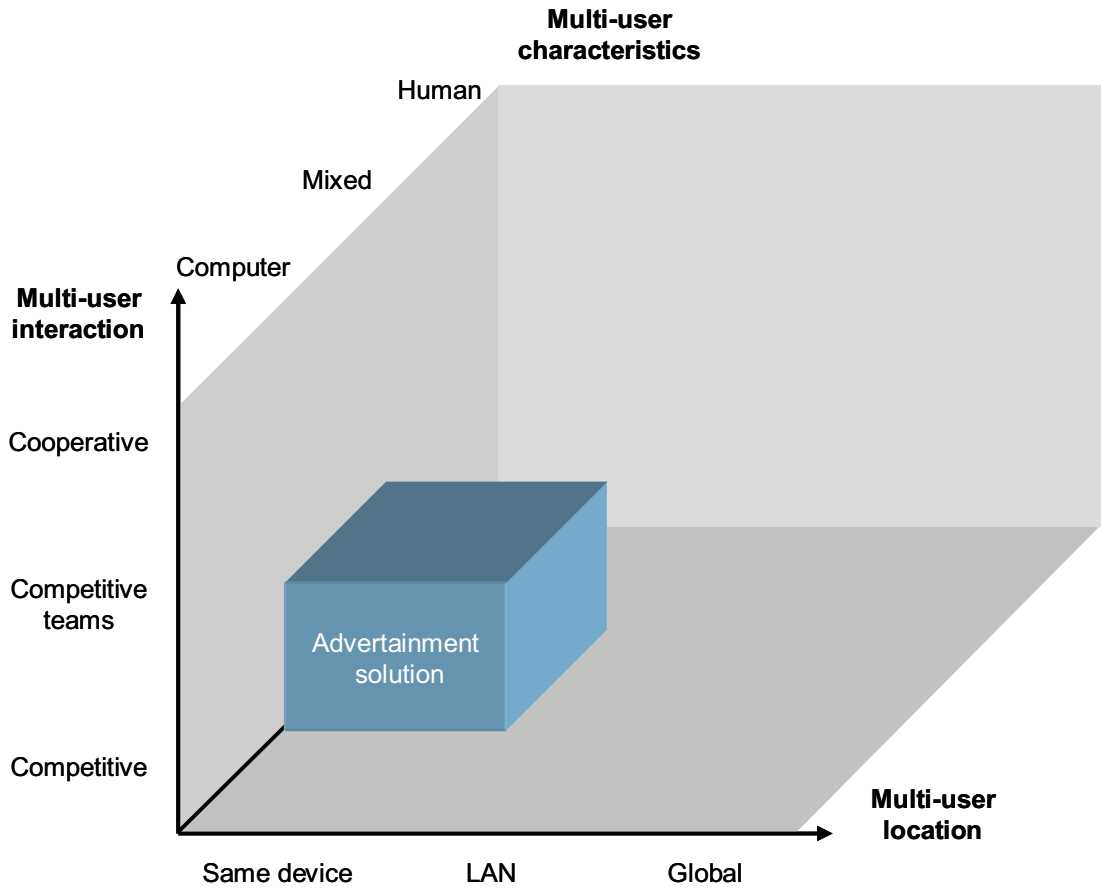
Figure 54: Multi-user capability
Source: Own illustration

Furthermore, this interaction can take place in different forms that define the roles of each recipient. Competitive interaction describes the interaction between protagonists of an advertainment solution as competitors that challenge each other. The cooperative mode represents the opposite relation, making the recipients pursue the game objective together. A mixture of these two forms is also possible, allowing for the formation of teams that compete against each other. Furthermore, the participants in a multi-user advertainment solution can be completely human or software controlled but are commonly a combination of both. The option of integrating multi-user capabilities into advertainment solutions did not attract much interest from the perspective of the marketing experts, as it is depicted by the bar charts below. Only 13.4% consider multi-user capabilities of the application as important or very important, while, in contrast, 53.9% are of

the opinion that this aspect is at least unimportant.[301] However, in particular with regard to viral marketing, this function will become established in future advertainment solutions.[302]

Importance of multi-user capability in advertainment solutions
(1=very important, 5= completely unimportant, n=89)
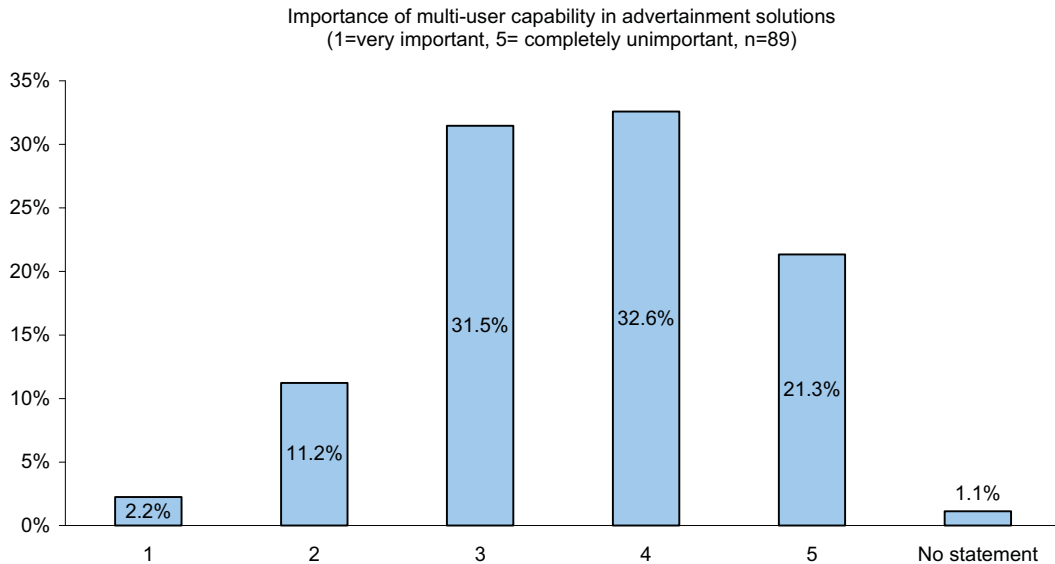
Figure 55: Significance of multi-user capability
Source: Attachment 2, p. A-15

3.2.5.4 Recipient data acquisition

"What we really need … is more information about the customer to help us decide whether a customer is a good prospect who should be targeted with further communications."[303] Data insight supports companies in running their marketing operations and also founds the basis for the development of marketing strategies in order to build better customer relationships.[304] The whole concept of recipient data acquisition also comprises the analysis and the utilisation of this information for marketing purposes and is seen as "…a fundamental requirement for a profitable e-business."[305] This judgement is also shared by the participants in the Advertainment Survey 2002 which highlights the importance of recipient data collection. Approximately 61% of them regard recipient data collection as important or very important. A minority of sceptics rates this aspect as (completely) unimportant with 12.4%.[306] As an outcome of this question it can be estab-

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[301] See Attachment 2, p. A-15.
[302] See Kowalczyk, S. (2002), pp. 28.
[303] Chaffey, D. (2002), pp. 333.
[304] See Whyte, B. (2001), p. 185; Korper, S./ Ellis, J. (2001), pp. 22.
[305] Kourdi, J. (2001), p. 77.
[306] See Attachment 2, p. A-16.

lished with certainty that marketing experts in the German company landscape are aware of the benefits new technology is providing for them.

Importance of recipient data collection within advertainment solutions
(1=very important, 5=completely unimportant, n=89)
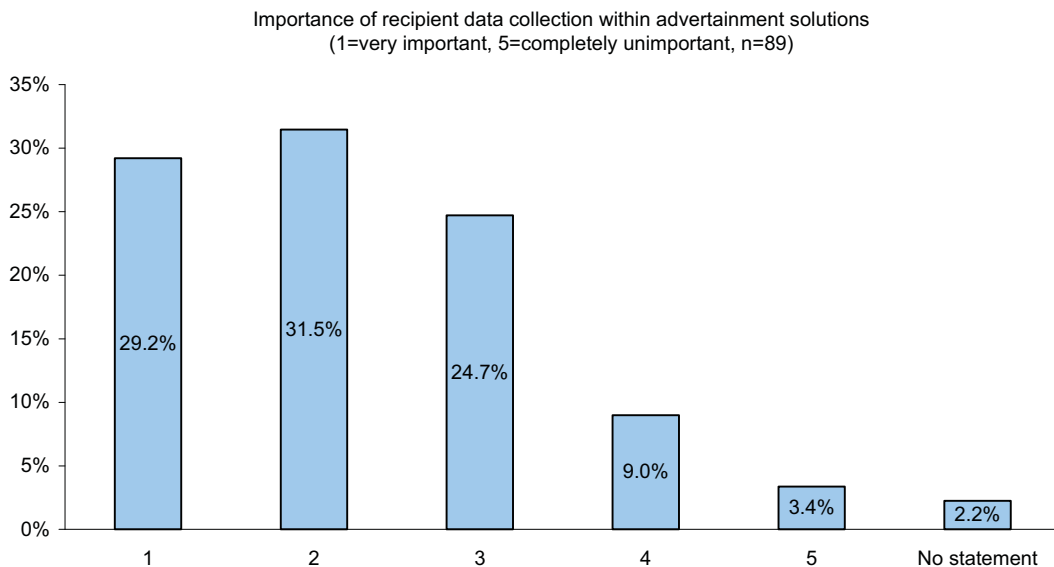
Figure 56: Significance of recipient data collection
Source: Attachment 2, p. A-16

Depending on the technological medium utilised for an advertainment solution the possibilities for recipient data collection vary. For instance, a common way of collecting information about the customer is the placement of small files called "cookies" on the user's hard disc. These log-files store information concerning, for instance, his identification, previous websites he visited or items he ordered.[307] In this context information that is generally of interest from the company's perspective could be:

> ➢ Where the individual browses on the website
> ➢ Which websites he had visited before
> ➢ What the visitor has bought on the site
> ➢ The history of his purchases
> ➢ All demographic data that is related to the visitor

In order to obtain the information required a decision on the relevant metrics should be made and critical recipient data should be identified and prioritised. Within the bounds of the Advertainment Survey 2002, key data was analysed with regard to its importance

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[307] See Chen, S. (2001), p. 116.

for marketing experts (figure 9). The purpose was to identify relevant data that should be obtained with the help of advertainment solutions.

Criteria	Important/ very important (n=89)	Rank
E-mail-address	79.8%	1
Name and address	73.0%	2
Date of birth	50.6%	3
Occupation	42.7%	4
Utilisation frequency of advertainment solutions	38.2%	5
Utilisation period of advertainment solutions	37.1%	6
Telephone number (fixed line/ mobile)	33.7%	7
Pc/ internet utilisation	32.6%	8
Hobbies/ interests	27.0%	9
Marital status	24.7%	10
Household size	23.6%	11
Education	21.3%	12
Language ability	11.2%	13

Table 9: Recipient data - positive ranking
Source: Attachment 2, p. A-16

Different types of user data were given to the experts, who were asked to rate their significance from absolutely important to completely unimportant. Percentages in the category important and absolutely important were added up and then ranked. The result is that, with reference to advertainment solutions, e-mail-address, name and address, and date of birth were the most important pieces of information about recipients to be collected by advertainment solutions. This was followed by aspects such as occupation and frequency of advertainment utilisation.

Criteria	Unimportant/ completely unimportant (n=89)	Rank
Language ability	52.8%	1
Household size	40.4%	2
Education	37.1%	3
Hobbies/ interests	37.1%	3
Marital status	33.7%	5
Telephone number (fixed line /mobile)	29.2%	6
Utilisation frequency of internet advertising games	27.0%	7
Utilisation period of internet advertising games	24.7%	8
Pc/ internet utilisation	23.6%	9
Date of birth	18.0%	10
Occupation	18.0%	10
Name and address	11.2%	12
E-mail-address	5.6%	13

Table 10: Recipient data - negative ranking
Source: Attachment 2, p. A-16

But also the other end of the scale was ranked in respect of the (completely) unimportant user data and showed the following results (figure 10). The first position in this ranking is taken by the language abilities of the user, surprisingly followed by household size, education and hobbies/ interests which intuitively seem worthwhile details for

marketing purposes. Also, data such as the marital status and telephone numbers of the recipient were not at the centre of attention.[308]
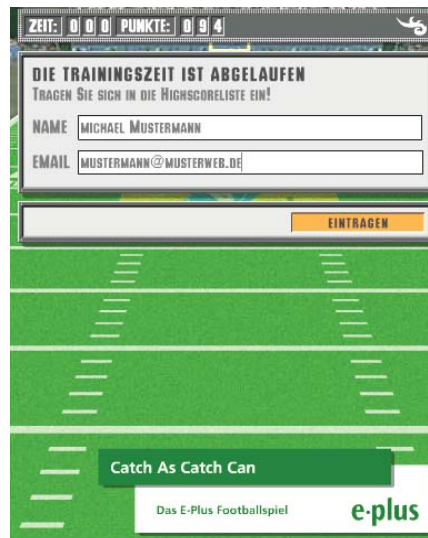
Figure 57: Recipient data collection
Source: Adgame Wonderland (2002b)

In order to obtain the required information, sophisticated means for the data collection have to be defined which can be simple forms, pull down-menus or competitions that focus on current and accurate data that should subsequently be stored in a single data-base. Figure 57 shows an advertainment solution that was produced for e-plus, a German telecommunication company, and provided via the internet. After successfully passing through the whole internet advertising game the recipient is congratulated on his score and is requested to enter his name and e-mail address into the data-entry-field.[309] What is even more important than registering the recipient in the high score list is the fact that the recipient turns from an anonymous person into an addressable communication partner.

3.2.6 Technological representation of advertainment

3.2.6.1 Online and offline availability

The analysis of the advertainment subject requires the inclusion of some basic technical knowledge. When companies decide to utilise advertainment solutions as a communication instrument they have a choice between two basic methods of providing the recipient with the application. The decision between these advertainment types rests on the

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[308] See Attachment 2, p. A-16.
[309] See Adgame Wonderland (2002b).

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question of whether application logic is located on the technological device of the company or the recipient. Advertainment agencies offer their clients a broad variety of different solutions that are divided into offline or online applications. If the advertainment solution is provided only via a data connection, the application logic can be operated on the server of the company. Online availability restricts the recipient to interacting with the communication instrument only when he is connected to another technological device via a network which is commonly an internet connection. A data connection which forms the infrastructure for the data transfer between the information sender and receiver is an essential prerequisite for online advertainment solutions.
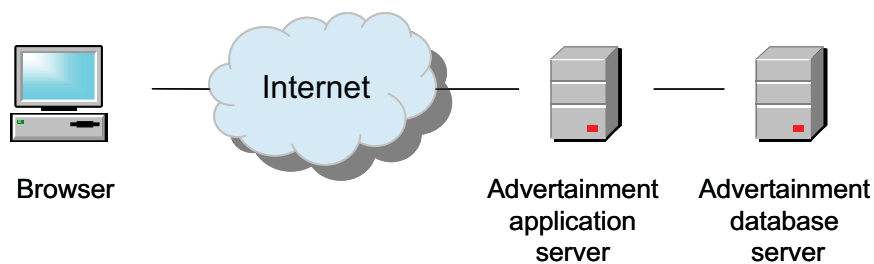
Figure 58: Advertainment online availability
Source: Own illustration

Figure 58 shows a schematic illustration of an advertainment solution that is available via an internet connection and depicts what is known as a client-server architecture.[310] A server is a computer that operates special software hosting in this case the advertainment application, and that can be accessed by client software.[311] Data storage can take place predominantly on the server while the recipient's computer is limited to, for example, to the saving of cookies which help to identify the personal data stored on the advertainment database server. The application logic is located on the advertainment application server, whereas the display of the advertainment solution is to be found on the recipient's side via his browser.[312] The browser is the graphic user interface that is designed to communicate with a server but also allows for the integration of certain plug-ins, applications that allow for extensions of the browser's functions.[313] A browser also enables certain operations and some minor local processing in the recipient's system.[314]

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[310] See Frost, A. (1997), pp. 75.
[311] See Whittaker, J. (2000), p. 13.
[312] See Chaffey, D. (2002), pp. 433; Chong, Y. Y. 2001, p. 116.
[313] See Whittaker, J. (2000), pp. 16; Cunningham, P./ Fröschl, F. (1999), p. 84.
[314] See Leinbach, T. R./ Brunn, S. D. (2001), p. 71.

Contrary to online availability, offline availability allows for the stand-alone operation of the advertainment application after its has been stored on the technological device of the recipient. In this case, the application logic is located on the recipient's system. After an initial transfer of the necessary data which requires either the download of the data via the internet or the physical provision through an advertainment medium, the recipient is able to initialise the communicative interaction whenever he wants. Due to their technical character, the CD-ROM or the floppy disc are in most cases predefined to make advertainment solutions offline available. This type of advertainment media can be sent through direct mailing to the recipient or distributed at fairs or exhibitions.[315] Depending on the medium chosen for the advertainment solution certain restrictions and opportunities exist.[316]

3.2.6.2 Data amount

The amount of data required by an advertainment application is dependant on both the technical restrictions of the advertainment medium, as well as on the online and offline availability. Obviously, an advertainment solution provided on a CD-ROM can be much more voluminous compared to a single floppy disc due to the higher amount of storage space. The data amount of an advertainment solution is also not an issue when it is made available offline, because of the fact that all data necessary for establishing a dialogue with the recipient is already located on the technological device utilised to run the advertainment application. However, the data amount of an application requires reconsideration in case it is made available online, due to the relationship between the advertainment volume and the downloading times of the data. A quotation from Nielsen illustrates strikingly the importance of limiting an application's data amount in the context of online-availability: "Every … usability study I have conducted since 1994 has shown the same thing: Users beg us to speed up … downloads."[317] As depicted in the previous paragraph, downloading times occur either only once, while obtaining the advertainment application or permanently, if the application logic is running on an application server. In the latter case, response times become crucial for an attractive advertainment experience. Fast response times have become an important design criterion when making content available online. Response times of a tenth second give the recipient the im-

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[315] See Meffert, H. (2000), pp. 749.
[316] See section 3.2.3.
[317] Nielsen, J. (2000), p. 42.

pression that the software is reacting instantaneously. Response times between this and a second preserve the recipient's train of thought although he does miss the feeling of operating the application directly. If the recipient is kept waiting for a response for more than 10 seconds, the focus on the dialogue gets lost and the recipient will turn to different tasks.[318] This fact is underpinned by a citation from a study concerning the recipient's behaviour towards downloading time. "As one user said, 'My patience depends on the value of information.' We rarely saw these people wait, however."[319] The capacity of a connection for data transfer is basically measured in bits per second (bps) and is also described with the term bandwidth. The bandwidth of a connection refers to the number of bits that can pass a given a point over a second, and determines the recipient's connection speed and also his waiting time.[320] Waiting times during data transfer can be related to several different factors:[321]

➢ The throughput of the server may be insufficient, due to the rapidly increasing traffic

➢ The server's connection to the internet may not be fast enough, and upgrading may have been postponed in order to limit expenses

➢ Bottlenecks in the internet, especially cross-continent connections during peak hours

➢ The recipient's connection speed is in most cases limited to a common 56Kbps modem[322] connection

➢ More seldom, the operating speed of the recipient's computer hardware may be low, especially during more complex calculations

As a rule of thumb, there tends to be a positive correlation between audio-visually attractive content and the data amount of an advertainment solution. In turn, this data volume can then be characterised as "bandwidth intensive", leading to a typical dilemma when dealing with online advertainment solutions. In order to draw the recipient's attention, the advertainment solution must be audio-visually appealing, without metaphori-

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[318] See Nielsen, J. (2000), pp. 42.
[319] Spool, J. M. et al. (1999), p. 88.
[320] See Morley, J./ Gelber, S. (1996), p. 7.
[321] See Nielsen, J. (2000), pp. 45.
[322] The term modem is derived from modulator/ demodulator describing the process of converting a series of digital information into analogue signals and vice versa in order to use, for instance, a conventional telephone line for data transfer, see Stallings, W. (1997), pp. 52; Goldsborough, R. (1994), pp. 279.

cally speaking "choking the pipe" with large files resulting in unacceptable waiting time, which makes it more likely to scotch the interaction.[323] The data amount of an advertainment solution varies between approximately 50 KB[324] and around 5 MB,[325] depending on the complexity and audiovisual appearance. Generally, 56 Kbps[326] modems that are nowadays in private use allow for downloading at a maximum of approximately 7 KB a second[327] which in practice varies around 4 KB a second, leading to variable download times for the data amounts as mentioned above. Calculating the download times under practical constellations for both examples discussed, results in approximate waiting times of between 12 seconds and 20 minutes.

3.2.6.3 Software basis

Generally, when speaking about the software basis of an advertainment solution it should be kept in mind that "programming language technology is moving so quickly that any attempt to forecast the direction of the technology for long periods is doomed to failure…"[328] Most advertainment solutions that can be displayed with a internet browser are either designed on the basis of the Java programming language or using Shockwave-Flash for the generation of small and quickly downloadable files.

Java is a programming language that was developed by the company Sun Microsystems[329] and is based on the programming language "C++". It belongs to a group of high-level languages which use statements that are based on almost everyday English language, alleviating the programmers work compared to programming languages such as assembly or machine languages. Compilers are used in order to translate Java in machine language which comprises only numerical strings. As an alternative, interpreter programmes can also be utilised to execute high-level languages directly, but these result in a slower performance than compiled programs.[330] Furthermore, Java is an object-oriented language which defines reusable software components as objects that can be combined like modules, enabling software programmers to be more productive and efficient.[331] "Java is now used to create Web pages with dynamic interactive content, to en-

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[323] See Neely, M./ Kreitmeier, S. (2000), p. 110.
[324] See Adgame Wonderland (2002c).
[325] See Multimedias (2002).
[326] See Encyclopaedia Brittanica (2002c); PC Webopedia (2002).
[327] See Encyclopaedia Brittanica (2002b).
[328] Deitel, H. M./ Deitel, P. J./ Nieto, T. R. (2000), p. 17.
[329] See Sun (2002).
[330] See Deitel, H. M./ Deitel, P. J./ Nieto, T. R. (2000), pp. 5.
[331] See Armstrong, E. (2002), pp. xxxix.

hance the functionality of Web servers (the computers that provide the content we see in our Web browsers), to provide applications for consumer devices (such as cell phones, pagers and personal digital assistants), and much more."[332] Java runs on a wide variety of machine architectures, while the program code remains valid in the long term, which is a prerequisite for the success of a programming language that is distributed on a diverse network such as the internet. Java's portability is based on the Java virtual machine which is a software programme describing the specifications of a virtual computer system and has already been implemented on major platforms.[333]

Java can be embedded into web pages, allowing for the sort of dynamic and interactive content necessary for advertainment solutions. Since Java is a machine-independent programming language, it will run and can be executed on any internet browser, regardless of which hardware specifications the recipient has at his disposal. The also called java-applets[334] are downloaded on command from a network server and enable recipient interaction that varies between simple drawings and sounds to more complex interactive elements which are both flexible and extendable. "Java … provides extensive multimedia facilities that will enable … developing powerful multimedia applications immediately."[335]

Figure 59: Software based on the Java programming language
Source: Majinwar (2002)

But with the possibilities of presenting audio-visually attractive content via the internet comes the demanding programming of Java that can be justified by the fact that every-

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[332] Deitel, H. M./ Deitel, P. J./ Nieto, T. R. (2000), pp. 17.
[333] See Armstrong, E. (2002), pp. xxxvii; Java (2002); Whittaker, J. (2000), pp. 63.
[334] See Deitel, H. M./ Deitel, P. J. (1999), pp. 77.
[335] Deitel, H. M./ Deitel, P. J. (1999), p. 776.

one who has a browser installed can potentially be part of a large recipient base.[336] This wide acceptance of Java also resulted from the early publishing of the software specifications and easy procedure of licensing to vendors under the condition they ensured that the portability would not be compromised. The intensive promotion and documentation of Java through Sun's financial and administrative efforts led to the rapid acceptance of the software by major operating system vendors and also developers who made Java suitable for audio-visually attractive advertainment solutions.[337] Common internet browsers such as Microsoft's Internet Explorer or the Netscape Navigator feature built-in capabilities for executing Java applets.[338]

Percent of browsers
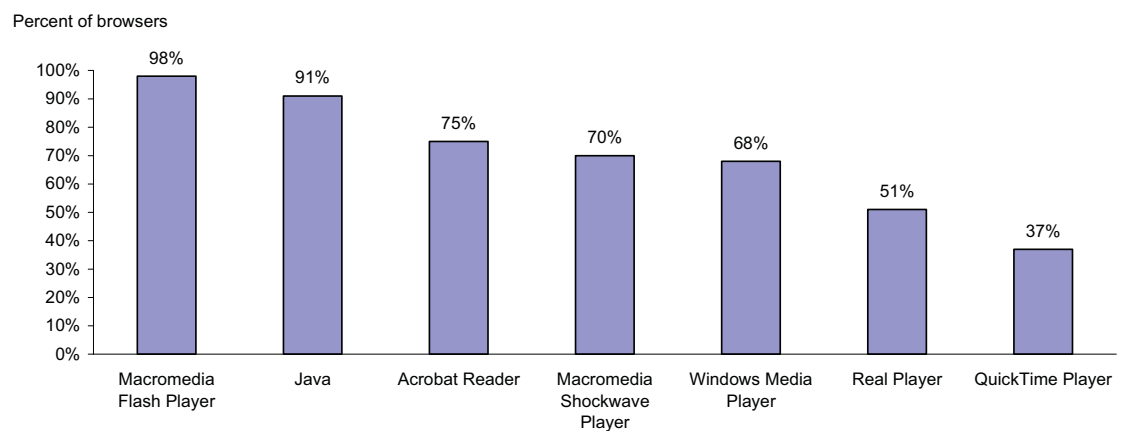
Figure 60: Player penetration
Source: Macromedia (2002a)

According to a survey conducted in March 2002 by NPD Online Worldwide 91% of browsers utilised in the US can view content produced with Java.[339] In particular, Java class libraries which represent a collection of software pieces that avoid the redundant programming of common programme elements are available on a large scale. Due to its suitability for combining sophisticated audio-visual elements with an appropriate user interface even for complex controls, impressive results are achievable, as can be seen in figure 59.[340] "Java holds the promise of caffeinating the Web, supercharging it with interactive games and animation and thousands of application programs nobody's even

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[336] See Ford, A./ Dixon, T. (1996), pp. 203.
[337] See Armstrong, E. (2002), pp. xlvii.
[338] See Clemente, P. C. (1997), p. 33.
[339] See Macromedia (2002a).
[340] For a tutorial explaining how to code an entertainment application with Java, refer to Armstrong, E. (2002), pp. 461.

thought of… producing programs that combine real-time interactivity with multimedia features…"[341]

In order to display sophisticated audio-visual elements as required for advertainment solutions, Shockwave-Flash from the company Macromedia is also utilised. "…they can choose to see a site with the bells and whistles of Shockwave…"[342] In order to categorise Shockwave and Flash, the two should first be compared. Whereas Flash creates lightweight web content such as design, animation and user interfaces, Shockwave produces more complex extensible content such as games or learning applications.[343] While Flash is supported by the current browser generation the Shockwave Player also integrates playback functions for Flash and is pre-installed on new PCs and Macintosh Computers.[344] Figure 60 shows that in March 2002, 98 percent of the utilised browsers were already Flash-enabled, and 70 percent Shockwave-enabled.[345] However, there is a certain overlap between the purposes that the two products are utilised for. Therefore, in this thesis, the term Shockwave-Flash is used to describe this software technology.

Figure 61: Stunt racer
Source: ForgeFX (2002a)

Since Macromedia acquired the application Future Splash, a vector-based drawing and animation tool producing small and therefore fast downloadable files, the developed application, Shockwave-Flash, has become the most successful plug-in on the internet. These files are created with Macromedia's software tool "Director". They can be com-

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[341] See Wired (2002).
[342] Figallo, C. (1998), p. 155.
[343] See Macromedia (2002b).
[344] See Macromedia (2002f).
[345] See Macromedia (2002a).

pressed and streamed, allowing for playback of the already downloaded data while still downloading the remainder. Also, files can be interlinked enabling the download of solely the necessary files.[346] Shockwave-Flash enhances web content with graphics, sound, animation and visual effects that go beyond the capabilities of conventional HTML[347] websites.[348]

Vector-based graphics are scaled to the recipient's actual screen size and, compared to bitmapped graphics, enable fast downloads due to small file sizes.[349] The advertisement example above is taken from the website of the agency ForgeFX and shows a three-dimensional mountain bike simulation. Compared to its appealing audiovisual presentation, the file size of 497 KB is small because of the vector graphics. However, as the consequence of this graphics method, mathematical calculations are performed on the recipient's computer, requiring fast hardware components to keep the game's progress fluent.[350]

Because of Macromedia's interest in achieving and maintaining a high penetration rate for their products, other software developers can license the development kits, providing the source code of the Flash Player and tools for creating files in the Flash format.[351] Moreover, web-publishers are allowed to license the Shockwave Player freely if distributed via the intranet, CD-ROM, or in combination with another application on the internet.[352] However, Macromedia's software-tools such as Director, needed for the creation of the respective content for the Shockwave-Flash-Player, has to be bought, explaining the underlying business model pursued by the strategy. Nevertheless, well-known licensing companies are willing to pay,[353] due to the fact that Shockwave-Flash is considered to be one of the most effective ways of enhancing the internet with sophisticated content such as advertainment solutions, while preserving short download times.[354]

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[346] See Whittaker, J. (2000), p. 66.
[347] Hypertext Markup Language is a programming language used for the design of common internet content that can be viewed with a browser-programme and allows for linking different internet pages, see Encyclopaedia Brittanica (2002d).
[348] See Macromedia (2002e).
[349] See Macromedia (2002c).
[350] See section 3.2.4.
[351] See Macromedia (2002d).
[352] See Macromedia (2002f).
[353] See Macromedia (2002g).
[354] See Whittaker, J. (2000), p. 67.

3.2.7 Organisational presentation of advertainment

Once the decision to develop an advertainment solution has been made and the respective marketing executives are committed, an appropriate organisation for the realisation of the advertainment solution should be considered. The increasing dynamic of the business environment results in diverse and persistently changing tasks and in the need for flexible organisational structures. A project organisation accommodates these recent trends and is suitable for tasks such as the development of an advertainment solution. A project organisation is characterised by:[355]

- ➢ A concrete objective that is predetermined and marks a definable end result for the project
- ➢ Complexity due to the vast amount of project tasks contributing to the project objectives
- ➢ A certain uniqueness due to its generally non-repetitive character. Even if the project is repeated it will differ somehow due to, for instance, the resources utilised or the location where it is carried out
- ➢ A certain risk concerning the realisation although it has been carefully planned previously
- ➢ Involvement of diverse positions from different functional areas
- ➢ A temporary structure which concentrates the project resources within a given start and end date and then redeploys them to their origin
- ➢ A life cycle which determines different project phases and their varying need for resources

In particular, innovative plans concerning a new communication instrument such as advertainment solutions require a project group that dedicates and concentrates its various skills on the realisation of the project objectives. This project group comprises temporarily the skilled staff as well as the required equipment for coordinating, planning and executing the project work. Scheduling in project organisations tends to be subdivided into several different completion phases which are distinct and separate from subsequent or parallel stages.[356] In order to organise the project management, three different options exist, ranging from external project management to internal project management

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[355] See Slack, N./ Chambers, S./ Johnston, R. (2001), pp. 515.
[356] See Brown, S. et al. (2000), p. 76.

and a mixture of both. In the first instance the planning, supervision and implementation of the project task remains in the hands of a group of individuals external to the company, such as consultants. In contrast, internal project management deploys only company internal staff for the advertainment project, while the hybrid form relies on both internal as well as external individuals. The decision is based on the availability of qualified staff, current cost and time pressure.[357] The question of how the project management should be set up is also a classic make-or-buy decision in which service provision comes from within the firm or is bought from external suppliers. Generally, companies tend to keep those services in-house which represent the core elements of their business. "An increasingly popular rationale for buying in services, for example, is that they are not 'core' to the operation's activity."[358] Furthermore, strategic considerations such as the importance of certain services for a company's future success are taken into account.[359] The quantifiable decision factors for this assessment apply for both goods and services such as advertainment development and integration, and are mainly based on financial aspects that evaluate whether costs are lower when specific project tasks are carried out within the company or when sourced from a supplier.[360]

Furthermore, a planned approach for deciding on the project management structure concerning the advertainment solution can also be determined. As an initial task, all relevant data should be collected as a basis for the project structure decision, and the project's objectives and possible issues should be defined. Subsequent to this, the necessary hardware and software elements should be summarised in a list. This basis can give information about the resulting requirements such as the skills required among the staff. After this, a dynamic cost model based on researched general assumptions can be generated in order to calculate different project constellations.[361] Generally some factors regarding the project organisation which are fundamental to its success can be identified. Due attention to these criteria as mentioned below will help to realise a successful advertainment project organisation, whether its structure is internal, external or hybrid:[362]

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[357] See Meffert, H. (2000), p. 1089.
[358] Slack, N./ Chambers, S./ Johnston, R. (2001), p. 429.
[359] See Hill, T. (1995), p. 218.
[360] See Warner, M. (1996), pp. 2632.
[361] See Warner, M. (1996), pp. 2635.
[362] See Slack, N./ Chambers, S./ Johnston, R. (2001), p. 518.

> ➢ Clearly defined objective representing the project's mission

> ➢ Capable project manager with the required interpersonal, technical and management skills

> ➢ Top management support communicating its commitment to all parties involved

> ➢ Capable project team members who have the required skills at each project phase and preserve the continuity which keeps the accumulated knowledge in the project team

> ➢ Adequate quantity and quality of resources in terms of money, staff et cetera

> ➢ Open communication channels allowing for fast information exchange regarding the project status and immediate feedback

> ➢ Control mechanisms that observe and detect project issues in early stages, triggering troubleshooting mechanisms if necessary

What kind of organisational solution would be most appropriate for the development of advertainment solutions? (n=89)
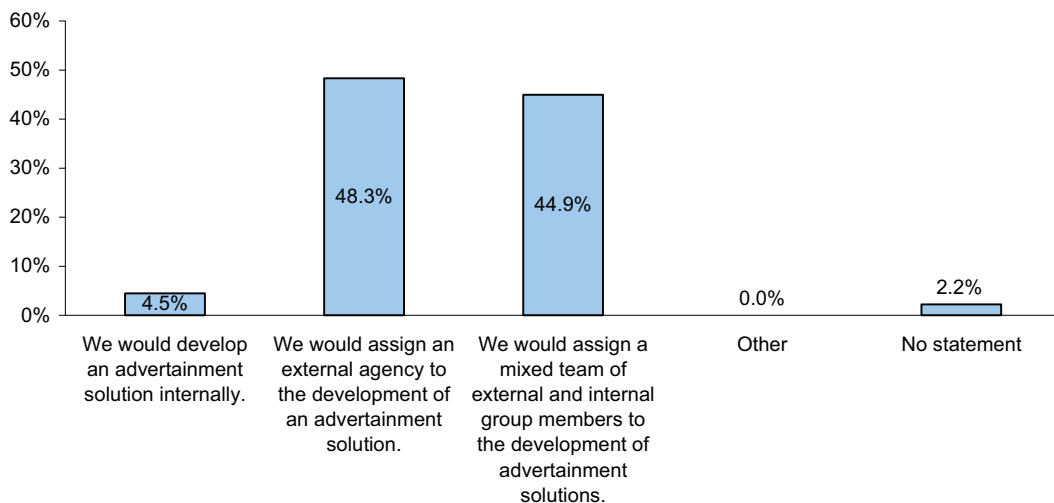
Figure 62: Organisational structure
Source: Attachment 2, p. A-13

Within the Advertainment Survey 2002 the surveyed marketing decision makers were asked how they would realise the development and implementation of an advertainment solution from an organisational perspective. The main result arising from this question was that only a small minority of 4.5% of the surveyed companies would undertake the development of internet advertising games by themselves internally. 48.3% would assign an external agency for the development of an advertainment solution. About 45% would rely on a mixed team comprising external and internal team members.[363] Con-

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[363] See Attachment 2, p. A-13.

cerning the organisational setting most companies would rely on external consulting services (figure 62).

3.2.8   Advertainment recipients

The purpose of the following paragraph is the identification of the segment that is most appropriate to be addressed with an advertainment solution. Therefore, the basic idea for segmentation is portrayed in the beginning and segmentation criteria explained. After this, possible segmentation variables for advertainment recipients are described and appropriate variables for segmentation purposes applied.

Market segmentation characterises a compromise between mass marketing, which assumes that every recipient can be treated in the same way, and the realisation that each person deserves an individual communicative effort. Traditional mass markets are currently facing a trend towards further diversification of the product/ service range, due to the progressive fragmentation of specific customer needs.[364] Market segmentation describes a process in which a market is divided into different clusters which can be characterised as segments. "This technique involves identifying groups…who share the similar…characteristics"[365]

Segmentation is connected with the evaluation of these segments regarding their attractiveness and with the use of a suitable marketing mix to address them.[366] Adequately sized segments allow for the development of an understanding of the recipient and answers to the questions of how, why and what individuals can be addressed. "A firm can elect to serve all possible customers or to focus on one or several specific segments…"[367] Companies that are competing in the same segment can also be assessed in terms of who they are and which segments they are focused on. In this context, segmentation can lead to less competitive communicative situations due to fewer companies focusing on the respective segments. Furthermore, resources can be allocated more effectively on a clearly defined group of recipients, thus maximising the effect of financial and personnel resources. Also, strategic marketing planning can be made more sophisticated and mapped onto the respective segments, allowing for more differentiation.[368]

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[364] See Schüring, H. (1992), p. 33.
[365] Dibb, S. et al. (2001), p. 205.
[366] See Kotler, P. et al. (1999), p. 379.
[367] Lambin, J.-J. (1997), p. 226.
[368] See Dibb, S. et al. (2001), p. 208; Kotler, P. et al. (1999), p. 381.

In order to perform an effective segmentation, the segments should meet the criteria of differential response, adequate size, measurability, and accessibility. Differential response refers to the sensitivity of a certain segment towards various communicative measures. The segmentation variable should be capable of generating segments that react differently to communication instruments. The difference of each segment's response to these instruments should be maximised by these variables while reaction dissimilarities within the segments should be minimised. Furthermore, the segmentation variables utilised should establish a sufficient base of potential recipients that can be addressed with advertainment solutions, thus justifying the utilisation of this communication instrument. Also, the size of the identified segments should be measurable, and therefore constitute an argument against the use of abstract segmentation variables. These abstract segmentation variables create difficulties insofar as it is not easy to find accurate information about the resulting segment size. Another criterion for segmentation variables can be described with the term accessibility. Accessibility refers to the ease of reaching a certain segment with a communication instrument.[369] If we apply the aforementioned criteria to potential segmentation variables, we are left with four generally accepted variables: geographic, demographic, psychographic, and behavioural segmentation variables.

In a narrower sense, the term geographic segmentation relates solely to nation states, regions, cities or the neighbourhood.[370] In a broader sense, geographic segmentation variables pay attention to the communicative needs of recipients who are affected by, for instance, a common climate, terrain, resources or population density.[371] The effects of such geographic factors make one group in a certain region differ from the other.[372] Specific knowledge about geographical regions provided by respective networks and institutions can form the basis for this type of segmentation.[373] A typical case where geographic segmentation comes into operation is the division of the world market. In the European area, nations such as Denmark, Norway, Sweden and Finland are grouped as Nordic countries, whereas Germany, Austria and part of Switzerland belong to the Germanic countries.[374] An example for geographic segmentation concerning internet advertising games could be, for instance, that advertainment solutions targeted at recipi-

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[369] See Lambin, J.-J. (1997), pp. 252.
[370] See Kotler, P. (2000), p. 263.
[371] See McDonald, M./ Dunbar, I. (1995), p. 56.
[372] See Dibb, S. et al. (2001), p. 216.
[373] See Wiedmann, K.-P./ Bergsiek, M./ Klee, A. (1998), pp. 31.
[374] See Lambin, J.-J. (1997), p. 260.

ents in Bavaria could take the typical pronunciation of the respective region into consideration. Furthermore, information concerning the population density can yield relevant data about the respective technological infrastructures such as the distribution of high-speed internet-connections. Also, lifestyle differences resulting from differences in the regional climate can cause people to pursue their social life outside rather than inside in front of a computer. These and other examples illustrate the significance of the geographic variables that could be considered when developing an advertainment solution.

Demographic segmentation is one of the most commonly-used methods and allows for a more effective segmentation of the advertainment target group.[375] Important demographic segmentation variables are gender, age, marital status, number and age of the children, income, occupation or education.[376] If two or more demographic variables are applied to a segment we speak about multi-attribute demographic segmentation.[377] Thanks to, for instance, order forms, applications or telephonic information, a company has a basic knowledge about its customers concerning the aforementioned characteristics, which are usually stored in databases.[378]

The popularity of demographic variables in the segmentation process is based on the fact that certain recipient's preferences are often connected with demographic characteristics. For example, it can be generally assumed that internet communication instruments are more preferable to younger age groups. Another reason for the popularity of demographic segmentation is its strong suitability for the measurement criteria for segmentation variables outlined above. The ease of measuring demographic variables has significantly contributed to their popularity for segmentation. In addition, the acquisition of the relevant data involves less effort than the other segmentation variables, due to sources such as government statistics which, for instance, give information about a population's age profiles.[379] Moreover, the importance of demographic segmentation is stressed by the fact that even a segmentation based on non-demographic variables has to be linked back to demographics in order to ascertain the size of the target audience.[380] The reasons mentioned above lie behind the utilisation of demographic segmentation variables in the Advertainment Survey 2002.

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[375] See Perrey, J. (1998), p. 27.
[376] See Böhler, H. (1977), p. 68.
[377] See McDonald, M./ Dunbar, I. (1995), p. 55.
[378] See Holland, H. (1992), p. 59.
[379] See Dibb, S. et al. (2001), p. 212.
[380] See Kotler, P. (1994), p. 272.

Which age groups are primarily interested in advertainment solutions? (Multiple choices possible, n=89)
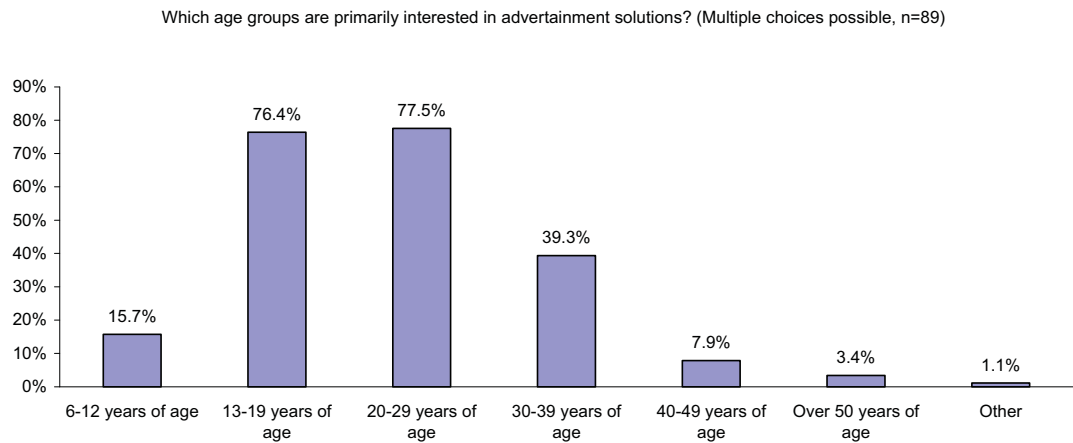
Figure 63: Advertainment age-groups
Source: Attachment 2, p. A-13

The marketing experts were asked which age groups they consider primarily to be interested in advertainment solutions. 76.4% believe that internet advertising games are appealing to 13 to 19-year-olds. Almost as popular, with 77.5%, was the age group of 20-29 years, which was also considered to be interested in advertainment solutions. Furthermore, 39.3% of those questioned agree that 30 to 39-year-olds would be attracted by advertainment solutions. From the marketing experts' perspective, interest in this communication instrument remains low among 6-12-year-olds, with 15.7%, among 40-49-year-olds (7.9%) and those above 50 (3.4%).[381] It can be concluded that those surveyed consider individuals from the age of 13 up to 29 to be interested in advertainment.

Which gender-specific target group is more receptive for advertainment solutions? (n=89)
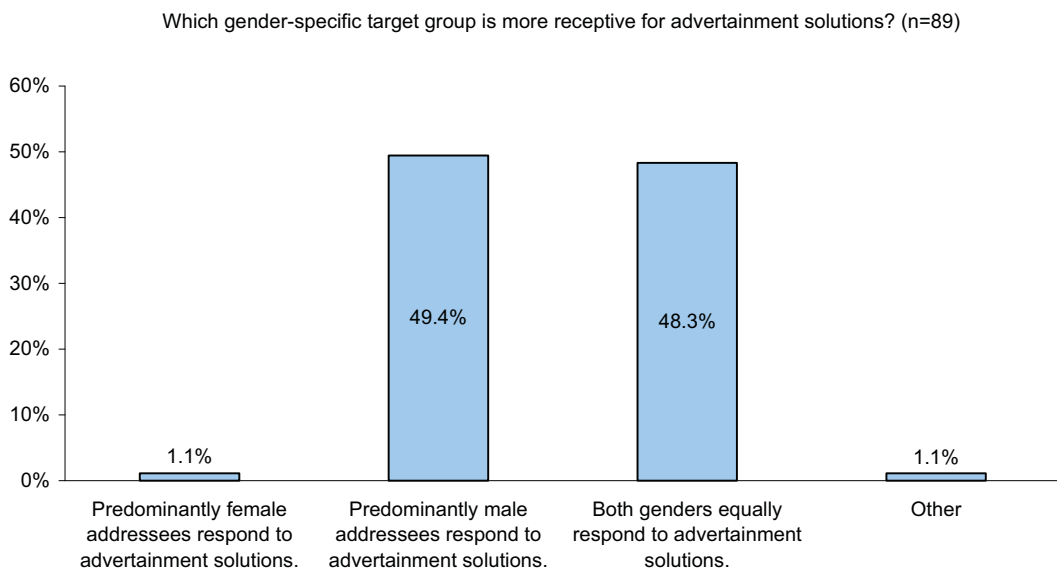
Figure 64: Gender-specific target groups
Source: Attachment 2, p. A-13

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[381] See Attachment 2, p. A-13.

Furthermore, the companies were asked for their opinion concerning which gender-specific target group is more receptive to advertainment solutions (figure 64). The experts questioned can be divided into two almost equal groups: 48.3% of the surveyed state that both genders respond to an equal degree to internet advertising games. Another 49.4% believe that predominantly male addressees respond to advertainment solutions. Only 1.1% believe that female addresses are attracted by internet advertising games. Consequently, advertainment solutions should be tailored to fit the tastes of both sexes and, if a gender-specific application is planned, it should cater for the taste of male recipients.[382]

How do you evaluate the advertainment target group regarding income? (n=89)
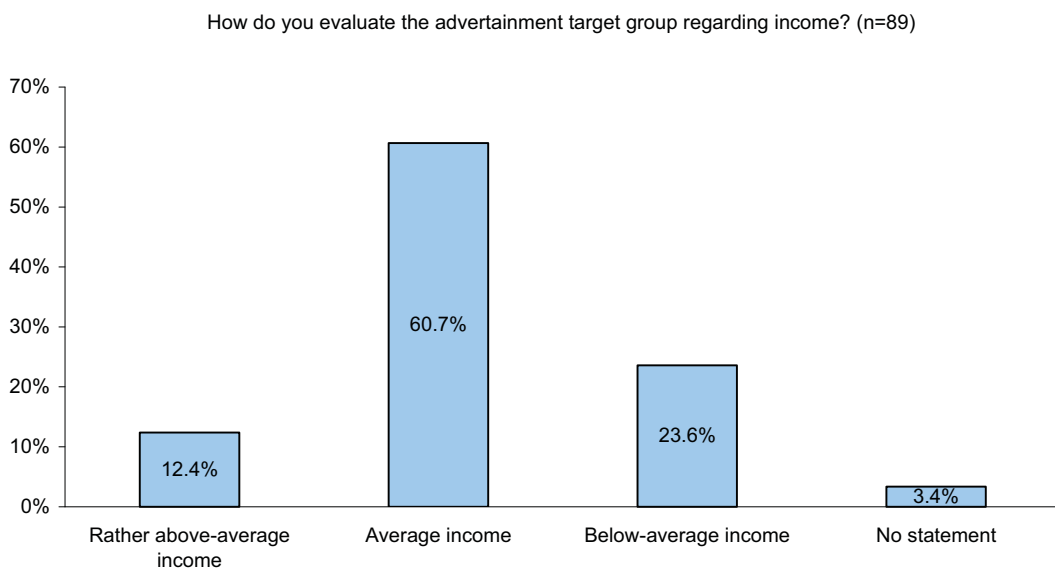
Figure 65: Income groups
Source: Attachment 2, p. A-13

As another demographic variable, the marketing experts were asked to rate the income status of the advertainment recipients (figure 65). Concerning this question, 60.7% are of the opinion that the recipients belong to average income groups. About 24% rate the advertainment recipients as below-average income earners whereas 12.4% see them as above-average income earners. 3.4% have no opinion regarding this question. An interesting result of this question is that almost twice as many experts rate the advertainment recipients as below average earners than as above average income earners.[383]

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[382] See Attachment 2, p. A-13.
[383] See Attachment 2, p. A-13.

Even within the same demographic group, individuals are heterogeneous in terms of their attitude, lifestyle and personality. Psychographic segmentation pays attention to these circumstances. "The main purpose of psychographics is to obtain a better understanding of a…person by measuring him/her on multiple psychological dimensions as well as on the way s/he lives, things in which s/he is interested and his/her opinion on a diverse range of current topics."[384] For instance, an individual's attitude towards certain objects can vary from risk-taking to risk-avoiding or from innovative to more cautious.[385] These attitudes affect the recipient's preferences and therefore his accessibility as concerns certain communication instruments. An exemplary attribute for psychographic segmentation is a classification of the recipient by means of different lifestyles. Lifestyles express how individuals live and spend their time and depict the importance of various factors in a person's environment. It comprises characteristics related to an individual's activities, interest or opinions.[386] For instance, individuals express their lifestyle in their preference for being contacted with specific communication instruments. A possibly useful lifestyle classification for our purposes could be a division into three categories concerning advertainment utilisation. "Advertainment philes", would describe the people that are very interested in advertainment solutions and see it as an essential part of their life. Individuals who use this instrument for entertainment purposes can be depicted as the "entertainment seekers". Finally, those who have a strong dislike of internet advertising games or are even intimidated by it could be portrayed as "advertainment phobic". Consideration of an individual's personality as a segmentation variable also falls into the category of psychographic segmentation.[387] Here, certain characteristics of the recipient could be utilised, for instance, those who are probably more passive could rather be addressed with television advertisements instead of interactive communication instruments.

However, the segmentation of individuals in terms of psychographic variables has caused considerable problems, owing to the weak or even obscure and unproven relationship between the recipient's needs and these variables. An explanatory reason for this could be the lack of accurate measurement methods for personal traits, which were originally developed for clinical use. Also the accessibility of segments determined via

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[384] Wedel, M./ Kamakura, W. A. (2000), p. 259.
[385] See McDonald, M./ Dunbar, I. (1995), p. 54.
[386] See Dibb, S. et al. (2001), p. 218; Wedel, M./ Kamakura, W. A. (2000), p. 260.
[387] See Kotler, P. (1994), p. 273.

psychographic variables is questioned. Then again, as reliability of measurement methods increases, those problems will become less significant.[388]

Behavioural segmentation inquires into the existence of target groups with different behavioural responses towards a stimulus and the differentiating attributes of those groups.[389] As an illustrative example, advertainment recipients could be classified according to the frequency with which they establish a dialogue with this communication instrument, and to the influence of various sets of circumstances on this decision.[390] The dialogue could take place during working time, for instance, or in the evening at home. Furthermore, the benefits recipients obtain from the utilisation of different communication instruments can also take the role of a behavioural segmentation variable. Individuals could, for example, be divided into those people who desire to be entertained or informed. As a prerequisite, these benefits should be identifiable, result in recognisable segments and be accessible to advertainment solutions.[391] Furthermore, utilisation is a variable that allows for the segmentation of target groups on a scale ranging from non-users to heavy users of certain communication instruments, and depicting the intensity of contact with those instruments. Other variables for behavioural segmentation include the degree of an individual's loyalty towards a communication instrument.[392]

Sophisticated approaches result in combinations of methods such as geographic combined with demographic segmentation as was carried out by ACORN ("A Classification of Residential Neighbourhoods"), which is provided by CACI Information Services Ltd. Information provided by ACORN is based on census data which is made available by the U.S. Census Bureau, and comprises various different variables that are reported only at a certain level of aggregation also called census block groups. This data is processed into segments which are described in narrative and tabular formats.[393] The underlying philosophy is based on the assumption that residential neighbourhoods have similar profiles, for instance, concerning the way in which they want to be addressed by communication instruments. ACORN classifies consumers by means of their postcode, dividing them into six broad categories which are conspicuously named: thriving, expanding,

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[388] See Dibb, S. et al. (2001), p. 218.
[389] See Bauer, E. (1977), p. 50.
[390] See Dibb, S. et al. (2001), p. 219.
[391] See Dibb, S. et al. (2001), p. 219.
[392] See Kotler, P. (1994), p. 276.
[393] See Wedel, M./ Kamakura, W. A. (2000), pp. 247.

rising, settling, aspiring and striving.[394] In this context more "…and more regional marketing means marketing right down to a specific zip code."[395]

3.2.9   Critical factors for advertainment success

"While there have been many failures in the online entertainment space, there is also a great deal of online entertainment that is currently thriving…"[396] In this context, the success of a communication instrument can be defined in several ways, depending on the marketing objectives chosen, and whether the relationship between these objectives and instruments is verifiable and conclusively measurable. As a prerequisite for reaching these objectives, a sufficient exposure of the targeted recipient to the advertising information should be achieved. The recipient base should utilise the advertainment solution on a regular basis, in sessions that have a sufficient duration to ensure the transfer of the advertising information. In this context, both the quantity and the quality of the recipient base reached with an advertainment solution are vital.

Key factors for advertainment success

| Limitation of data amount | Attractive audio-visual represent ation | Functional design | High degree of rule trans-parency | Moderate inte-gration of product infor-mation | Network and commu-nity exten-sibility | Strict privacy policy |
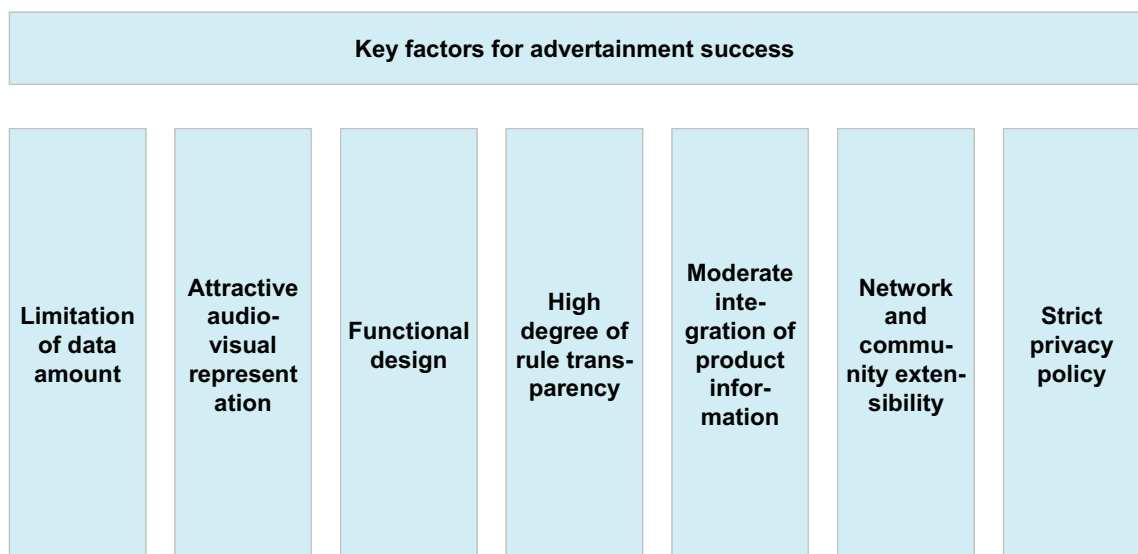
Figure 66: Key factors for advertainment success
Source: Own illustration

For this purpose, several key factors concerning the design of a successful advertainment solution can be determined and are explained in the following paragraphs, while simultaneously keeping in mind that any artefact designed embodies a theory not only of the domain for which it is applicable, but also a theory of the human user at the other

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[394] See McDonald, M./ Dunbar, I. (1995), pp. 56.
[395] Kotler, P. (2000), p. 263.
[396] Jupiter (2002c), p. 1.

hand. The success of an advertainment solution is mainly built on seven pillars, as depicted in the schematic illustration in figure 66.

3.2.9.1 Limitation of data amount

Developers of advertainment solutions find themselves in a difficult situation. The recipient is provided with appealing and sophisticated content from the electronic entertainment industry raising the audio-visual standards and expectations applied to advertainment solutions by the respective target group. To draw adequately level with this kind of interactive multimedia software, diversified audio-visual elements have to be integrated into an advertainment solution, in order to awake and maintain the recipient's interest. As was already discussed in the paragraph about advertainment data amounts,[397] downloading times become crucial when the advertainment content is made available online, and a certain part of the application logic is running on the recipient's device. Bandwidth limitations, the maximum number of "bits" a network can carry per second, remain besides all other mentioned possibilities on the recipient side.[398]

Cable modem penetration

(in millions)

50% of US housholds are offered broadband

Supply-constrained | Demand constrained

	1999	2000	2001	2002	2003	2004	2005	2006
☐ Fixed wireless	0,0	0,0	0,2	0,4	0,6	0,9	1,1	1,4
☐ Satellite	0,1	0,1	0,3	0,5	0,6	0,8	0,8	0,9
☐ DSL	0,3	1,4	2,8	4,9	7,0	9,3	11,8	14,0
☐ Cable modem	1,4	3,8	6,6	9,7	12,3	14,8	17,0	18,8
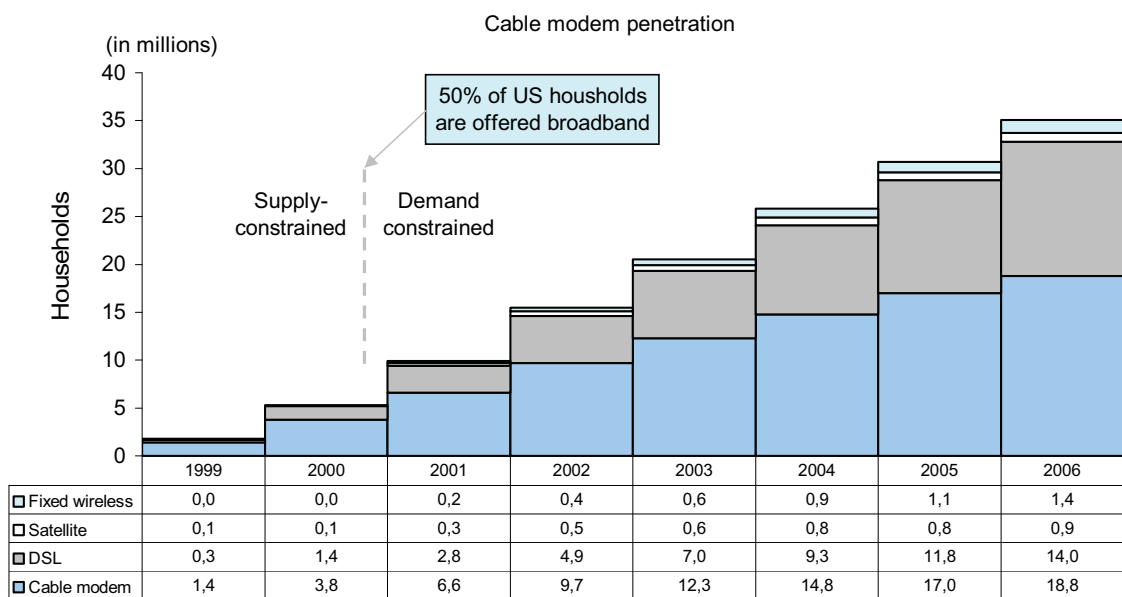
Figure 67: Cable modem penetration
Source: Jupiter (2001a)

As can be seen in figure 67, cable modems are likely to play a significant role in accessing the internet. In 2002, 9.7 million people in the US are expected to utilise cable modems to surf the internet, as a proportion of all technological possibilities for internet

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[397] See section 3.2.6.2.
[398] See Gasman, L. (1994), p. 3.

access discussed, this amounts to 63%.[399] Taking into account that most of the modems that are bought nowadays have a connection speed of 56 Kbps, a limitation of the downloadable advertainment volume is obviously necessary. As appealing audio-visual elements lead to enlarged file sizes, the waiting time during the download of these increases. The recipient is only willing to accept a certain amount of waiting time, and, after passing this point, his initial interest will be exhausted and the attempt to establish a dialogue will result in failure.[400] "In fact speed must be the overriding design criterion."[401] With this guideline in mind, advertainment solutions that are provided for downloads should have a file size around 500 KB, and should not exceed a maximum of 2.5 MB. File sizes of 1.5 MB still allow for appealing advertainment solutions while not causing unacceptable download times, as can be seen in figure 68.

Figure 68: SSX
Source: Electronic Arts (2002)

This advertainment solution was developed for the introduction of a software product by Electronic Arts and was created with Macromedia's Shockwave-Flash. Besides visually attractive menus and a soundtrack appealing to young people, advertising information from third parties such as the German sports channel DSF is also integrated.[402] How-

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[399] See Jupiter (2001a), p. 13.
[400] See Neely, M./ Kreitmeier, S. (2000), p. 110; Spool, J. M. et al. (1999), pp. 86; Wiedmann, K.-P./ Schmidt, H. (1997), p. 33.
[401] Nielsen, J. (2000), p. 46.
[402] See Electronic Arts (2002).

ever, with the higher penetration of fast internet connections based on DSL-technology,[403] downloading times will become less of an issue. With reference to figure 67, Jupiter Communications predicts that in 2006 approximately 40% of the quoted internet access possibilities will be fast DSL-connections.[404]

When asked about the significance of downloading times for advertainment solutions, the majority of marketing experts were in agreement. 86.5% of the companies rated this aspect as at least critical for success. 43.8% stated that downloading times are absolutely critical for success, while only 1.1% rated them as not at all critical for success.[405]

As the main outcome of this question, it can be determined that downloading times in general are possible threats to the communication with the recipient, and that these should be shortened as far as possible and the data amount limited to the minimum that the recipient is willing to tolerate, while taking account of their average connection speed to the internet.
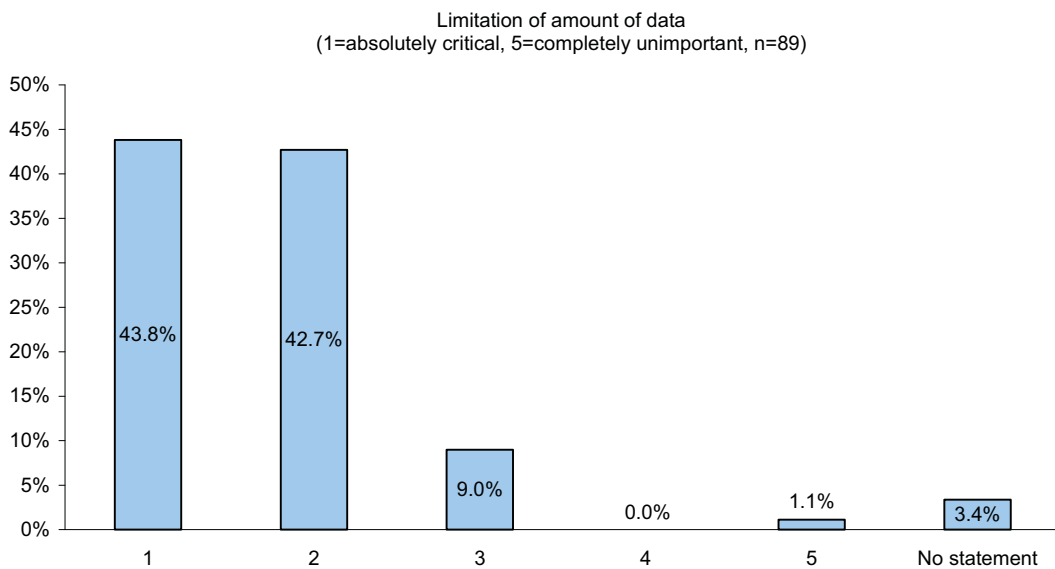
Figure 69: Factor critical for success – data amount
Source: Attachment 2, p. A-18

3.2.9.2 Attractive audio-visual representation

Advertainment solutions face severe competition from commercial computer and video-games regarding the sophistication level of audio-visual elements. As the gaming industry pushes the boundaries of technological feasibility consequently the recipient's

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[403] DSL stands for „Digital Subscriber Line" and describes a fast broadband communication connection that operates over conventional copper telephone wires, see Encyclopaedia Brittanica (2002e).
[404] See Jupiter (2001a), p. 13.
[405] See Attachment 2, p. A-18.

expectations rise and advertainment solutions face the threat of being insufficiently appealing to their target group.[406] As a certain gap between these two forms of entertainment will continuously exist, it should not be allowed to wider if the recipient's interest is to be obtained and sustained. In particular, the graphic representation is of high priority in the development process of an advertainment solution, because it is the initial element that is perceived by the recipient. Further considerations for establishing a dialogue with the software are based on the visual appearance, which acts as a stimulus for the recipient. Acoustic elements such as a melodic soundtrack or realistic sound effects support the stimulating function of the graphic representation with the purpose of keeping the recipient motivated. As an additional channel apart from the display, audio elements should be mood-setting without being intrusive, as the latter would distract the recipient from the central events.[407] Obtaining the target group's interest in the initial phase means focusing on appealing graphic advertainment content, while combining it with motivating acoustic elements with the purpose of enhancing the recipient's advertainment experience.

Appealing graphic representation
(1=absolutely critical, 5=completely unimportant, n=89)
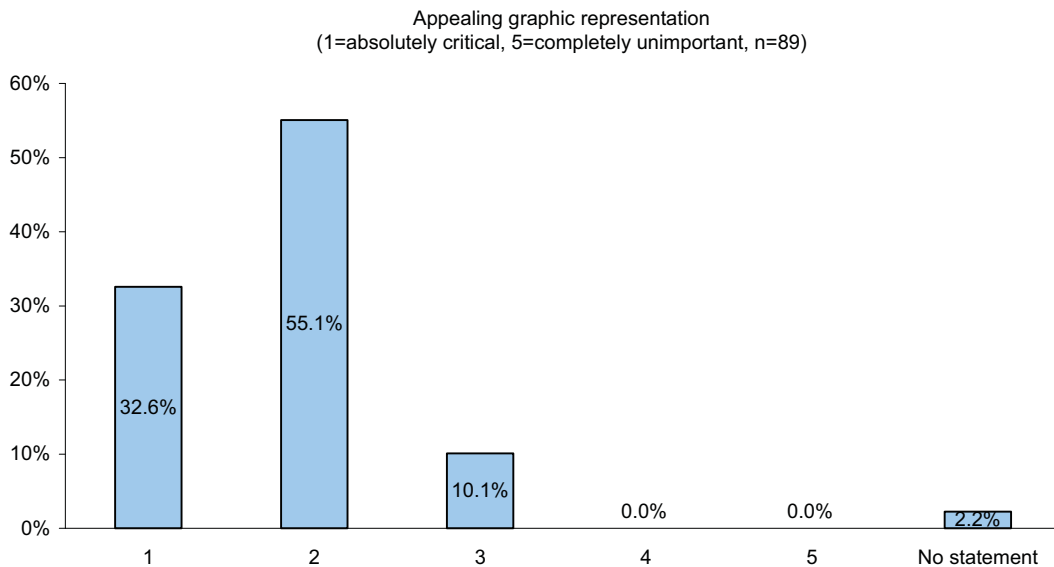
Figure 70: Factor critical for success – graphic representation
Source: Attachment 2, p. A-18

Within the scope of the Advertainment Survey 2002, audio and visual elements were examined separately. The significance of the graphic representation as a factor for success is also emphasised by the results of the conducted survey (figure 70). 87.7% are of

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[406] See Meffert, H. (2000), p. 750.
[407] See Nielsen, J. (2000), p. 154.

the opinion that an attractive visual appearance is one of the main contributors to the success of an internet advertising game. In fact, as many as nearly a third of those questioned believed this factor to be absolutely critical for success. Strikingly, none of the participants doubted the importance of this element and rated it as irrelevant for the success of the advertainment.[408]

As expected, the acoustic component is rated as significantly inferior to visual representation, in terms of its relevance for the success of the advertainment. Finally, the camp of the sceptics is numerically superior, and considers acoustic elements with 33.7% as at least unimportant for the success of the advertainment, compared to 24.7% supporting its criticalness. 36% remain in a neutral position (figure 71).[409] As audio elements interact reciprocally with the graphic representation of an advertisement solution as depicted by the videogame experiment in section 3.2.4, this effect may be underestimated.
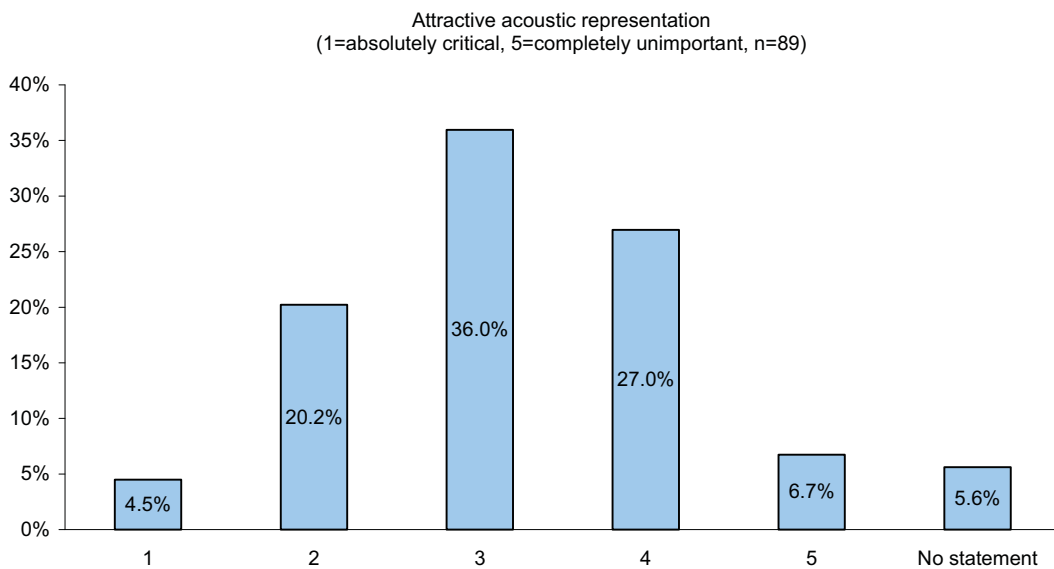
Figure 71: Factor critical for success – acoustic representation
Source: Attachment 2, p. A-18

3.2.9.3   Functional design

"Design is difficult, and the design of interactive computer systems is especially difficult."[410] If the functional design of an advertisement solution is conducted accurately, it will not be noticed by the recipient, whereas problems in this field lead directly to the

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[408]   See Attachment 2, p. A-18.
[409]   See Attachment 2, p. A-18.
[410]   Thimbleby, H. (1984), p. 165.

rejection of the application.[411] Computers are difficult to use, but the problem is not restricted to computers and there are fundamental difficulties in understanding and using most complex devices.[412] Basically, the usability can be determined by means of the effectiveness, efficiency and satisfaction with which users can achieve objectives in particular environments.[413] The aspect of usability and its significance as an advertainment characteristic was a question marketing experts were confronted within the Advertainment Survey 2002 (figure 72). Nearly 89% of the companies surveyed consider usability as one of the (absolutely) critical factors for the success of advertainment solutions, emphasising the significance of this design aspect. Furthermore, this conclusion is supported by the apparently nonexistent number of sceptics in the conducted survey.[414]
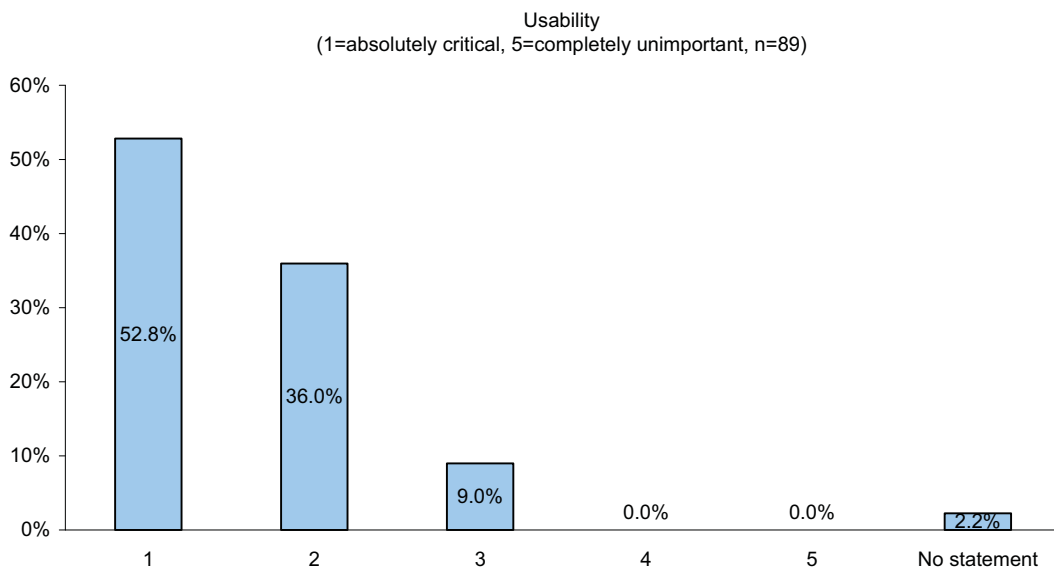
Figure 72: Factor critical for success – usability
Source: Attachment 2, p. A-18

If defined from the recipient's perspective, usability comprises the convenient utilisation of the application for his own entertainment purposes, which is the main motivation for engaging with the advertainment solution. As this entertainment is mainly derived from the variety and depth of actions that can be realised within the game environment, the functions integrated in an advertainment solution become crucial. User models encompassing abstractions of the user's considerations and derived actions on an interac-

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[411] See Spool, J. M. et al. (1999), p. 15.
[412] See Norman, D. A. (1986).
[413] See Smith, A. (1997), p. 79.
[414] See Attachment 2, p. A-18.

tive system help designers to develop user-centred applications.[415] The design guideline regarding these aspects should be that complex functions in the game environment should be realisable without entailing complex controls. "The interface must be useful but unobtrusive, attractive but not distracting, versatile but simple."[416] For the recipient, controls should be convenient, intuitive and effortlessly learnable, with the purpose of removing all possible obstacles for an intensive and regular advertainment utilisation. Basically, the user interface of an application is that what makes an advertainment solution available to the recipient.[417] As a main input mode for advertainment solutions, the keyboard is essential in combination with a mouse or other pointing devices, and will continue to be in the foreseeable future.[418] Concerning the different input devices "it is important that a designer knows the advantages and disadvantages of the alternatives…"[419] In order to narrow the gap between designers and users of an application and to ensure usability,[420] design methodologies have often proven helpful. Core elements of these are an analysis of the targeted user group, their tasks and requirement, the determination of measurable usability goals that can be verified during later usability testing, and the establishment of participative structures allowing for continuous user participation throughout the whole advertainment development process.[421]

3.2.9.4 High degree of rule transparency

Another important factor for the success of an advertainment solution is the quality of the integrated manual or tutorial, as this influences the recipient's perception of the application and contributes to the ease of the application usage and learning. "All users of interactive computer systems require learning."[422] Thus it is a prerequisite for the recipient's success in the advertainment environment and results in his exposure to the advertising information provided via this channel. Consequently, this relationship leads to the conclusion that features such as sufficient transparency of the advertainment rules have the potential for either enhancing or degrading the advertainment solution.[423]

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[415] See Thimbleby, H. (1984), p. 165.
[416] Figallo, C. (1998), p. 147.
[417] See Löwgren, J. (1993), p. 13.
[418] See Thorén, C. (2001), p. 127.
[419] Reid, P. (1984), p. 107.
[420] See Thimbleby, H. (1984), p. 178.
[421] See Smith, A. (1997), pp. 256; Löwgren, J. (1993), pp. 36; Waterworth, J. A. (1992), pp. 55; Norman, D. A. (1987), pp. 329.
[422] Shneiderman, B. (1998), p. 410.
[423] See Smith, A. (1997), pp. 287.

"…systems are perceived as poor systems simply because of poor user documentation."[424] Both the documentation before starting the application and the online help during the software utilisation enables the recipient to exhaust the versatility of a software.[425] Advertainment rules should appear before the user enters the application environment and should be of a limited extent, focusing precisely on the central elements.[426] Textually, they should be oriented towards the specific tasks the recipient is supposed to undertake. During the utilisation of the advertainment application an online help should be integrated that in the beginning appears automatically and then can be requested by commonly known commands.[427] Also, a contextual implementation of online help that pops up if the recipient encounters an issue in the advertainment environment, is conceivable. Further possibilities for familiarising the recipient with the application are tutorials that actively walk him step by step through the essential controls of the advertainment solution.[428] Moreover, an application-controlled demonstration of the content, which the recipient can follow passively, can prove helpful.[429] Each presentation form of the advertainment rules caters for differently skilled recipients. For instance, the standard online help can be of assistance to experienced individuals, while novices may require online tutorials.[430] In general, advertainment rules should meet the requirements of:[431]

> ➤ Availability: the recipient is able to access the advertainment rules throughout the whole interaction with the application

> ➤ Completeness: the advertainment rules cover comprehensively only relevant aspects of the application and are kept up-to-date

> ➤ Accuracy: context-sensitively displayed advertainment rules relate and flexibly adapt to the recipient's situation in the application environment

> ➤ Unobtrusiveness: advertainment rules during the recipient's interaction should be unostentatious and interruptible if necessary

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[424] Kendall, P. A. (1987), p. 415.
[425] See Thorén, C. (2001), p. 128.
[426] See Panko, R. R. (1988), p. 177.
[427] See Shneiderman, B. (1998), pp. 428.
[428] See Smith, A. (1997), pp. 288; Kendall, P. A. (1987), p. 373.
[429] See Shneiderman, B. (1998), p. 411.
[430] See Shneiderman, B. (1998), p. 430.
[431] See Smith, A. (1997), p. 289.

Taking a closer look on the role of the advertainment rules, the marketing experts were asked for their opinions regarding the transparency of the advertainment rules provided to the recipient (figure 73). The main outcome of this question emphasises the importance of communicating the advertainment rules clearly to the recipient, since 87.7% are of the opinion that this aspect should at least be considered for success. Interestingly, 50.7% show strong support by rating this aspect even as absolutely critical for success, while none of the surveyed participants is sceptical about this point of view.[432]

Transparency of game rules
(1=absolutely critical, 5=completely unimportant, n=89)
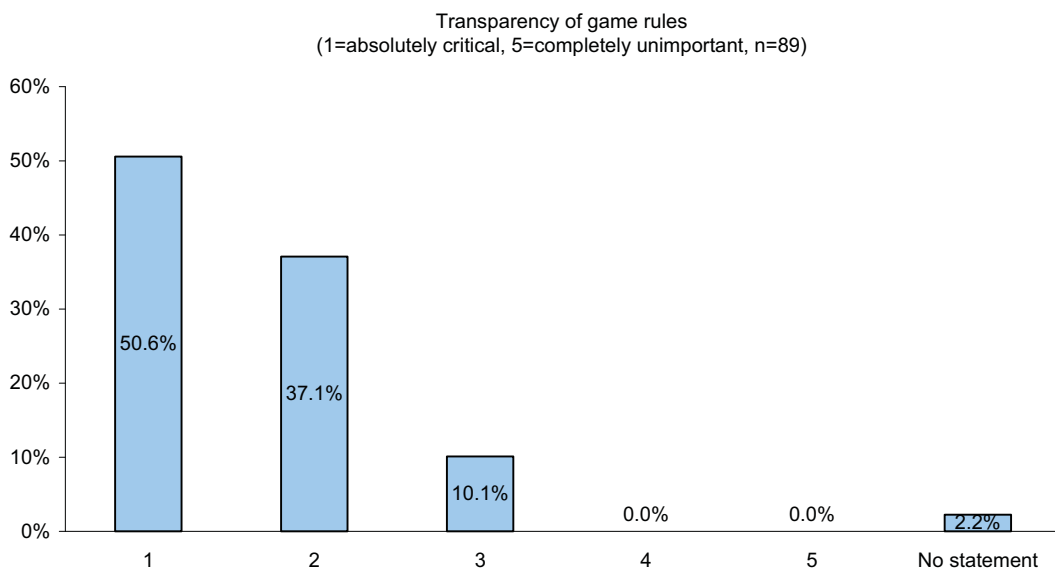
Figure 73: Factor critical for success – transparency of game rules
Source: Attachment 2, p. A-18

3.2.9.5 Moderate integration of product information

As the integration of product information is an essential element of each advertainment solution it also constitutes a critical decision. The possibilities for implementing this data reside within an area of conflict, as its incorporation can either provoke reactance from the recipient or cause him to oversee it if it is underrepresented. Psychological reactance, perceived as a coercive attitude change of the recipient, leads to his "distorting the message, ignoring it, defending actions, and outright rejection…"[433] This causes in the worst case the destruction of the previously established advertainment dialogue. In general, "overaggressive hard-sell attempts" such as massive and obvious advertising information within advertainment solutions may interfere with the central entertainment benefit the recipient receives and result, from the information sender's perspective, in

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[432] See Attachment 2, p. A-18.
[433] Williams, T. G. (1982), p. 164.

negative behaviour and a negative attitude towards this communication instrument.[434] The majority of marketing experts agrees that the risk of the negative behaviour pattern described can be momentous compared to a certain percentage of recipients that may not notice moderately integrated product information. The latter option is a prerequisite for transferring the entertainment benefit unobtrusively to the recipient. As an outcome of the survey, it can be said that the majority of marketing experts advocates that advertising information in general should only be moderately integrated in advertainment solutions.[435]

3.2.9.6 Network and community extensibility

Only few things are more attractive to passers-by than a community with a critical mass of members. As one of the key factors for the long-term success of advertainment solutions that feature online capabilities is the establishment of a loyal community of recipients that make frequent and regular use of the application.[436] In this context a community represents a social aggregation that is based on meaningful human relationships.[437] Basically, all elements that are not controlled by the recipient have to be controlled by the application itself. Since the advertainment content has to rely on predetermined patterns concerning the application-controlled elements, recipients can easily get bored while watching the repeating structures of these patterns, which endanger long-term excitement about an advertainment solution.

The answer to this issue can only be given in terms of variety, which can, for example, be incorporated by the connection of several recipients within one advertainment environment. The unforeseeable and changing behaviour of other recipients maintains the excitement of the advertainment experience. Moreover, direct interaction with other recipients weaves a web of relationships between them and serves as a social flywheel which sustains the momentum of interaction by feeding back to itself.[438] Allowing recipients to build up a personal relationship with each other within an advertainment community leads to a mutual exchange of information, making it more difficult for them to abandon the community or even switch to a competing advertainment solution.[439] As a further positive side effect of this community, more precise and constant profiles of

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[434] See Mahatoo, W. H. (1985), p. 365.
[435] See section 3.2.2.
[436] See Hardaker, G./ Graham, G. (2001), pp. 109; Hagel, J./ Armstrong, A. G. (1997), p. 141.
[437] See Figallo, C. (1998), p. 3.
[438] See Figallo, C. (1998), p. 10.
[439] See Hagel, J./ Armstrong, A. G. (1997), p. 146.

the recipients can also be generated, due to the fact that the members return more often and frequently.[440]

3.2.9.7 Strict privacy policy

"When a development becomes technically possible, understandably there is often pressure to make profitable use of it…For obvious reasons, such potential uses may need special considerations."[441] Since the utilisation of computer-based communication instruments reveals a high potential for gaining deep customer insight, marketing experts are also interested in obtaining a precise profile of who their customers are. Undoubtedly, advertainment solutions are equipped with the potential to achieve this, thanks to their ability to log the recipient's utilisation frequency, and the duration of his session. Furthermore, demographic data can be collected, for instance, through the recipient's input into a high-score list, registration processes before downloading or initialising the application. Although the full exploitation of this value potential seems to be tempting, it has to move within certain legal as well as personal boundaries of the recipients in order not to harm the dialogue process. "There should be limits to the collection of personal data and any such data should be obtained by lawful and fair means and, where appropriate, with the knowledge or consent of the data subject."[442]

Increasing data privacy concerns "I am concerned about the fact that my personal data is unprotected on the internet"
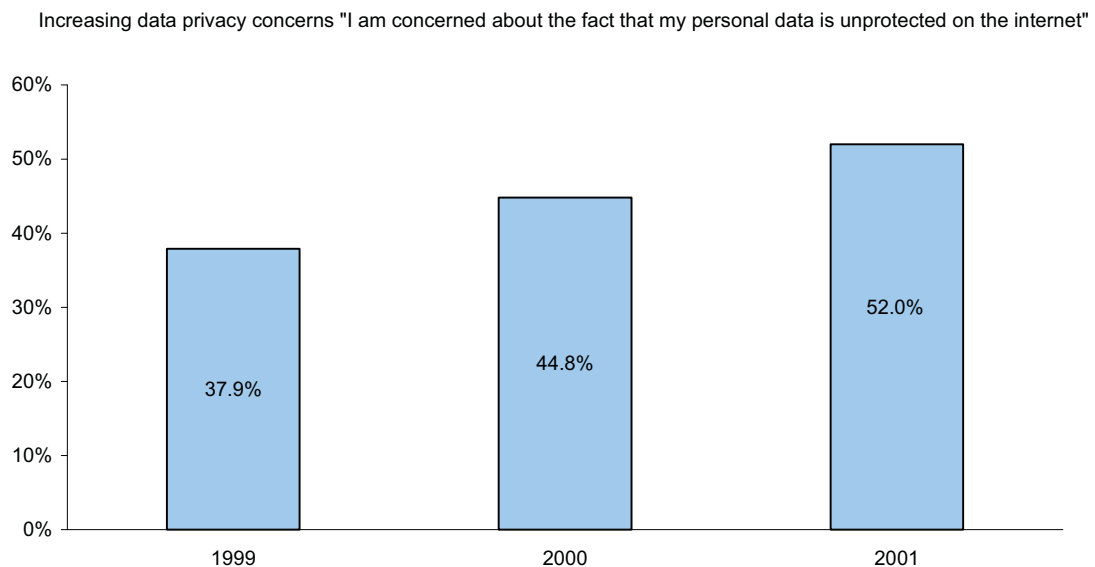
Figure 74: Data privacy concerns
Source: Allensbacher Computer- und Telekommunikations-Analyse (2002a)

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[440] See Hagel, J./ Armstrong, A. G. (1997), p. 141.
[441] Langford, D. (1999), p. 42.
[442] OECD (2002), p. 14.

Privacy issues raised by the ability of latest technological developments to store and transmit information about individuals at high speeds and low costs from/ to practically any location has generated major concerns.[443] A study conducted by the "Institut für Demoskopie Allensbach" shows an increasing percentage of the online population becoming more concerned about data privacy (figure 74). In 1999, 37.9% of the German online population aged between 14 and 64 stated that their personal data is not protected on the internet whereas this figure rose to 52% in 2001.[444] The term privacy describes in this context an individual's right to control the spread of his personal information.[445]

Observance of data privacy requirements while logging recipient data
(1=absolutely critical, 5=completely unimportant, n=89)
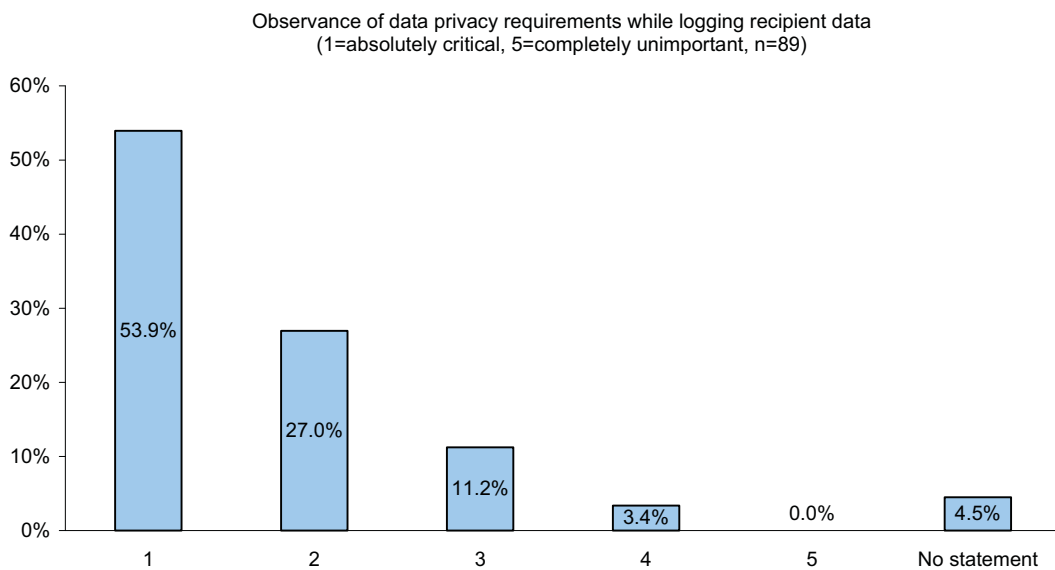
Figure 75: Factor critical for success – data privacy
Source: Attachment 2, p. A-18

"Consumer protection, privacy and database legal issues will all have an impact…A reasonable balance needs to be struck between the protection of information and the innovation and creativity…"[446] An organisation that follows a strict privacy policy concerning its advertisement solutions increases the recipient's confidence about how the acquired personal data is implemented and protected and thereby decreases the reservations about this communication instrument.[447] Therefore, companies implementing advertainment solutions should define which data they opt to collect from the recipient on the basis of legal considerations and a strict privacy policy. In a second step, this data should be measured against the data the recipient is willing to divulge. "The individual

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[443] See Bennett, C. J. (1992), p. 16; Schlegelmilch, B. B. (1998), pp. 70.
[444] See Allensbacher Computer- und Telekommunikations-Analyse (2002a).
[445] See Nugter, A. C. M. (1990), pp. 15.
[446] Hardaker, G./ Graham, G. (2001), p. 18.
[447] See Swire, P. P./ Litan, R. E. (1998), pp. 79.

has an interest in ensuring that his or her information is accurate, relevant, and timely; that it is being utilised by those with authorisation; and that it is not communicated beyond those who need to know."[448] Once these aspects have been decided, the process of collecting this data should be condensed and easy to use without raising any difficulties for the recipient.

This precarious terrain was also identified as a critical success factor within the bounds of the Advertainment Survey 2002 (figure 75). 80.9% see data privacy as one core element of a successful advertainment application and rate this aspect as at least critical for success, 53.9% would even classify it as absolutely critical for success. On the other hand, only 3.4% remain doubtful concerning this view and consider the observance of the recipient's data privacy as not decisive for success.[449] The figures from the "Institut für Demoskopie Allensbach" indicate that people have become more sensitive to data privacy issues, while marketing experts have picked up these concerns and developed an awareness of the problem.

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[448] Bennett, C. J. (1992), p. 34.
[449] See Attachment 2, p. A-18.

4 Analysis and exploitation of advertainment value potential

4.1 Analysis of advertainment value potential

4.1.1 Development of an analysis model for advertainment value potential

A definition of the value potential of advertainment solutions is dependent on various areas, therefore a systematic approach is required. In general, this value potential becomes apparent in the course of the recipient's contact with the communication instrument. This contact can be established during different phases of the sales process, which suggests that a chronological order is most appropriate for structuring the various aspects of the value potential. The pre-sales phase refers to the period of time before an actual purchase is made, whereas in the actual sales phase the individual acquires property. The after-sales phase encompasses the period chronologically subsequent to the purchase.
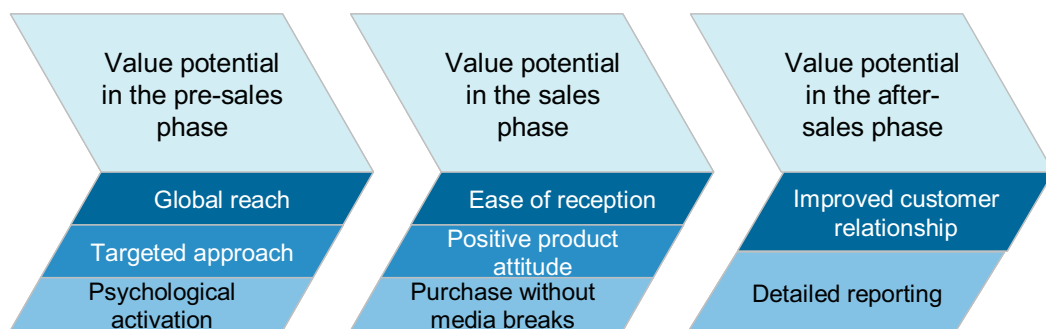
Figure 76: Analysis model for advertainment value potential
Source: Own illustration

Within this chronological structure the buying decision process takes place. This comprises problem recognition, information search and evaluation of alternatives in the pre-sales phase, the actual buying process in the sales phase and the post-purchase evaluation in the after-sales process. During the problem recognition phase the consumer recognises an issue or a need that can be triggered either by external or internal stimuli and can be characterised by awareness between a desired state and the actual situation of the consumer.[450] After realising this need the consumer starts searching for information regarding possible alternatives for solving his problem. This search can either occur internally from the recipient's memory or externally using social contacts, advertisements or World Wide Web.[451] The information he receives can help to overcome his need and

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[450] See Dibb, S. et al. (2001), p. 110; Peter, J. P./ Olson, J. C./ Grunert, K. G. (1999), p. 144; Kotler, P. (2000), p. 179.
[451] See Lambin, J.-J. (1997), pp. 125.

can be prioritised by means of specific criteria. The evaluation of alternatives leads to the selection of a purchase location and the finalising of the buying process in which the consumer becomes the owner of certain products or services.[452] Subsequent to this, the consumer evaluates the product/ service, also with the help of his previously determined criteria, in order to ascertain the potential of his chosen purchase to resolve the initial problem, in other words, he decides whether or not he is satisfied or not with his purchase. "Finally, the purchased product is used, and the consumer may *reevaluate* the wisdom of his decision."[453] Doubts and uncertainty regarding a purchase decision are described as cognitive dissonance, which can result, for instance, in a product being returned, or a search for additional information to justify the purchase.[454] The value potential of advertainment throughout the various phases of the purchasing process will be analysed in the following paragraphs. Since some of the issues relating to the value potential are also relevant to other phases of the buying process, they are explained and assigned to the phases they are most suitable for.

Value potential of advertainment solutions	At least important (n=89)	Rank
Intensification of customer relationship	59.6%	1
Global reach of advertainment solutions	57.3%	2
Psychological activation of the recipient	56.2%	3
Targeted address to the recipient	50.6%	4
Ease of information reception	46.1%	5
Ease of customer data logging	44.9%	6
Ease of information processing	34.8%	7
Ease of information storage	31.5%	8
Facilitation of buying process without media breaks	24.7%	9

Table 11: Evaluation of advertainment value potential
Source: Attachment 2, pp. A-19

They were also subject-matter of the Advertainment Survey 2002 and were evaluated by marketing experts. Table 11 gives a condensed overview of the results and is dealt with further in detail in the respective paragraphs. With advertainment solutions marketing experts primarily aim to intensify customer relationships, address their target group globally, activate recipients psychologically in order to increase information reception, and log valuable customer data.[455]

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[452] See Dibb, S. et al. (2001), pp. 112; Kotler, P. (2000), p. 179.
[453] Peter, J. P./ Olson, J. C./ Grunert, K. G. (1999), p. 144.
[454] See O´Shaughnessy, J. (1995), pp. 123; Dibb, S. et al. (2001), pp. 114.
[455] See Attachment 2, pp. A-19.

4.1.2   Value potential in the pre-sales phase

4.1.2.1   Global reach

"The wires are singing and pulses of light are flashing trough fiberoptic cable across the planet. The world's new nervous system is alive with information."[456] In her book "the death of distance" Cairncross refers to the internet as an innovation with the highest "earth-shrinking potential", thus vividly portraying the global reach of this technological online infrastructure. As more and more people gain access to a network that connects individuals interactively, distance will become a less important factor for determining the cost of communication. Due to the internet's ubiquity the individual's location becomes less important for information exchange purposes.[457] Individuals connect to these networks either remote or mobile while fixed lines allow for the transportation of higher data capacities at higher speed. But in general the distinction between fixed and remote is beginning to blur.[458] These trends deserve interest since most of the current advertainment solutions are provided online via the internet and therefore benefit from the primary characteristics of this infrastructure. In this context, advertainment solutions become accessible for the recipient irrespective of his current location.[459]
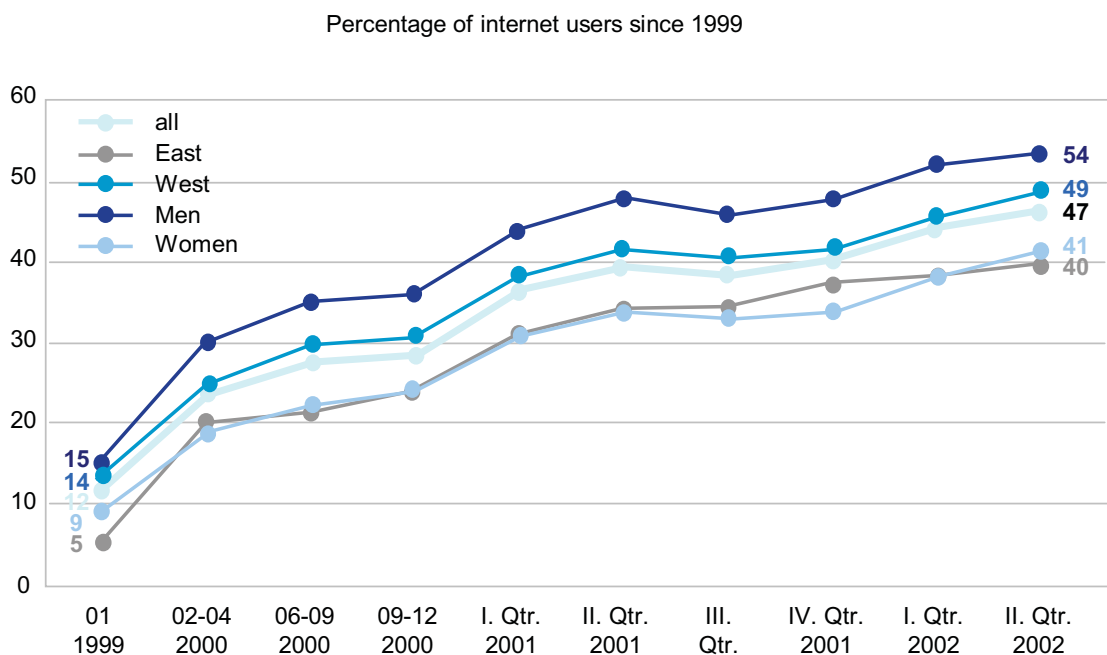
Figure 77: Internet utilisation in Germany
Source: Forschungsgruppe Wahlen (2002), p. 1

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[456] Bloor, R. (2000), p. 145.
[457] See Cairncross, F. (1997), pp. 116; Fritz, W. (2001a), p. 128; Schwickert, A. C./ Theuring, T. E. (1998), p. 102; Roll, O. (1996), p. 69.
[458] See Cairncross, F. (1997), pp. 45; Middleton, J. (2000), pp. 18.
[459] See Stuke, F. R. (2002), p. 6.

In the second quarter, of 2001 approximately 40% of the German population older than 18 years utilised the internet (figure 77). This figure climbed up to 47% for the same period in 2002, underlining the penetration of this online advertainment infrastructure.[460] In relation to German households the internet penetration increased rapidly from 10.7% in 1999 to 27.3% for 2001.[461] Additionally, 67% of the German 14-64 age group state that they will intensify their internet utilisation.[462] Research institutes predict that, by 2004, almost every second resident in Germany will be making increased use of the internet, a figure which should mitigate the concern of marketing experts regarding online advertisement. In addition to the increasing quantity of potential online advertainment recipients, the intensity of usage in terms of hours spent online will rise at the expense of the consumption of traditional media, and in particular television.[463] Specific reasons for these trends can be found in the massive PC penetration combined with improved internet connections allowing for fast access and speedy downloads of rich audio-visual content.[464] The depicted figures give information about the number of people that can potentially be accessed with advertainment solutions and are therefore within reach. Consequently, advertainment solutions can pursue an unprecedented number and types of individuals, thus creating a large potential recipient base.[465] This potential advertainment recipient base can be reached without geographical restriction, and ultimately globally, due to the ubiquity enabled by online technology.[466]

With reference to this aspect, marketing experts were asked if advertainment solutions were capable of reaching the recipient globally. 57% of the questioned companies see an overriding advantage of internet advertising games in the world-wide reach of this communication instrument, and find it an at least suitable factor in evaluating the value potential of advertainment solutions. The sceptics stay in the minority, with 16.8% stating the opinion that this communication instrument is at least unsuitable for providing companies with this advantage.[467]

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[460] See Forschungsgruppe Wahlen (2002); Fritz, W./ Kerner, M. (2001), pp. 225; with 40% internet penetration of the German age-group between 14 and 64 in 2001 the figures of ACTA support those from Forschungsgruppe Wahlen, see Allensbacher Computer- und Telekommunikations-Analyse (2002a).

[461] See Statistisches Bundesamt Deutschland (2002); in comparison approximately 63% of the American households are online in 2002, see Jupiter (2001b), p. 1; Wirtz, B. W. (2001b), pp. 397.

[462] See Allensbacher Computer- und Telekommunikations-Analyse (2002a).

[463] See Jupiter (2002b), pp. 11; Jupiter (2001c), p. 8.

[464] See De Kare-Silver, M. (2001), p. 82.

[465] See Langford-Wood, N./ Salter, B. (2001), p. 97.

[466] See Goodchild, M. F. (2001), p. 77.

[467] See Attachment 2, p. A-19.

Advantages of advertainment solutions - global reach of advertainment solutions
(1=absolutely suitable, 5=completely unsuitable, n=89)
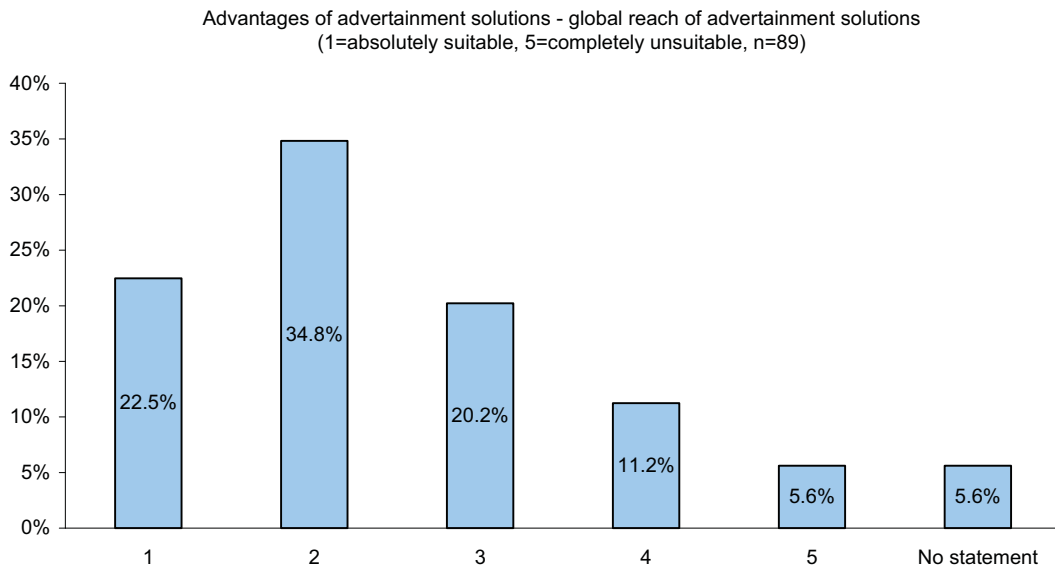
Figure 78: Advertainment value potential – global reach
Source: Attachment 2, p. A-19

4.1.2.2 Targeted contact with the recipient

More than other communication instruments on the internet, advertainment solutions are tailored to the entertainment needs of a specific recipient base, and thus allow for a targeted communication approach.[468] In this context, an analysis of the profile of these targeted recipients is required, commencing with an occupation profile of the population in Germany who can be reached online.

Internet utilisation by occupation (II. Qtr. 2002)
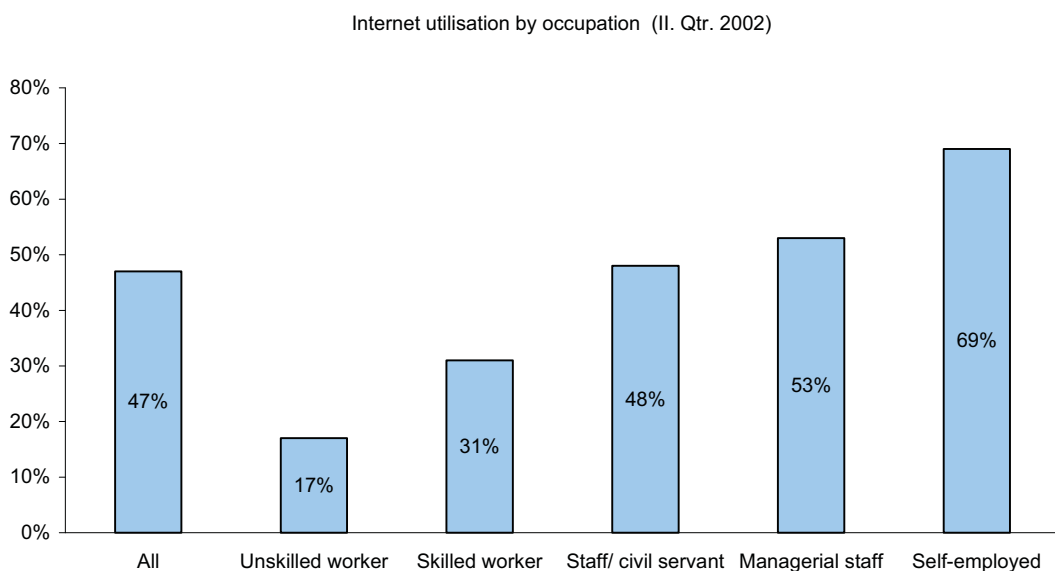
Figure 79: Internet utilisation by occupation
Source: Forschungsgruppe Wahlen (2002), p. 1

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[468] See Cumming, T. (2001), p. 62.

An examination of the potential online recipient base for advertainment solutions in Germany reveals that internet usage is most widespread among self-employed persons, and executives in middle and high management (figure 79). In addition, recent studies prove that the use of advertainment solutions increases with higher education.[469] The internet is most accessible to these well-off individuals, whereas only 31% of skilled and only 17% of unskilled workers utilise it.[470] The hypothesis that online penetration is particularly high in high-income households is further supported by figures from the US which indicate that approximately 50% of the online households earn more than $50,000 a year. Also, these high-income groups are more comfortable with new technologies and less concerned with privacy issues, as expressed in the fact that in the whole of 2002, individuals belonging to this income-group spent between $504 and $554 per capita on online purchases compared to the spending range of $204 to $334 by those earning less than $50,000. Furthermore, the penetration of broadband technologies, which allow for more complex and sophisticated advertainment solutions, is positively correlated with the income of the online household.[471] However, broadband utilisation remains on a low level, with approximately 2.6 million households in 2002.[472]

Internet utilisation by age (II. Qtr. 2002)
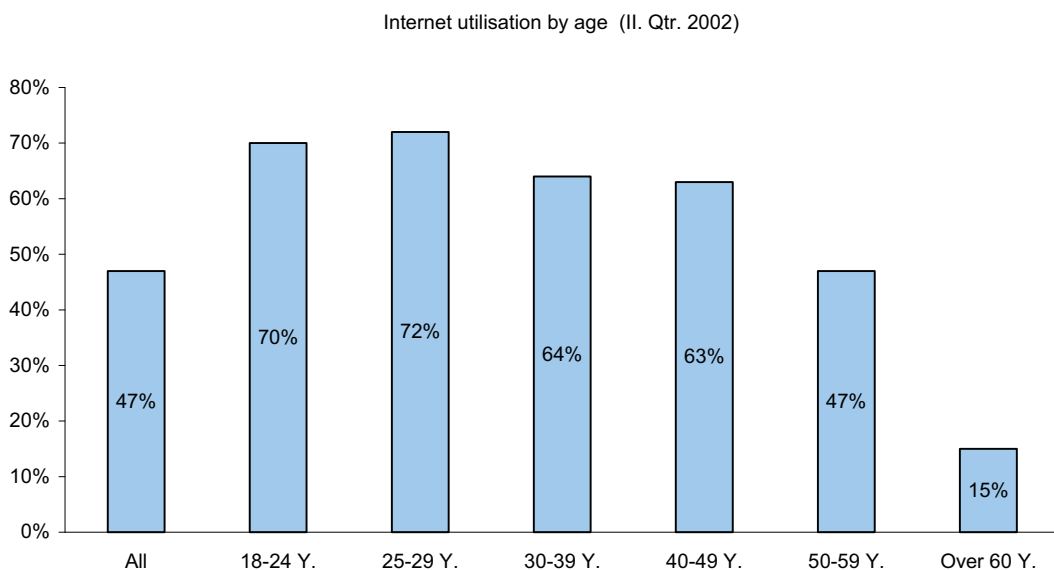
Figure 80: Internet utilisation by age
Source: Forschungsgruppe Wahlen (2002), p. 1

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[469] See Stuke, F. R. (2002), pp. 20.
[470] See Forschungsgruppe Wahlen (2002).
[471] See Jupiter (2002a), pp. 2.
[472] See Jupiter (2002e), p. 3.

As established by a recent study by the Forschungsgruppe Wahlen, 47% of the German population over 18 years old utilised the internet in July 2002 (figure 80). A closer look at the figures reveals that internet usage increases to approximately 70% of the 18 to 29 age group. This figure declines to around 63% for the 30-49 age group, although it remains at a high constant level.[473] Accordingly, advertainment solutions that are made available online are most likely to encounter a potential recipient base among the age groups which are attractive to advertising experts. An interesting fact is that these age groups are also predisposed to electronic entertainment products, as is depicted by the following figures from the gaming industry, an industry that has already attained respectable revenues with expected global sales worth $17.5 billion in 2002. "The electronic gaming industry is bigger in financial terms than Hollywood and has come a long way…The future is, beyond doubt, in multiplayer, virtual, networked games across continents, language barriers, and time zones."[474] A whole generation that grew up with this form of leisure activity has reached its well-off "twenties and thirties", fuelling this development. In the US, 60% of the Americans play games, from these 61% of whom are adults (43% are women) with an average age of 28.[475] The interest in online entertainment is further supported by a survey conducted in February 2002. When asked which internet activity they had engaged in at least once in the past 12 months, 36% of American internet users stated that they had played games on a product website.[476] Furthermore, 40% of male American online users (and 29% of female) spent more than 10h a week online for fun and leisure purposes.

All this expresses the demand for online distributed entertainment content.[477] Advertainment solutions will be particularly appealing to these individuals, since they cater for their need for online entertainment distributed at no cost due to the integration of advertising information. With 51%, the majority of marketing experts consider advertainment solutions to be capable of addressing their intended target group in a suitable manner. Only 16.9% of the surveyed do not consider internet advertising games to have this potential.[478]

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[473] See Forschungsgruppe Wahlen (2002); furthermore it is an interesting fact that 58% of the online population in Germany aged 14-64 gets connected to the internet at the evenings between 7 and 10pm, while 43% of those are utilising the internet almost daily, see Allensbacher Computer- und Telekommunikations-Analyse (2002b).
[474] McKeown, M. J. (2002), p. 47.
[475] See Economist (2002).
[476] See Jupiter (2002d), p. 9.
[477] See Jupiter (2001c), p. 4; Fritz, W./ Kerner, M. (1997), p. 1.
[478] See Attachment 2, p. A-19.

Advantages of advertainment solutions - targeted recipient approach
(1=absolutely suitable, 5=completely unsuitable, n=89)
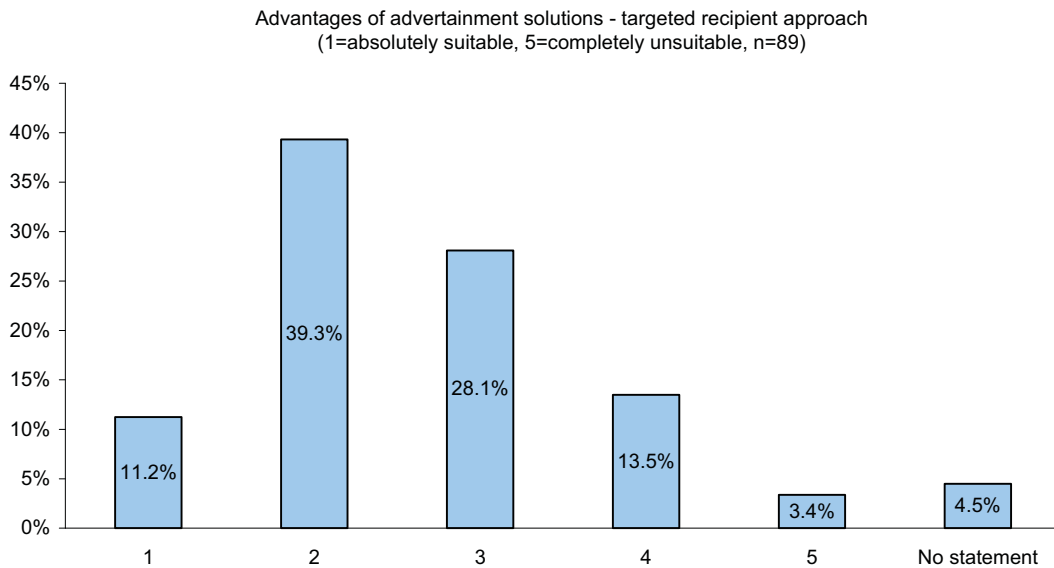
Figure 81: Advertainment value potential – targeted recipient approach
Source: Attachment 2, p. A-19

4.1.2.3 Psychological activation

The potential of advertainment solutions can be realised during the pre-sales phase of products/ services, due to the impact on the recipient during the problem recognition and information search process. Obtaining consumer attention plays a key role in this phase of the purchasing process, since it is a precondition for mediating advertising information to the recipient. Individuals are constantly in search of external stimuli that generate the means of maintaining a pleasant level of excitement.[479] This psychological activation supplies an individual with mental energy and increases mental capability.[480] In this context, attention, as a prerequisite for an individual's perception, acts as a control mechanism, which assists the individual in selecting desirable stimuli.[481] "Thus the issue of which stimuli consumers *choose to perceive* becomes a key question."[482] This conscious awareness of a stimulus is subsumed under the term attention, a concept that can be classified according to different categories.[483] Attention that is raised obtrusively by means of an intrusion into the recipient's consciousness with an intensive stimulus is referred to as involuntary attention. In the context of this thesis, voluntary attention is based on the individual's conscious and willing exposure to advertising information.[484] In general, recipients opt for selective exposure to stimuli, which leads to difficulties in

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[479] See Kroeber-Riel, W. (1990), p. 112.
[480] See Kroeber-Riel, W. (1990), pp. 55.
[481] See Moser, K. (1990), p. 73; Meffert, H. (2000), pp. 691.
[482] Wilkie, W. L. (1990), p. 239.
[483] See Mahatoo, W. H. (1985), p. 55.
[484] See Williams, T. G. (1982), p. 412.

mediating the advertising information.[485] With regard to this problem, traditional advertising media face certain major issues. An increasing number of recipients avoid, on principle, exposure to advertising information by evading sales people, and automatically throwing direct mail into the rubbish bin. In particular, TV advertising falls victim to this selective exposure, as recipients practice the art of zapping, so as to intentionally prevent advertising contact.[486] "So the trick will be to make customers want to watch a marketing pitch - because it is fun or informative or because they get something else in exchange. Advertisers will need to convince consumers, in Bill Gate's phrase, to 'invite Web Advertising into their lives.'"[487]
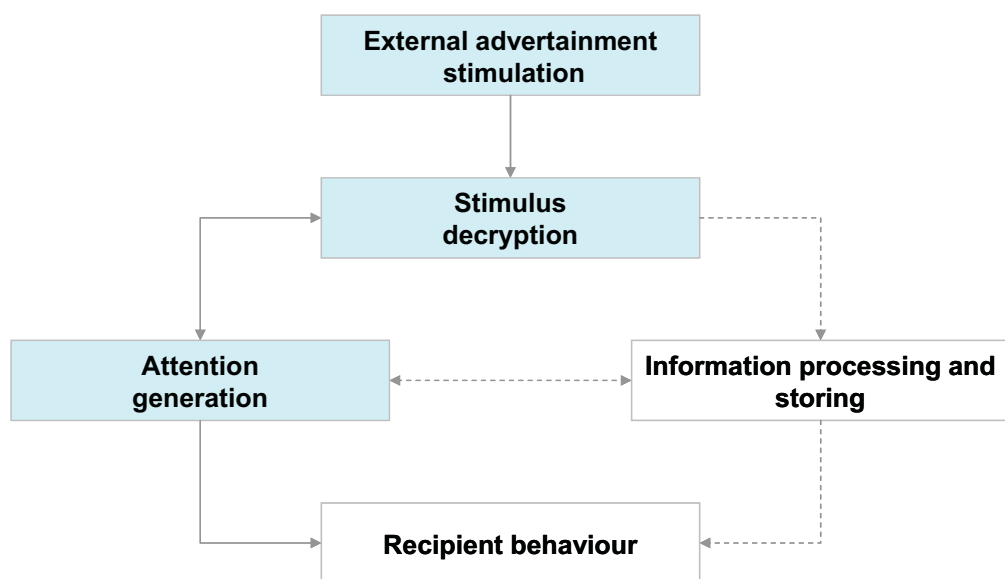
Figure 82: Psychological activation through advertainment solutions
Source: With reference to Kroeber-Riel, W. (1990), p. 67

Biological mechanisms behind drives make stimuli effective for the purposes of enhancing communication, and satisfaction of these drives generates positive feelings within the individual.[488] In this context, advertainment solutions act as external stimuli that directly address an individual's permanent interest, his play instinct and arouse his immediate attention in this communication instrument. Besides addressing the play instinct, advertainment solutions provide other means of stimulating attention. They are appropriate for the generation of attention due to their integration of movement in form of animation. The intensive use of animation as a core element of the visual design of ad-

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[485] See Wilkie, W. L. (1990), p. 240.
[486] See Stuke, F. R. (2002), pp. 15.
[487] Cairncross, F. (1997), p. 125.
[488] See Kroeber-Riel, W. (1990), p. 138.

vertainment solutions makes an immediate appeal to the recipient's attention.[489] Also, the novelty of this communication instrument contributes to the recipient's psychological activation, since advertainment solutions are more seldom utilised than other communication instruments that have become customary and familiar to the recipient.[490] According to the adaptation theory, consumers become accustomed to constant stimuli levels and finally automatically reduce the attention paid to them.[491] In this context, advertainment solutions offer constantly changing game environments and difficulty levels which generate a contrast to static means of communication and therefore maintain the recipient's attention. To recapitulate, it can be said that the recipient finds himself in saturated markets with equalised competitive products. In this context, attention can be stimulated externally by means of advertainment solutions that wrap up the advertising information attractively, opening the recipient's mind for the reception of information.[492] When asked to what extent advertainment solutions are appropriate for psychological activation, 56.2% of marketing experts expressed the suitability of this communication instrument with regard to this value potential (figure 83). Since sceptics are in the minority with 7.8%, it can be concluded that psychological activation is considered as a property of advertainment solutions.[493]
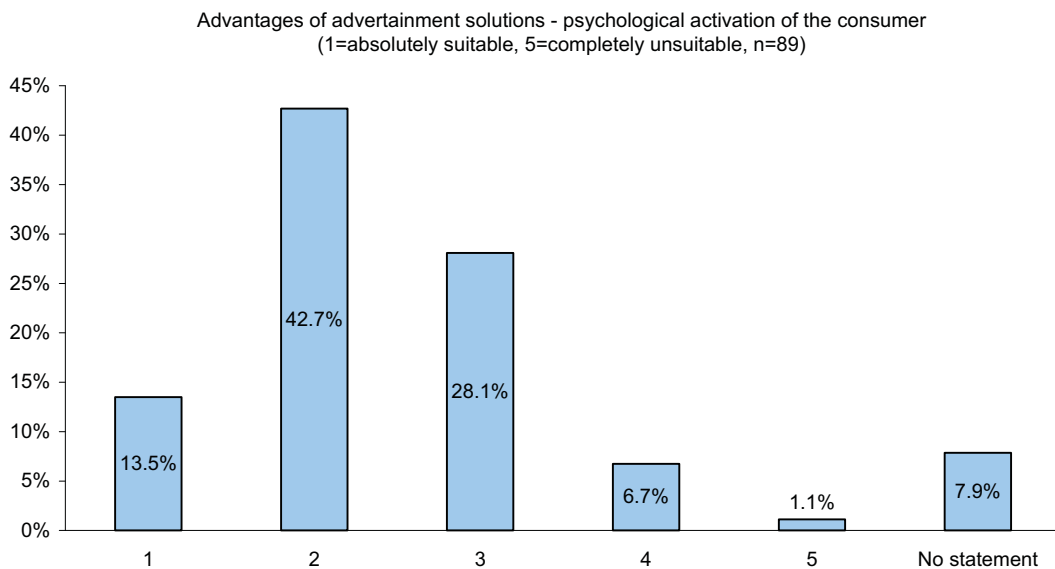
Figure 83: Value potential – psychological activation
Source: Attachment 2, p. A-19

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[489] See Leupold, M./ Schlichtkrull, J. (1995), p. 87.
[490] See Williams, T. G. (1982), pp. 413.
[491] See Wilkie, W. L. (1990), p. 243.
[492] See Kroeber-Riel, W. (1990), p. 88.
[493] See Attachment 2, p. A-19.

4.1.3 Value Potential in the sales phase

4.1.3.1 Ease of information reception, processing, and memorising

Current figures from a survey conducted in 2002 in the US reveal that the third important reason for increasing online purchases was the opportunity to obtain better information about the products.[494] In this context, advertainment can only unfold its value potential when it is not only noticed but also when the information is perceived, processed and stored in the recipient's mind.[495] Thus, "…the basic principles of learning are of extreme significance since all marketers can be said to be engaged in the process of getting consumers to learn as much as possible about what sellers have to offer as potential sources of satisfaction or reward."[496] There are several definitions for the complex process defined as learning, but most of them share a common reference to the terms information, experience and behaviour.[497] A central characteristic of the learning process is its selectivity, as expressed by the fact that an individual constantly encounters stimuli from the environment, but only some of these lead to information that is actually retained in his long-term memory.[498] Scientific research in the learning field concentrates basically on two different approaches. The first one stresses the observable external expressions of the learning process, reading behaviour as an index of learning. The second one focuses on internal processes such as the individual's long-term memory, and underlines knowledge rather than behaviour as an appropriate indicator for learning.[499] In order to attain a deeper understanding of the learning process and the advertainment value potential in this area, closer observation of the structure and the different operations of the recipient's memory is required.

An individual's memory can theoretically be divided into the three areas of sensory, short-term and long-term memory. In comparison to the other areas, sensory memory has a large-scale capacity but stores information only for a period of between 0.1 and 1 second. Stimuli that are perceived by any of the senses are initially stored in the sensory memory, without being processed actively by the recipient, but stand ready to be handed over to the short-term memory. From this vast pool of available information, the short-

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[494] See Jupiter (2002a), p. 9.
[495] See Rosenstiel, L. v./ Neumann, P. (1982), pp. 56.
[496] Mahatoo, W. H. (1985), p. 10.
[497] See Wilkie, W. L. (1990), p. 283; Pitts, R. E. II./ Woodside, A. G. (1984), p. 241; Mahatoo, W. H. (1985), p. 121; Williams, T. G. (1982), p. 113.
[498] See Mahatoo, W. H. (1985), p. 121.
[499] See Wilkie, W. L. (1990), pp. 304.

term memory accesses only a part, depending on the potential of each element for psychological activation. During the storage time of only a few seconds, the information is decrypted and set into relation with the information already stored in the long-term memory. Due to its limited capacity, information is invariably either forgotten or passed over to areas of the long-term memory where information is never lost but may not be easily locatable.[500]
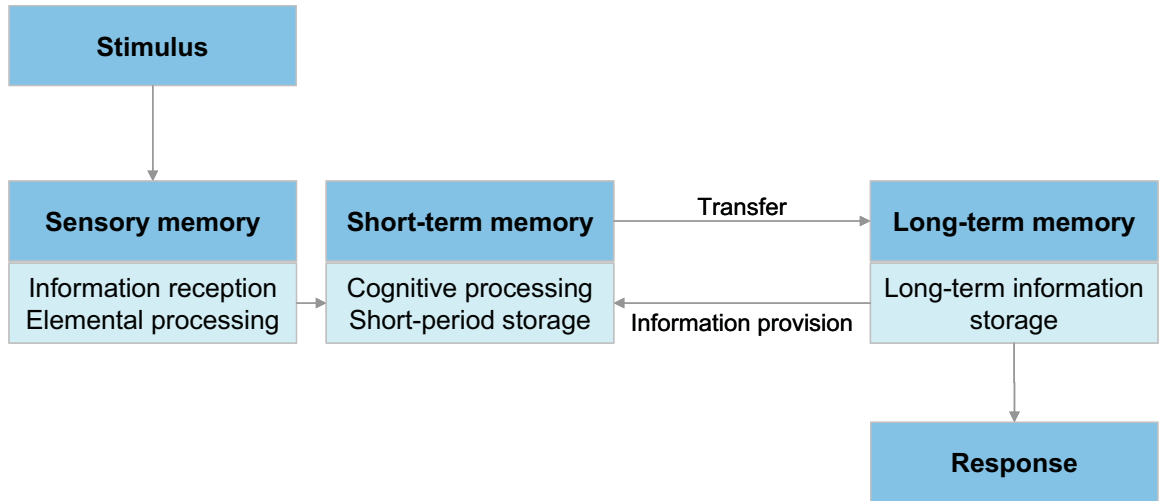
Figure 84: Information storage
Source: With reference to Kroeber-Riel, W. (1990), p. 219

Two characteristics of advertainment solutions are linked to the recipient's learning process: psychological activation as depicted in section 4.1.2.3, and the interactively animated visual encoding of the advertising information. In this context, the relation between a recipient's psychological activation and his cognitive performance regarding in particular information perception, processing and memorising, is of interest. It has been proven that the generation of psychological activation allows for an improvement of the recipient's cognitive performance, whereby the impact on the sub elements differs.[501] Figure 85 shows the direct influence of the recipient's psychological activation on the perception, processing and storing of information. Here, the relation between psychological activation and information storage is the sector that has been most thoroughly examined. Based on the evidence of several scientifically conducted studies, it has been concluded that the engagement of a recipient's attention allows for a better storage of advertising information in the long run. The habitual behaviour when viewing advertisements is firstly to focus images. This fact gains importance when one considers that

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[500] See Kroeber-Riel, W. (1990), pp. 219.
[501] See Norman, D. A. (1976), pp. 9; Lindsay, P. H./ Norman, D. A. (1977), pp. 346.

the order of advertisement elements determines which of these elements can be more easily recalled afterwards. Images in general appear to have a better chance of being remembered than the textual or verbal components of an advertisement. Additionally, images also affect the recipient's psychological activation.[502] Kroeber-Riel concludes that, with regard to the recipient's information overload, "visual presence signals" are necessary to make a brand visible, distinguishable and finally memorable.[503] When compared with words, images require less notional effort from the recipient due to the fact that they are for the most part automatically processed.[504] Furthermore, empirical studies have proven that one's memory for pictures is more permanent than for words, apparently indicating that information encoded in images is more resistant to being forgotten.[505] "The results of numerous studies involving imagery instructions, training on imagery-mnemonic systems, and use of pictures as mediators completely validate the basic assumption behind the classical memory techniques: They can be extraordinarily powerful as memory aids."[506] In the context of advertainment solutions, recent studies prove that this form of advertisement is highly efficient in mediating advertising information to the recipient's long-term memory.[507]
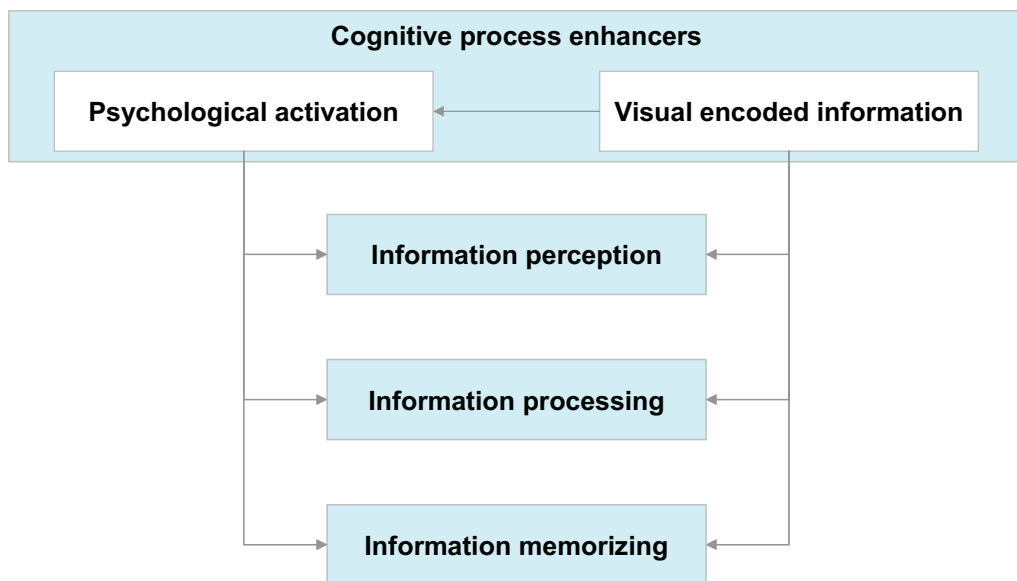
Figure 85: Cognitive process enhancers
Source: With reference to Kroeber-Riel, W. (1990), p. 83

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[502] See Kroeber-Riel, W. (1990), p. 251.
[503] See Kroeber-Riel, W. (1990), pp. 362.
[504] See Wilson, R. A./ Keil, F. C. (1999); Kaplan, S./ Kaplan, R. (1982), pp. 191; Norman, D. A. (1976), pp. 136.
[505] See Kroeber-Riel, W. (1990), pp. 356; Paivio, A. (1971), p. 347; Paivio, A. (1986), pp. 53; Morris, P. E./ Hampson, P. J. (1983), pp. 240; Parkin, A. J. (1993), pp. 103.
[506] Paivio, A. (1971), p. 351.
[507] See Stuke, F. R. (2002), p. 35.

Combining pictures with animation and acoustic elements generates a vividness of images and thus increases the effect on the memory.[508] Since animated images are prevalently utilised in advertainment solutions, their predominance can be fully leveraged to enhance the information transfer. Figure 86 shows a screenshot of an assembly instruction for a swing. All necessary steps for assembling the swing from the various components are explained in an animated window demonstrating visually each building step. Furthermore, the recipient can intervene in order to select a specific assembly steps or to watch the process from different angles or distances. This example demonstrates how the recipient's learning process is supported by the use of advertainment solutions explaining complex circumstances with the help of animated images.[509]

Figure 86: Assembly instructions
Source: ForgeFX (2002b)

In order to shed light on the learning process the participants in the Advertainment Survey 2002 were questioned on each of these steps separately. Starting with advertising information reception, 46.1% of those questioned considered advertainment solutions as at least suitable for this purpose (figure 87). 11.2% are of a different opinion and do not attribute this value potential to internet advertising games.[510] In general, it can be said that the majority of marketing experts is convinced that advertainment solutions help the recipient to absorb advertising information more easily.

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[508] See Kroeber-Riel, W. (1990), pp. 361.
[509] See ForgeFX (2002b).
[510] See Attachment 2, p. A-19.

Advantages of advertainment solutions - ease of information reception
(1=absolutely suitable, 5=completely unsuitable, n=89)
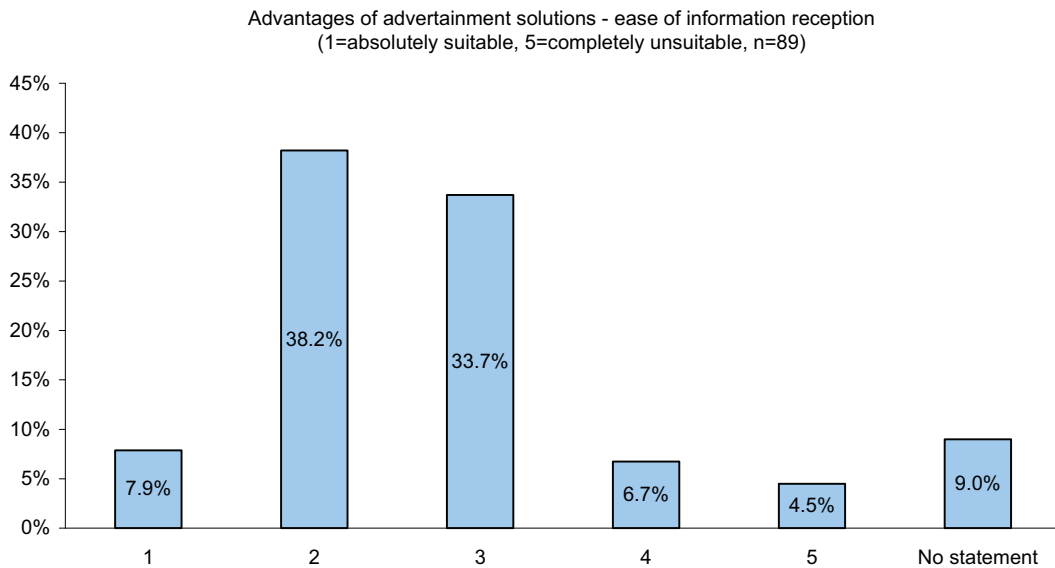
Figure 87: Value potential – ease of information reception
Source: Attachment 2, p. A-19

Fewer experts agree when it comes to the assessment of the influence of advertainment solutions regarding information processing (figure 88). Nearly 35% of those surveyed are of the opinion that this communication instrument has a positive impact on this stage of the learning process. 13.5% of the marketing experts consider advertainment solutions as (absolutely) unsuitable for this purpose.[511] Although those who support this particular issue still outnumber the sceptics, the potential of advertainment solutions at this stage does not seem to be as widely recognised as in the information perception stage.

Advantages of advertainment solutions - ease of information processing
(1=absolutely suitable, 5=completely unsuitable, n=89)
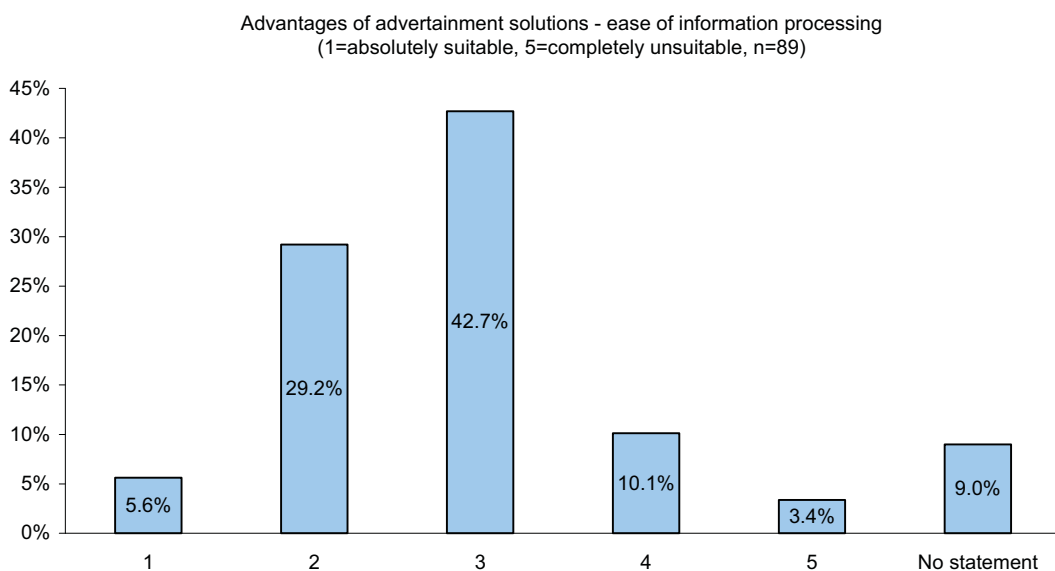
Figure 88: Value potential – ease of information processing
Source: Attachment 2, p. A-19

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[511] See Attachment 2, p. A-19.

Also indicative of this uncertainty is the comparatively high number of companies who do not give a statement concerning this particular question. This hesitancy becomes even more evident as aspects of information storage are addressed by the survey. The question of whether advertising information communicated with the help of advertainment applications can be better memorised by the recipient is not clearly answered within the framework of the Advertainment Survey 2002 (figure 89). 31.4% of the marketing experts find internet advertising games (absolutely) suitable for enhancing information storage, whereas 13.5% are of a different opinion and do not attribute this value potential to advertainment solutions.[512]

Advantages of advertainment solutions - ease of information memorising
(1=absolutely suitable, 5=completely unsuitable, n=89)

	1	2	3	4	5	No statement
	6.7%	24.7%	47.2%	9.0%	4.5%	7.9%
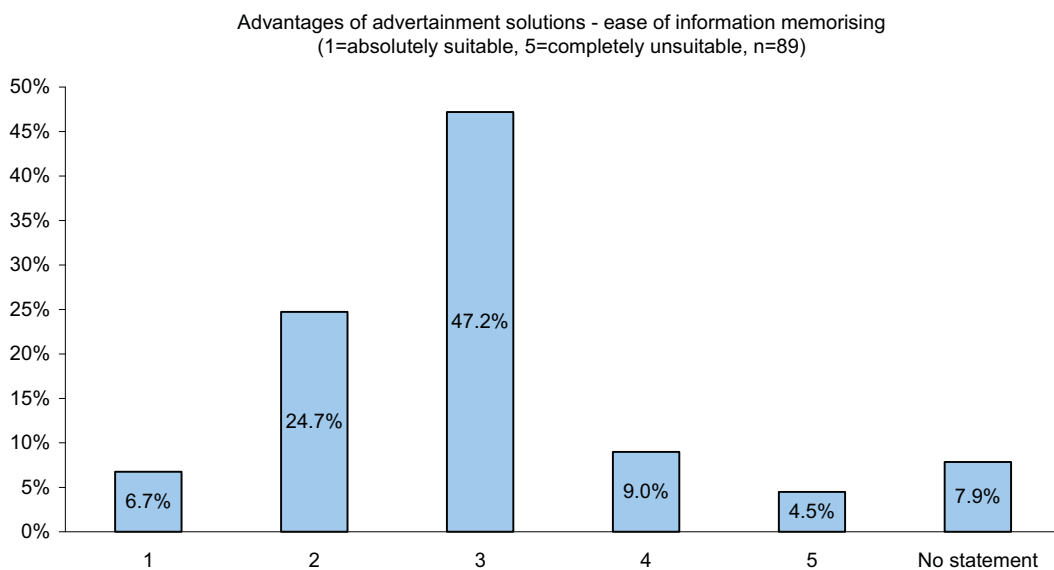
Figure 89: Value potential – ease of information memorising
Source: Attachment 2, p. A-19

4.1.3.2   Positive product attitude

Buying behaviour can generally be divided into three areas of rational, habitual and impulsive buying decisions. Rational buying decisions are based on problem situations in which the individual has no ready solution for coping with the situation. Contrary to that, habitual buying decisions[513] are applied to products/ services that have been regularly acquired in the past and for which an appropriate pattern of behaviour has been developed. Meanwhile, impulsive buying behaviour has come to be a focus of attention. During this highly emotional buying pattern, the consumer is considerably receptive to the influence of communication instruments.[514] In addition, for several products and

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[512] See Attachment 2, p. A-19.
[513] For further reading about habitual buying decisions refer to Kannacher, V. A. (1982), pp. 49.
[514] See Rosenstiel, L. v./ Ewald, G. (1979), pp. 82.

services the saturation point has already been reached, making it more important to provide the recipient with an emotional communication experience. For this purpose, advertainment solutions stimulate multiple senses that in combination intensify the effect of the mediated emotional experiences.[515] In particular, core advertainment elements such as pictures, colours and music directly address the right-brain-hemisphere and allow for the establishment of persistent attitudes towards the advertised object.[516] This psychological differentiation of products/ services is achieved by combining them with emotional stimuli such as, in the case of advertainment solutions, attaching an emotional experience to the objects that represents a benefit for the recipient.[517] This procedure is based on associative theories[518] which are rooted in the scientific works of Pavlov and Thorndike.[519] The associated theories can be divided generally into classical/ respondent conditioning and operant/ instrumental conditioning.

Classical conditioning does not rely on an individual's awareness. The learned behaviour which relates to changes in feelings or opinions is established as an automatic reflex which not necessarily requires further reinforcement. Furthermore, the conditioned response is elicited each time the conditioned stimulus is received. In contrast, operant conditioning, which is based on the scientific work of Skinner,[520] does not require an existing connection between the stimulus and response. The individual is conscious of his learned, goal-orientated behaviour which requires reinforcement in order to be effective. The likelihood of the desired response is increased but does not necessarily occur as a response to the stimulus.[521] Both of these learning theories are relevant to different kinds of learning. For instance, classical conditioning becomes manifest in repetitive advertisement scheduling, brand associations and passive learning, whereas operant conditioning applies to trial-and-error behaviour in which reinforced responses are learned.[522]

According to these theories, advertainment solutions expose the information recipient simultaneously or contiguously to two stimuli from which one is more or less neutral (advertised object) and the second emotional (advertainment environment). After a cer-

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[515] See Kroeber-Riel, W. (1990), p. 121.
[516] See Kroeber-Riel, W. (1990), p. 115.
[517] See Kroeber-Riel, W. (1990), p. 125.
[518] See Wilson, R. A./ Keil, F. C. (1999), p. 460.
[519] See Thorndike, E. L. (1969); Rescorla, R. A. (1975), pp. 7.
[520] See Skinner, B. F. (1953); Skinner, B. F. (1972).
[521] See Williams, T. G. (1982), p. 125.
[522] See Mahatoo, W. H. (1985), p. 135.

tain number of repetitions the emotional experience aroused by the psychologically activating stimulus is frequently associated with the emotionally neutral product/ service. The recipient will connect positive emotions to the product outside the advertainment environment.[523] Thus, the integration of advertising information in a pleasant perception environment such as an advertainment solution mediates positive emotional experiences to the advertised object which, in combination with the cognitive evaluation, shape the recipient's attitude towards it. By these means they influence the perceptive impact on the recipient, thus ensuring a better evaluation of the integrated product/ service.[524] In this context, advertainment solutions allow for the establishment of an emotional relationship between the advertising company and the recipient, thus providing him with an enjoyable experience that in return gives the company a positive profile.[525] This form of sympathy can contribute to increased loyalty and trust felt towards the firm.[526] Kroeber-Riel summarises in this context that the representation of a trade mark within an emotional environment can change a recipient's attitude towards the brand name without even mediating a single piece of factual information about the brand.[527]

It should be mentioned that subsequent to the generation of a positive attitude towards the product/ service by means of the advertainment solution, a positive learning process occurs only if satisfaction is finally derived from the product/ service. It should also be taken into account that this process is equally influenced by other determinants, such as the recipient's set of values,[528] which can have a significant influence on the person's emotional condition.[529]

4.1.3.3 Purchase without media breaks

Companies such as eBay have already proven that even during economic downturns selling products online can still prove to be profitable.[530] When announcing its second quarter 2002 financial results, eBay stated that Germany and the U.K. represent the dominant emerging markets for its business. Online purchases have become increasingly popular in Germany, as can be seen in figure 90. In 2001 12.85 million Germans

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[523] See Wilkie, W. L. (1990), pp. 292.
[524] See Kroeber-Riel, W. (1990), p. 115.
[525] See Stuke, F. R. (2002), pp. 12; Kroeber-Riel, W. (1990), pp. 113.
[526] See Wiedmann, K.-P./ Schmidt, H. (1997), p. 43.
[527] See Kroeber-Riel, W. (1990), p. 127.
[528] See Raffée, H./ Wiedmann, K.-P. (1989a), pp. 555.
[529] See Wiedmann, K.-P. (1984), p. 4.
[530] See eBay (2002).

had already conducted online purchases, a rapid increase from 4.94 million in 2000.[531] This trend is also observable in the US market. As a motivation for this increased online buying behaviour, individuals also name the ease of the online ordering process.[532] Also, 49% of advertising executives from traditional German companies state the most important marketing advantage of the internet is the generation of online transactions.[533] As far as transactions are concerned, the internet basically increases efficiency.[534]

Online consumer
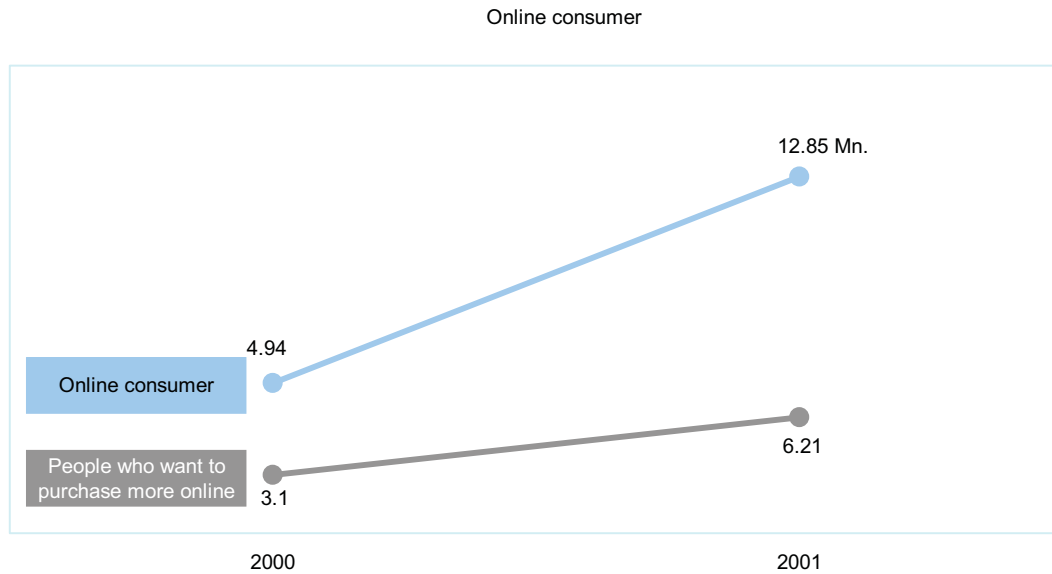
Figure 90: Online purchases
Source: Allensbacher Computer- und Telekommunikations-Analyse (2002a)

Online transactions allow for disintermediation, that is, for the breaking up of complex value chains such as those in direct selling where, for instance, middlemen are by-passed.[535] Moreover, huge quantities of customer and supplier relationships can be handled online while simultaneously increasing the transparency of these relationships. Product and service information from different suppliers can be acquired more easily, allowing for detailed comparison of these products and services and ensuring that the buyer becomes better informed than previously.[536] However, suppliers also benefit from this information transparency, as they can reduce planning and delivery times due to a

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[531] See Allensbacher Computer- und Telekommunikations-Analyse (2002a); Jupiter (2001d), p. 8.
[532] See Jupiter (2002a), p. 9.
[533] See Jupiter (2002b), p. 3.
[534] See Bloor, R. (2000), p. 153; Fahey, L./ Srivastava, R. (2001), pp. 38; Matthewson, J. A. (2002), p. 47; Mann, C. L./ Eckert, S. E./ Cleeland Knight, S. (2000), p. 11.
[535] See Wirtz, B. W. (2001a), pp. 160; Fritz, W. (2001a), pp. 129; Gerbert, P. et al. (2001), pp. 65; Bloor, R. (2000), pp. 161; De Kare-Silver, M. (2001), pp. 72; Nunes, P. (2000), pp. 26.
[536] See Matthewson, J. A. (2002).

rapid and efficient information exchange.[537] In addition, however, experts are of the opinion that "online shopping must deliver something extra, something more…"[538] "Successful sites do more than just provide content or transaction facilities. They involve and entertain. They engage customers in a way that teaches them more about the product/service…They provide this learning in a fun and subtle fashion and by providing different incentives encourage repeat visits – to play and…with the option to buy, always just an icon-click away."[539] These features can be observed in the advertainment example in figure 91. The recipient can visit the respective advertainment site where he can listen to music that is automatically played. He can select between different categories of music and can also adjust settings such as the volume. While the individual is entertained with a complete, high-quality song from the current music charts, a picture of the whole album appears in the middle of the screen. If the recipient likes the music and desires to own it, a mouse-click on the album or the buy it-link leads him directly to the ordering process "…enabling purchase decisions to be made and executed in one easy process within hours...."[540] After the order has been made, the product is delivered to him within 24 hours by post.[541]

Figure 91: Purchase without media breaks
Source: Chart Radio (2002); Amazon (2002)

What is remarkable in this context is that the recipient is guided smoothly through the whole buying process within one type of media. Unlike other buying processes in which the consumer, for instance, has to pick up the phone after watching a TV-advertisement or fill out the order form of catalogue, advertainment solutions can be designed to ease the buying process. Unnecessary purchase obstacles such as writing down a telephone

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[537] See Gerbert, P. et al. (2001), pp. 68.
[538] McKeown, M. J. (2002), p. 51.
[539] De Kare-Silver, M. (2001), p. 245.
[540] Matthewson, J. A. (2002), p. 48.
[541] See Chart Radio (2002); Amazon (2002).

number, getting the phone, memorising the order number, the name of the company and location from which the product can be purchased can be overcome if the consumer remains within one medium allowing for a continuous and uncomplicated buying process. The facilitation of a purchase without media breaks is only considered as advertainment value potential by 24.7% of the marketing experts surveyed. About 36% deviate from this opinion and do not identify this as a benefit arising from internet advertising games.[542] Since such functions which forward the customer to special ordering sections on a company's homepage have not been implemented in the majority of the practical examples, decision makers may not yet be sufficiently familiar and experienced with this type of advertainment value potential.
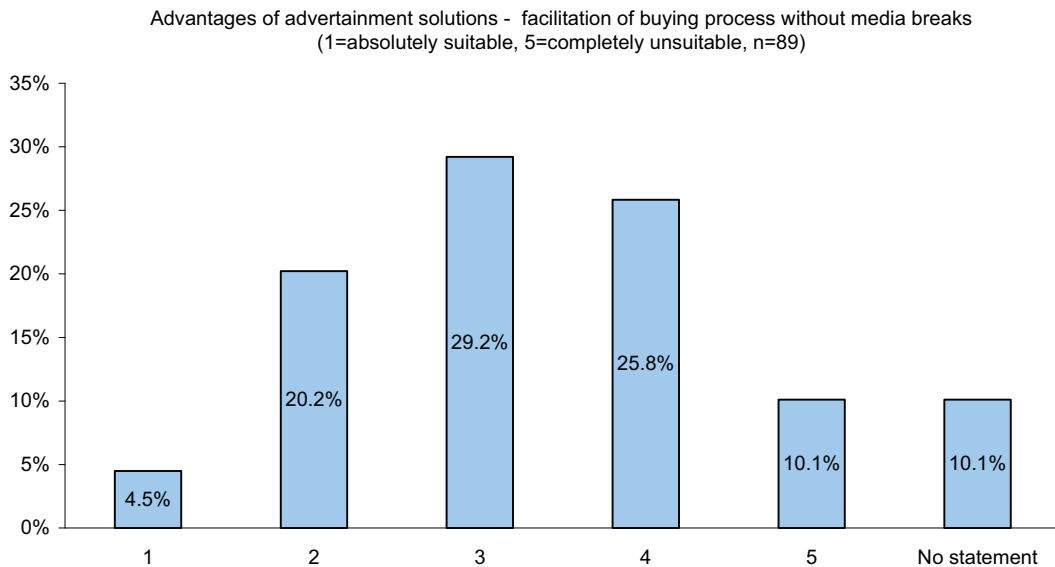
Figure 92: Value potential – purchase without media breaks
Source: Attachment 2, p. A-20

4.1.4 Value potential in the after-sales phase

4.1.4.1 Improved customer relationship by means of a community

Besides the numerous benefits of the internet for both the customer and the supplier, advantages for one party can also result in shortcomings for the other. In particular, the increasing quantity of information and the wide opportunity for selection have severely affected customer loyalty on the internet.[543] "A business cannot afford to lose customers at all, nor can it just serve them once and not care less whether they come back."[544] This

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[542] See Attachment 2, p. A-20.
[543] See Wirtz, B. W. (2001a), pp. 484; Siragher, N. (2001), p. 17; De Kare-Silver, M. (2001), p. 251.
[544] De Kare-Silver, M. (2001), p. 251.

factor has led to a stronger emphasis being placed on customer relationship management (CRM). CRM can be defined as "a set of techniques and approaches designed to provide personalised service to customers and to increase customer loyalty. Increasingly viewed as a strategic issue, and one that typically requires technological support."[545] In this context, CRM is understood as a business strategy that focuses on obtaining, developing and maintaining well-disposed customers. CRM aims to reduce customer acquisition and servicing cost while increasing customer satisfaction and profitability.[546] Numerous studies show that retaining customers pays back many times and avoids comparatively high new customer acquisition costs.[547] Finally authors have come to the striking conclusion that "relationships are now assets".[548] This point of view is reflected in the fact that German advertising executives see a deepening of customer relationships as one of the main marketing advantages of the internet.[549]
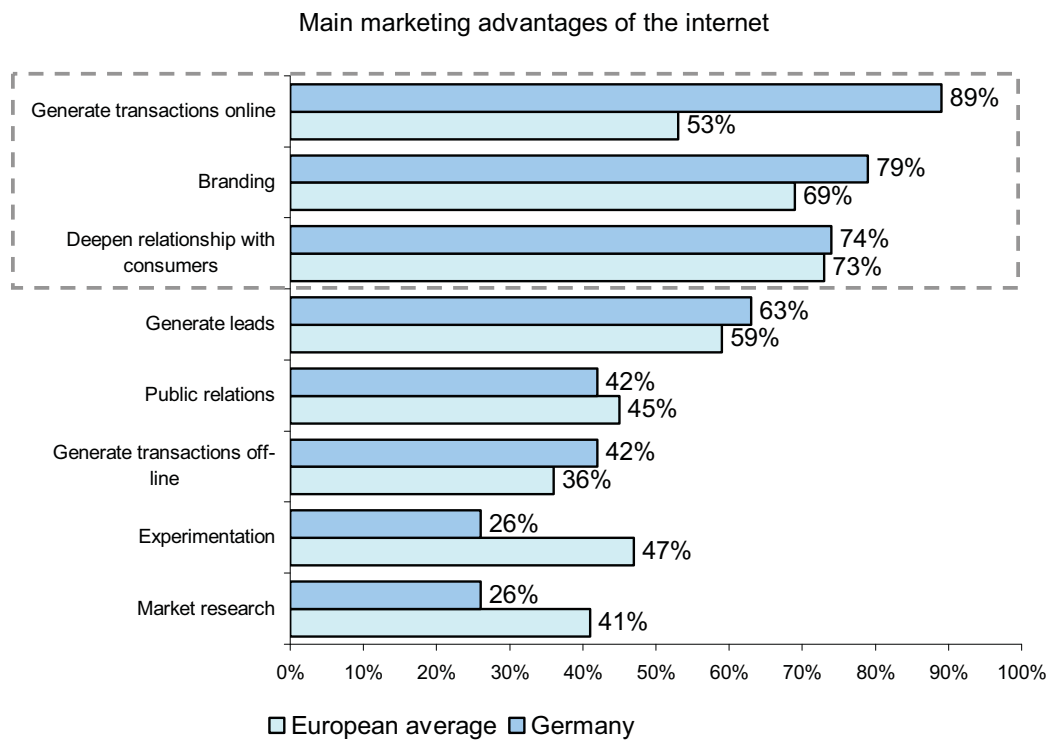
Figure 93: Main marketing advantages of the internet
Source: Jupiter (2002b), p. 3

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[545] Middleton, J. (2000), p. 229.
[546] See Wirtz, B. W. (2001a), pp. 494; Tapscott, D./ Ticoll, D./ Lowy, A. (2000), p. 89; Siragher, N. (2001), p. 11; Power, T./ Weber, M./ Boswell, B. (2001), p. 84.
[547] See Middleton, J. (2000), p. 252; Fuzinski, A./ Meyer, C. (1997), p. 77.
[548] Tapscott, D./ Ticoll, D./ Lowy, A. (2000), p. 192.
[549] See Jupiter (2002b), p. 3.

As an all-embracing term, CRM also covers the establishment of communities which enhance and intensify the cohesion between both parties.[550] Communities consist of a group of individuals that are like-minded and come together because they share the same interest in a particular topic.[551] Marketing experts generally agree that these communities of interest are an effective way of capturing the customer's attention and generating long-lasting relationships with him. Companies generate a durable bond by giving their customers the opportunity to interact and to be entertained by each other, thus weaving close social ties among them and thereby creating high exit barriers from such communities.[552] These communities are already considered as vital digital capital, since once members discover their shared interests the communities generally thrive.[553] Communities motivate customers to visit sites repeatedly, and to exchange useful information regarding their shared interest.[554] In view of the fact that the recipient is exposed more or less everyday to a glut of advertising information, interpersonal communication is evidently becoming a more reliable information source. In particular, the exchange of information with "market mavens" who are considered exceptionally well-informed individuals on the subject of the market can have a beneficial effect for the advertising company.[555]

Figure 94: Advertainment community
Source: Phenomedia AG (2002)

[550] See Cunnningham, M. (2000), p. 93; Fritz, W. (2002), pp. 34; Fritz, W. (2001b), p. 155.
[551] See Wirtz, B. W. (2001b), p. 493; Wiedmann, K.-P./ Buxel, H./ Buckler, F. (1999), pp. 43.
[552] See Rifkin, J. (2000), pp. 108; Power, T./ Weber, M./ Boswell, B. (2001), p. 28; Jupp, B./ Bentley, T. (2001), pp. 100; Bloor, R. (2000), pp. 131; Fritz, W. (2001a), p. 143.
[553] See Tapscott, D./ Ticoll, D./ Lowy, A. (2000), p. 90.
[554] See Cunningham, M. (2000), pp. 95; Middleton, J. (2000), p. 213; Koulopoulos, T./ Palmer, N. (2001), pp. 107; De Kare-Silver, M. (2001), p. 22.
[555] See Wiedmann, K. P./ Walsh, G./ Buxel, H. (1999), pp. 3.

Furthermore, a brand is viewed as more powerful when it is attached to a community of interest.[556] All these aspects are evident when one considers the successful advertainment solution "Das Moorhuhn". As can be seen in figure 94, individuals can sign-up to become community members and get in touch with each other. Newsletters keep the community informed about the latest developments concerning the advertainment solution. From time to time, contests are also organised, as is fund-raising for charity purposes.[557] Taking into account that the "Moorhuhn" was made public in 1999 and since then has established a community that is still active today, one can easily judge the potential of advertainment solutions as far as the enhancement of customer relationships is concerned.

In general, the intensification of customer relationship is considered to be the most significant benefit offered by advertainment solutions and is supported by the highest number of marketing experts. 59.6% consider internet advertising games as appropriate for enhancing the relationship with their customers. Of these, 22.5% would even go so far as to rate advertainment solutions as absolutely suitable for this purpose. A minority of about 10% of those questioned remains doubtful as to whether customer relationships can be improved with advertainment applications; 9% does not give any statement.[558]

Advantages of advertainment solutions - intensification of customer relationship
(1=absolutely suitable, 5=completely unsuitable, n=89)
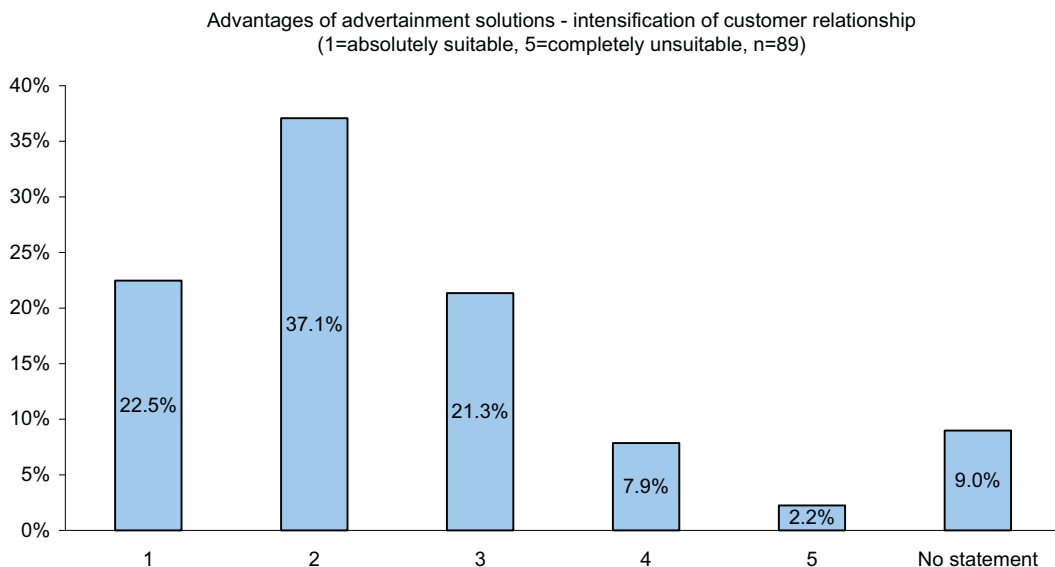
Figure 95: Value potential – Intensification of customer relationship
Source: Attachment 2, p. A-20

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[556] See Bloor, R. (2000), p. 70.
[557] See Phenomedia AG (2002).
[558] See Attachment 2, p. A-20.

4.1.4.2 Advertainment reporting

"No medium offers marketers greater flexibility to experiment and squeeze efficiency out of ad spending as does the Internet…"[559] 78% of German advertising executives are of the opinion that online media allow for a better measurement of the ROI than traditional media.[560] "Electronic consumers meander from site to site leaving traces as they move through the web. With every click of the mouse, some organization out there learns something about the consumers' preferences or intentions."[561] Meanwhile, various alternative metrics for measuring the success of an online advertising campaign exist, and universally accepted standards are expected within the next few years.[562]

Advantages of advertainment solutions - ease of recipient data logging
(1=absolutely suitable, 5=completely unsuitable, n=89)
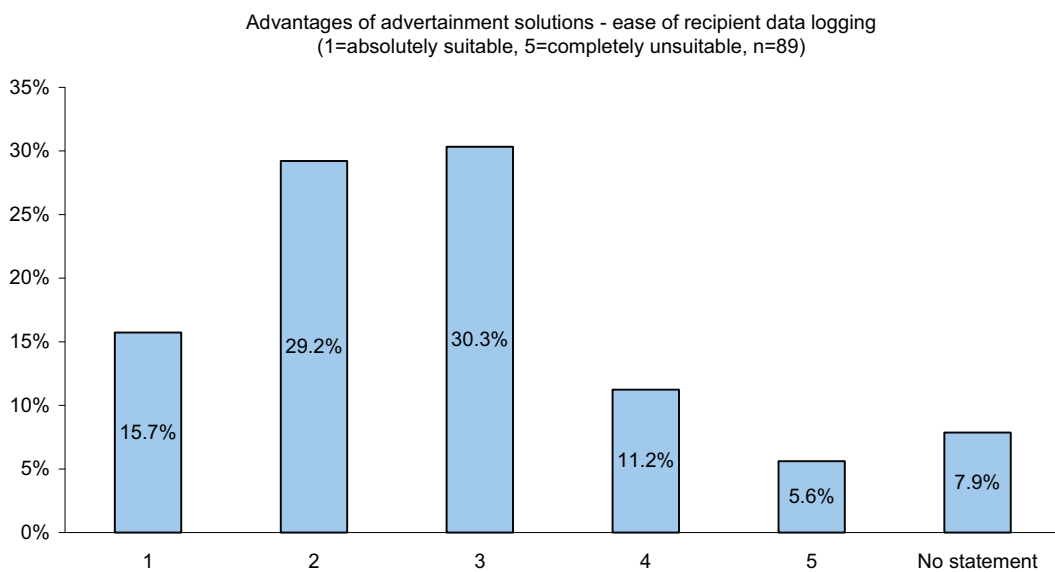
Figure 96: Value potential – recipient data logging
Source: Attachment 2, p. A-20

Advertainment solutions offer diverse possibilities for the acquisition of recipient data during the utilisation of the application.[563] Once this data is obtained, the analysis allows several queries to a large volume of data records identifying complex relationships, issues, opportunities and trends.[564] This data is aggregated into a recipient profile which enables the tailoring the advertainment communication to the preferences of the relevant target group or individual. Hence companies are able to recognise and appeal to

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[559] Jupiter (2002f), p. 12.
[560] See Jupiter (2002b), p. 5.
[561] Bloor, R. (2000), pp. 153.
[562] See Jupiter (2001e), p. 20.
[563] See section 3.2.5.4 for an illustrative advertainment example for recipient data acquiring.
[564] See Berry, M. (1997), pp. 51.

the recipient's habits,[565] with the purpose of increasing advertising effectiveness.[566] For instance, information obtained from different websites about the web surfing behaviour of a potential recipient enables the advertising company to identify the client's interests and needs in order to address him, for example, with targeted promotions.[567] A majority of marketing experts believe that advertainment solutions ease this process of recipient data logging, as is reflected by the 45% of those surveyed who state that advertainment applications are at least suitable for the enhancement of recipient data collection (figure 96). 16.8% of participants involved in the survey are of the opposite opinion, while 7.9% have no comment on this question.[568] The collection of customer data leads to reaching a decision basis; it is required by modern information management systems, and is the raw material for innovative forecast models.[569]

4.2 Development of an integrated advertainment communication concept

4.2.1 Analysis of the communication situation

The chances and risks arising from advertainment utilisation and the company's respective strengths and weaknesses regarding this communication instrument are assessed in a situation analysis.[570]
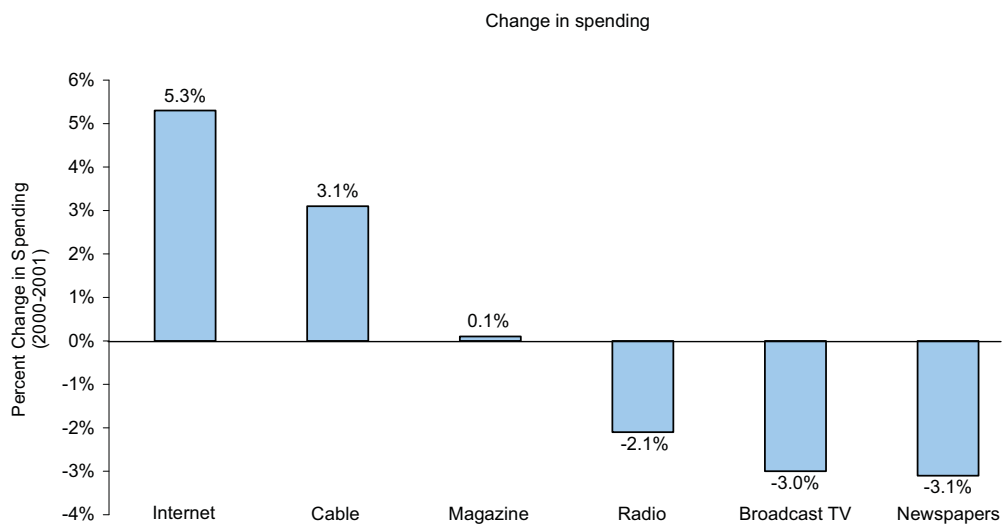
Figure 97: Growth rate comparison
Source: Jupiter (2001e), p. 11

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[565] For further examples see Rosen, A. (2000), pp. 174; Turban, E. et al. (2000), pp. 100.
[566] See Kourdi, J. (2001), pp. 76.
[567] See Matthewson, J. A. (2002), p. 151.
[568] See Attachment 2, p. A-20.
[569] See Wiedmann, K.-P./ Buckler, F. (1999), pp. 5; Wiedmann, K.-P./ Jung, H.-H. (1996), pp. 8; Wiedmann, K.-P./ Jung, H.-H. (1994), pp. 32.
[570] See Bruhn, M. (2001), p. 41; Pawlowitz, N. (1997), pp. 66; Bagozzi, R. P. et al. (1998), pp. 394; Meffert, H. (2000), pp. 63; Becker, J. (1998), pp. 92; Raffée, H./ Fritz, W./ Wiedmann, K.-P. (1994), pp. 52.

In addition to the general situation analysis, in this context the relevant determinants for communication planning are taken into consideration.[571] As concerns the external circumstances of advertainment solutions, the online advertising market should undergo an analysis. In 2001, US online ad spending totalled around $5.7 billion, which represents about 3.1% of total offline advertisement spending such as TV, radio, print et cetera. According to Jupiter, this figure is projected to rise up to $15.4 billion by 2006, the equivalent of 7% of classic offline ad spending.[572] Despite the comparatively low total figures a closer look at the respective growth rates reveals that online ad spending was growing faster than that for classic communication instruments between 2000 and 2001 (figure 97).

In 2002, the European online advertising market comprises about €1.2 billion and will climb up to €3.1 billion in 2006. A more detailed analysis of these aggregated figures reveals that Germany is the second biggest market for online advertising after the UK with €245 million in 2002. As can be seen in Figure 98, the annual growth rate of the European online advertising market fell from 116% in 2000 to 10% in 2001. The explanation for this development lies in the prolonged weak European economy and the resulting delayed media buys, since most companies put their commitment to online media on hold.[573]
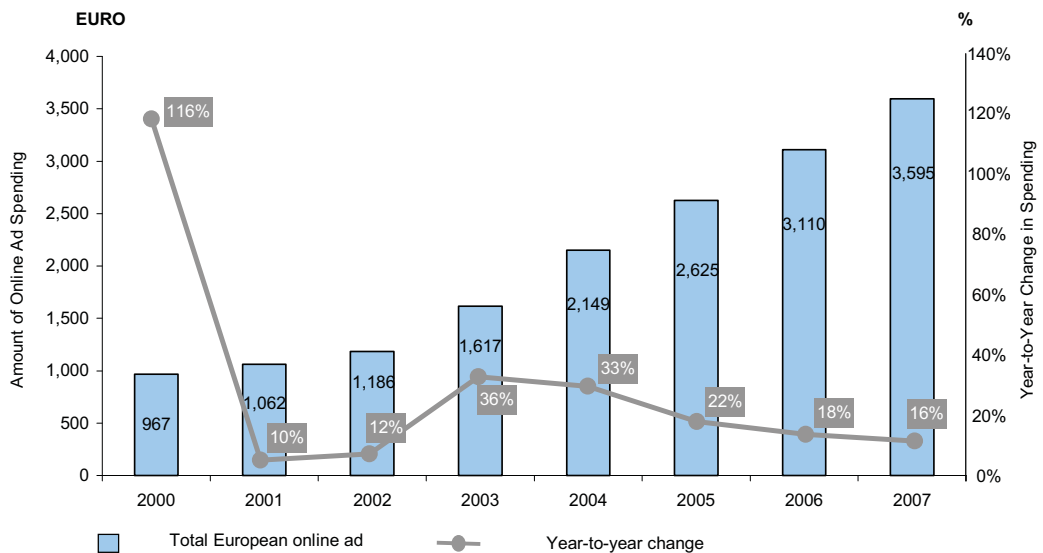
Figure 98: European online ad spending
Source: Jupiter (2002g), p. 3

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[571] See Stender-Monhenius, K. (1999), p. 35.
[572] See Jupiter (2001e), p. 9.
[573] See Jupiter (2002g), p. 3.

Meanwhile, signs of a recovery in the online advertisement sector are beginning to emerge. German online marketing experts note that, in contrast to the general advertisement trend, online budgets are increasing.[574] The demand for targeted, efficient and creative communication is becoming more evident and is met by advertainment solutions.[575] As far as the advertised object is concerned, one should decide whether a product/ service or general company information should be integrated. In particular, the position in its total life cycle currently occupied by a product has an influence on the communication objectives. For instance, a product that is in the introductory phase of its life cycle requires a certain generation of brand awareness, whereas in the growth phase advertising aims to create a unique and differentiated position for the product.[576] Within the company, it is predominantly the acceptance of advertainment solutions by the decision-makers and the way in which internet advertising games fit into the company's communication philosophy, which are prerequisites for a successful implementation of this communication instrument. Internet advertising games should not be implemented as isolated issues, but embedded within the marketing-mix of the company. Furthermore, one has to verify whether the company's resources are sufficient for the development and implementation of an advertainment. This pertains to the financial resources as well as the quantitative and qualitative human resources. If those resources are not available within the company, information should be obtained as to whether they can be provided externally.[577]

From a technological perspective in particular, the level of development within the telecommunication industry, the information technology and media sectors, and the relevant areas of entertainment industry are of relevance for advertainment solutions. Also, industry and supplier standards such as relevant software applications[578] should be carefully assessed.[579] With respect to legal issues, it should be taken into account that advertainment solutions are subject to rapid development, with the consequence that the respective laws they are influenced by are affected by a time lag. Therefore, new communication instruments in particular are apt to come up against points that have not yet been legally clarified; this should be sorted out from the beginning.[580]

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[574] See Spiegel (2002).
[575] See Wiedmann, K.-P./ Stoll, I. (2001), p. 254; Wiedmann, K. P./ Walsh, G./ Polotzek, D. (2000), p. 100.
[576] See Rothschild, M. L. (1987), pp. 103.
[577] See Bruhn, M. (1997a), p. 47; Becker, J. (1998), pp. 99; Meffert, H. (2000), pp. 66.
[578] See section 3.2.6.3.
[579] See Bruhn, M. (1997a), pp. 44.
[580] See Bruhn, M. (1997a), p. 45; Wirtz, B. W. (2001b), pp. 395; Rothschild, M. L. (1987), p. 113.

Relevant questions to be asked on the recipient side relate to determinants that influence the advertainment needs of the recipient. The recipient's willingness to accept technological innovations and advertainment developments is significant. In this context, aspects such as the usability of an advertainment solution should be considered, while keeping in mind that the target group has not yet fully realised the technological potential of this communication instrument. Moreover, it is recommended that the structure and prevalence of telecommunication networks be subject to a detailed analysis. In this context, both the current number of households connected to the internet as well as the connection speed determined by the available bandwidth are of relevance. Moreover, the penetration of end-user systems and the development of computer servers which provide the advertainment data are of interest.[581] On the supplier side, the current standard of available advertainment solutions should be analysed. This comprises the functions, layout, speed and price-performance ratio of advertainment solutions at present utilised by competitors, as well as those offered by advertainment agencies.[582]

4.2.2 Positioning of the advertainment solution

4.2.2.1 Definition of the advertainment objectives

"Selecting reasonable, achievable, and measurable goals at the start is the only way to be sure your efforts have paid off at the finish line."[583] As this quotation vividly illustrates, the determination of communication objectives forms the basis of the decision whether advertainment solutions should be utilised for company purposes, as well as for the subsequent evaluation of the communication success. These communication objectives are derived from the company's objectives and defined as operational aims.[584] They should meet all requirements regarding content, dimension, time frame, and segment. For instance, this means that strategies to increase brand-awareness must take into account considerations of percentage, time period and target group.[585]

Due to the pull character[586] of advertainment solutions, the initial establishment of contact with the target group is a precondition for pursuing specific communication objectives. The advertising company is obliged to stimulate actively demand for the utilisation of advertainment solutions and to secure the distribution of internet advertising

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[581] See Bruhn, M. (1997a), pp. 45.
[582] See Bruhn, M. (1997a), p. 46.
[583] Sterne, J. (1995), p. 5.
[584] See Hünerberg, R./ Heise, G. (1995), p. 14.
[585] See Stender-Monhenius, K. (1999), pp. 36.
[586] See Fantapie Altobelli, C./ Sander, M. (2001), p. 105; Roll, O. (1996), p. 70; Sterne, J. (1995), pp. 45.

games either physically on CD-ROM or electronically via the internet. The use of other communication instruments such as newsletters[587] or hyperlinks also plays an important role for establishing this initial contact.

As a way of structuring multimedia communication objectives, Bruhn also suggests the employment of a distinction between system and communication-related objectives. The former category is associated with objectives that focus on the advertainment system itself, whereas communication-related objectives take account of the mediation of the advertised information. A system-related effect of advertainment solutions is the psychological activation and the generation of interest which lead to the further use of the application. Moreover, the acceptance of advertainment solutions as a means of satisfying information and entertainment needs is included in these objectives. In this context, knowledge about the advertainment solution should also be mediated to the recipient, thus allowing for a purposeful exploitation of the application. Finally, the recipient's voluntary participation in the ongoing communication process with the advertainment solution is a system-related objective. In this advanced stage, utilisation is exclusively reliant on the communication instrument's inherent characteristics such as usability and content, whereas in the initial contact phase external circumstances are more important.[588] In contrast to the aforementioned objectives, communication-related objectives focus rather on the transfer of the advertised information. In this context, advertainment solutions ease the reception, processing and acceptance of the advertised information. Here the objective is the transmission of advertising information into the recipient's long-term memory.[589] This long-term information storage can take place on a cognitive as well as an emotional level. The process of influencing the recipient's attitude towards the advertised object also falls into this category. Final communication-related objectives aim to influence buying behaviour.[590]

The Advertainment Survey 2002 examined which objectives should primarily be pursued by means of advertainment solutions. Some objectives were thought to be more significant by marketing experts. Above all, advertainment solutions are considered to have proven their suitability for increasing brand awareness among recipients, and for sharpening the profile of the advertised object. They are also considered to contribute

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[587] See Brondmo, H. P. (2000), pp. 51.
[588] See Bruhn, M. (1997a), pp. 50.
[589] See Fantapie Altobelli, C./ Sander, M. (2001), p. 153.
[590] See Bruhn, M. (1997a), pp. 53.

fundamentally to the generation of a positive attitude towards the advertised object. Besides these objectives, the intensification of the customer relationship is another communication objective that is a domain of advertainment solutions. Communication objectives that aim to influence buying behaviour, or to increase purchase readiness or intention are not considered to be the main target of advertainment solutions.[591]

4.2.2.2 Definition of the advertainment target group

The definition of the target group represents a substantial step in the planning of an advertainment solution. If unable to meet the recipient's expectations, communication between the recipient and the advertainment solution may not take place at all or, at most, only for a short period of time. For this reason, precise knowledge about the target group forms a basis for outlining expectations for an advertainment solution.[592] This step requires that the marketing executive puts himself in the position of the intended target group and inquire why and with what expectations these individuals access advertainment solutions.[593] When one considers the characteristics of internet advertising games, it quickly becomes apparent that consumer groups rather than organisational groups are at the centre of consideration.

Due to their correlation with psychographic variables, demographic variables provide a basis for the identification of sufficiently sized target groups geared to advertising purposes.[594] Furthermore, aspects such as the behavioural patterns of the potential recipients and whether they can be reached either by online or offline advertainment solutions should be taken into account.[595] In addition, a general acceptance of multimedia applications and the ability to utilise them is important. Young people in particular are familiar with the use of personal computers and electronic entertainment devices and can be considered as advertainment opinion-leaders. Hünerberg and Heise come to the conclusion that older people, who in most cases show a low degree of acceptance of computers, are not the intended target group of multimedia applications.[596] Marketing experts questioned in the Advertainment Survey 2002 are in agreement with these authors. In their opinion, advertainment solutions should mainly be tailored to the needs and ex-

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[591] See Hünerberg, R./ Heise, G. (1995), p. 14.
[592] See Wiedmann, K.-P./ Stoll, I. (2001), p. 265; Bruhn, M. (1997a), p. 59; Stender-Monhenius, K. (1999), p. 41.
[593] See Roll, O. (1996), pp. 118; Rengelshausen, O. (1995), p. 232.
[594] See Bruhn, M. (1997a), p. 60.
[595] See Fantapie Altobelli, C./ Sander, M. (2001), p. 109.
[596] See Hünerberg, R./ Heise, G. (1995), pp. 15.

pectations of the age group between 13 and 29 due to the fact that this communication instrument seems to appeal to younger people the most. Apparently, interest in advertainment solutions declines in the age group of 30 to 39 year-olds but remains on a high level so that these individuals can also be considered as addressees. According to the Advertainment Survey 2002, persons below the age of 13 and above 39 years old are not the recipients most likely to be reached with internet advertising games. As far as questions of gender are concerned, the development of advertainment applications should in the first place be designed to fit the tastes of both sexes. If a target group must be chosen, marketing experts recommend focusing on male recipients. Female-focused advertainment solutions should in general be an exception. Furthermore, when addressing recipients with advertainment solutions it can be assumed, as indicated in the Advertainment Survey 2002, that recipients have an average income at their disposal that tends to be below rather than above the average.

Within these groups it is important to ascertain the proportion of individuals who have access to end-user systems that are appropriate for advertainment solutions. Thus knowledge should be obtained about where the utilisation of the application takes place, for instance, privately at home or at the office,[597] and the way in which recipients make use of it, for example, occasionally or as frequent users.[598] In addition to this, the situation concerning internet-based communication which also focuses on the chosen target group needs to be assessed, while future trends of the target group should also be closely observed.[599] In general, the more detailed the picture of the potential recipient is, the better his expectations and needs can be determined, an important prerequisite for the development of advertainment solutions as well as for the minimisation of possible spread losses.[600]

4.2.2.3   Development of the communication strategy

Currently, a wide variety of potential communication alternatives, as depicted in section 2.3.1, can be found in the online sector. Frequently this development is accompanied by the risk of a confused use of these alternatives that can easily affect the recipient negatively. Consequently, marketing experts in the Advertainment Survey 2002 call for a

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[597] Recent studies prove that meanwhile the installation of advertainment solutions on the office PC has become widespread, see Stuke, F. R. (2002), pp. 24.
[598] See Bruhn, M. (1997a), pp. 60; Hünerberg, R./ Heise, G. (1995), p. 16.
[599] See Bruhn, M. (1997a), p. 63.
[600] See Wiedmann, K.-P./ Stoll, I. (2001), p. 266.

structured approach in which advertainment solutions are aligned with other communication instruments.[601] Thus the need for the development of an integrating strategy is evident and can be defined as a requirement for successful advertainment solutions. A consistent strategy is a landmark within the information overload the recipient is experiencing and is therefore essential for a long-term relationship.[602]

Strategically, advertainment solutions have a supportive function for other communicative activities and focus on transferring information by means of entertaining and emotional communication contents.[603] "The most successful Multi-Media applications to date have shared some common characteristics…they have supplemented traditional media rather than substituting for them."[604] When developing the advertainment strategy, the advertised object, whether it is a product, service or the company itself, is at the centre of the strategy. In this context, the affinity of the communicated object with advertainment solutions should be taken into account. This affinity can be determined by certain characteristics of the advertised object, such as its value, visualisation, image, and so forth.[605] For instance, innovative products fit better into this kind of environment than conservative ones, while some products such as cars are easier to integrate into an entertaining background than more abstract ones.

A selective strategy is recommended, which should focus on target groups that in all probability have an appropriate end-user system that is hardware capable of multimedia at their disposal. These target groups should also be open to technological innovations. Besides the main type of advertainment solutions that are provided online the strategy should also ensure that an offline version is made available. Moreover, the strategy should underpin the design of the portfolio of online communication instruments that accompany the advertainment solution. Within this portfolio, the advertainment solution should follow certain rules that convey a unified impression, in order to maximise the likelihood of subsequent recollection by the recipient.[606] In addition, decisions have to be made as to where the main strategic focus lies. Possible strategies are to communicate information, to convey an innovative image of the advertiser, to increase customer loyalty by means of an online dialogue or just to make certain target groups accessible to the advertiser.

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[601] See section 2.3.1.
[602] See Bruhn, M. (1997a), p. 66.
[603] See Hünerberg, R./ Heise, G. (1995), p. 17.
[604] Maddox, L./ Graff, L. (1995), p. 146.
[605] See Hünerberg, R./ Heise, G. (1995), pp. 14.
[606] See Bruhn, M. (1997a), pp. 71.

4.2.2.4 Definition of the advertainment budget

Current budgets for the whole online advertising sector remain very moderate due to the cautious spending on advertising within the German industry.[607] The online budget should comprise three interdependent areas: the budget limit, its distribution among the instruments and distribution over the time period.[608] The central problem in this process lies in the determination of a valid communication function in relation to the allocated financial resources.[609] In order to identify the budget limit for an advertainment solution, the respective fix and variable costs need to be clarified. These cost types form the elements of a budget calculation for an advertainment application. As relevant cost elements, planning, realisation, system, implementation and operating costs should all be considered.

Planning costs comprise expenses for the development of the visual and technical concept, a storyboard or, if applicable, a prototype. These costs should comprise expenditure for internal employees, as well as fees charged by advertainment agencies and other service providers such as graphic artists or programmers. Realisation costs represent the investments for the actual completion of the advertainment solution. In this phase, costs arise for project management, for staff occupied with the design of the audio-visual components such as the graphics, animation and sound composition. Moreover, these elements need to be fit together to form a whole with the help of programmers. Depending also on the advertainment medium utilised, the system costs need to be taken into consideration. For advertainment solutions provided online, the acquisition of the hard and software such as the server or the respective licenses are just one part of the cost. In addition to this, expenses occur for the distribution of the data. This is due to permanent internet connections and the fees charged by service providers. An offline solution requires investments, for instance, in CD-ROMs or in a terminal system. Implementation costs mainly derive from the announcement of advertainment solutions through other communication instruments, also known as site promotion. In addition to this, advertainment solutions ought to be put on the index of search engines such as Google or Yahoo, and references given in company documents. In the offline section, the distribution of the advertainment medium to the recipient should be ensured by dispatching the CD-ROM or setting up a terminal system. Expenditures which occur periodically are re-

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[607] See Bruhn, M./ Boenigk, M. (1999), p. 75.
[608] See Stender-Monhenius, K. (1999), p. 83.
[609] See Hünerberg, R./ Heise, G. (1995), p. 14.

ferred to as operating costs. These comprise expenses for maintenance of the advertainment hard and software, depreciation, and fees, for instance, for service providers. In particular, updating costs for the application accrue regularly as a result of the imperative of ensuring that the advertainment offer retains its interest value for the recipient.[610]

Different methods can be used to calculate the advertainment budget. Basically, the optimal solution is derived from a mathematical formula when marginal costs for advertainment communication equal the marginal revenue that can be realised.[611] Due to the complexity of the advertising process these deterministic and stochastic optimisation models have little practical influence.[612] It is problematic in this case to determine the relationship between cause and effect and to calculate the measurable increase of revenues or market-share.[613] Although an online purchase function as depicted in section 4.1.3.3 can be integrated into the advertainment application, the emphasis remains on communication and therefore other approaches to budgeting are necessary. Primarily heuristic methods which determine the budget on the basis of past business figures are utilised in practice. These methods calculate the respective budget as a percentage of the revenues, base it on sales, orient it towards competitors, or simply work by all-you-can-afford methods and so forth.[614] From an academic point of view, these methods are problematical since all lack a clear orientation to the communication objective and are partly illogical due to circular dependencies between the deviated value and its basis.[615] Additionally, heuristic methods do not take individual characteristics of the company or current market stages into account. Furthermore, in the case of online communication, past business figures hardly ever exist.[616] An alternative method of calculating the advertainment budget is the objective-and-task method, which enables the company to calculate to what extent multimedia applications contribute to the attainment of communication objectives. On the basis of the defined communication objectives, a catalogue of online advertising instruments is set up. The respective costs of these instruments are estimated and compared to the available financial budget. If the required re-

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[610] See Fantapie Altobelli, C./ Sander, M. (2001), p. 115; Wiedmann, K.-P./ Stoll, I. (2001), p. 269; Rengelshausen, O. (1995), pp. 227.
[611] See Fantapie Altobelli, C./ Sander, M. (2001), p. 156.
[612] See Wiedmann, K.-P./ Stoll, I. (2001), pp. 267.
[613] See Stender-Monhenius, K. (1999), pp. 83.
[614] See Heise, G. (1996), p. 218; Wiedmann, K.-P./ Stoll, I. (2001), p. 268.
[615] See Fantapie Altobelli, C./ Sander, M. (2001), p. 155.
[616] See Wiedmann, K.-P./ Stoll, I. (2001), p. 268.

sources exceed those available, the communication objectives should be revised.[617] Also, with this method it remains difficult to measure the contribution of advertainment solutions to the communication objectives by means of a precise mathematical formula. In particular, theoretical methods depict the actual relations far more precisely than other methods, but they also make great demands in terms of the data required.[618]

According to the definition of the advertainment budget, distribution within a given time frame should be considered. This comprises, on the one hand, the point of time when advertainment solutions should be provided and, on the other hand, how frequently they should appear.[619] This can include a potential final decision to discontinue the use of advertainment solutions.[620] In connection with this, it should be noted that as time goes by the intensity of the communicative effect of the advertainment solution varies. Chronologically, this communication instrument can be used pro- or counter-cyclically or, for instance, be oriented towards the advertised object's own lifecycle.[621]

4.2.3 Definition of the advertainment design

4.2.3.1 Content design

Generally, the advertainment content has to be adapted to the relevant technological environment, in particular to the contemporary technological infrastructure of the recipient. One should keep in mind that advertainment solutions with compelling multimedia features usually extend downloading times and hardware requirements, consequently narrowing the potential recipient base.[622]

As far as the advertainment content is concerned, the question of the ratio between information and entertainment should be addressed.[623] In the Advertainment Survey 2002, marketing experts recommend by a majority of 63% that advertising information should play a peripheral role within advertainment solutions.[624] Furthermore, a decision should be made as to whether general company or product/ service information should be integrated into the advertainment solution. Depending on how uniquely the advertising information should be integrated within the application, advertainment agencies offer a

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[617] See Fantapie Altobelli, C./ Sander, M. (2001), p. 154; Wiedmann, K.-P./ Stoll, I. (2001), pp. 268.
[618] See Fantapie Altobelli, C./ Sander, M. (2001), p. 156; Wiedmann, K.-P./ Stoll, I. (2001), p. 269.
[619] See Wiedmann, K.-P./ Böcker, C./ Krause, A. (1999), p. 3.
[620] See Hünerberg, R./ Heise, G. (1995), p. 17.
[621] See Stender-Monhenius, K. (1999), pp. 95.
[622] See Fantapie Altobelli, C./ Sander, M. (2001), pp. 161.
[623] See Roll, O. (1996), pp. 117.
[624] See Attachment 2, p. A-14.

wide selection of concrete solutions. The range can vary between simply putting the company's name onto a standardised advertainment package, or offering completely newly programmed software adapted to the object advertised. In the first case, a company has immediate access to its advertainment solution at low cost; in the latter case the time needed to develop the solution will be longer and the expenses accrued will be higher, but the advertainment solution will offer a higher differentiation potential and uniqueness.[625] In general, the development of an advertainment solution proves to be a highly computerised process in which, after a briefing session, a rough concept and then a detailed concept are developed. The realisation of the advertainment solution takes into account possible changes requested by the client and subsequently the programming of the application is completed. Usability tests are a prerequisite before the implementation process. The whole development process can be described as a mixture; it comprises firstly an advertising agency's programme of work and secondly the phase-structure in application development.[626]

A formal requirement for the advertainment solution is a clear structure, in order to ensure rapid comprehension of the concept, while the design elements should harmonise with each other. The textually and graphically encoded advertising information should be easy to perceive, informative and remain credible. The advertainment background should be relevant to the advertised object. The visual and acoustic components are crucial, and should be sophisticated enough to attract immediate attention.[627] The advertising information can be in part given in the form of a written text within the advertainment solution. However, in view of the tiring effect of reading text from a screen, the respective passages should be kept brief and formulated in colloquial language, while the typography should support what is being said.[628] Formal design aspects should at least be oriented towards the relevant corporate design guidelines concerning typography or choice of colours in order to represent a company as an integrated whole.[629] Textual information plays a less significant role within advertainment solutions in comparison with graphic elements and animation. As depicted in section 3.2.4, graphic elements in particular enhance the recipient's perception and storage of the mediated information, however, the acoustic effects should also be fitting. The artistic design of visual and

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[625] See section 3.2.2.
[626] See Jaspersen, T. (1995), pp. 62; Wirtz, B. W. (2001b), pp. 470.
[627] See Stender-Monhenius, K. (1999), p. 98.
[628] See Stender-Monhenius, K. (1999), p. 99; Rengelshausen, O. (1995), p. 241.
[629] See Hünerberg, R. (1996), p. 128; Wiedmann, K.-P./ Stoll, I. (2001), p. 284.

acoustic elements, including the drawing of the graphics, as well as the animation and the sound composing, are complex tasks that should remain in the hand of specialists.[630] Animations in particular illustrate complex information in an easily perceivable way. In addition, pictures are capable of addressing existing emotional structures within the recipient. The animation of the graphic elements in an advertainment solution contributes to the vividness of its visual components. Advertainment solutions simulate a certain "virtual reality" that is capable of transferring an emotional experience.[631] From the recipient's perspective, the assimilation of information becomes such an experience.[632] For these reasons, special emphasis should be placed on the graphic representation of advertainment solutions.

It is important that the initial appearance of the advertainment solution should follow a clear and compelling structure which every recipient can recognise. Due to the pull character of advertainment solutions, the application should provide a clear-cut surplus value from the recipient's perspective. For this purpose, the design of the advertainment content should be sure to stress the entertainment component of this communication instrument.[633] This also means that entertaining multimedia content requires regular updates in order to ensure that the recipient does not become bored.[634] As far as the advertainment genre is concerned, marketing experts consider the jump'n run and thinking genre as most suitable.[635] But in general, the advertainment content should suit to the company and its products. For instance, a car manufacturer could integrate its products into a racing game, thus underlining that the advertising information is framed within a suitable advertainment solution.[636] The advertainment solution requires a concise name under which it can be easily retained and found in the indexes of the search engines.[637] Additionally, one should consider how the advertainment solution should be interlinked with the other online media. For example, a link to certain order forms or homepages could be included.

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[630] See Hünerberg, R./ Heise, G. (1995), p. 5; Rengelshausen, O. (1995), pp. 241; Jaspersen, T. (1995), p. 59.
[631] See Stender-Monhenius, K. (1999), pp. 100; Leupold, M./ Schlichtkrull, J. (1995), p. 87; Rengelshausen, O. (1995), p. 233.
[632] See Hinrichs, C. (1995), p. 159.
[633] See Fietz, G. (1995), p. 76.
[634] See Hünerberg, R. (1996), pp. 126; Dreyer, W. (1996), pp. 187; Roll, O. (1996), pp. 120.
[635] See section 3.2.1.
[636] See Fantapie Altobelli, C./ Sander, M. (2001), p. 117.
[637] See Werner, A./ Stephan, R. (1997), pp. 119; Fantapie Altobelli, C./ Sander, M. (2001), p. 137.

4.2.3.2   Integration of functions

The integration of user-friendly functions into the advertainment solution puts audio and visual components into an interactive structure and thus underlines the dialogue capability of this communication instrument. In this way, the extent of the recipient's active involvement and his flexibility can be determined. Also, the possibilities for feedback are decided in this context.

Before the advertainment application is opened, a note should indicate the ideal configuration of the end-user system and for which age-group the internet advertising game is suitable. The introduction screen should offer a bilingual menu in the national language and in English, through which the recipient can start the application immediately, in addition to an option menu where, for instance, the difficulty level can be set, and a help menu where essential controls are comprehensibly explained, for example, with the help of an automatic demonstration. The presentation layout should be geared towards providing an entertaining virtual experience built up with innovative multimedia technology, but also oriented to the technological specifications of common end-user systems.[638]

In order to establish an interactive dialogue, problem-free navigation throughout the advertainment solution is essential. "Navigating in a virtual world is an acquired skill…"[639] and "…a serious matter in this electronic environment. You don't want to lose your audience in a maze of entertainment."[640] For this purpose the recipient requires aid. He must be aware where is located in the application and what navigation possibilities he has. Input and output devices allow for navigation through the system. Attention should be paid that the functions which can be executed throughout the application operate consistently. Visual or acoustic feedback should be used to inform the recipient that the system has detected his inputs. These functions are to be embedded in the layout of the advertainment application which acts as an interface between the system and the recipient. In particular, the interface is the part of the system that is directly experienced by the recipient and a prerequisite for interaction.[641] While navigating through the advertainment solution, the recipient should not be made aware that a complex technology is in operation behind the application with all its graphical and visual

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[638]   See Wiedmann, K.-P./ Stoll, I. (2001), pp. 275.
[639]   Sterne, J. (1995), p. 67.
[640]   Sterne, J. (1995), p. 68.
[641]   See Bruhn, M. (1997a), pp. 88; Rengelshausen, O. (1995), p. 233; Heise, G./ Glomb, H. J. (1995), p. 31; Glomb, H. J. (1995b), p. 124.

components. All functions of the advertainment solution should give the impression of being ordinary and natural.[642] Navigation through the advertainment solution should be intuitively accessible to the recipient and easy to use in order to avoid unnecessary learning efforts that could hinder the dialogue between him and the application. In general, either the keyboard or the mouse, as the most common and familiar devices to the recipient, should be used predominantly.[643] In particular, usability tests should be conducted in which the test persons are given some specific tasks to fulfil while the application protocols the navigational data and a third person keeps records of the observable aspects such as the person's actions and reactions. Usability tests allow the providers to draw conclusions regarding the recipient's acceptance of the advertainment solution and to determine areas for improvement.[644]

Currently, it is uncommon for multi-user capabilities to be implemented in advertainment solutions, and according to the Advertainment Survey 2002 only 13% of the marketing experts rate this feature as important.[645] However, this feature in particular may in future play an important role in supplying the recipient with an incentive for repeated visits to the advertainment solution.[646]

4.2.4 Integration of advertainment into the communication landscape

Integrated communication aims at creating a unity out of various kinds of internal and external communication instruments, thus creating a certain consistency for all target groups.[647] If the company is represented inconsistently by its communication instruments, then contradictions will be far more likely to occur. An integrated communication relies on finely balanced communication instruments which provide information that fit into the recipient's mind like puzzle pieces, thus increasing the probability of recall.[648] This is accompanied by the exploitation of synergies and cost-saving potential. Given the increasing variety of communication instruments, the recipient's information overload,[649] growing advertisement pressure, the imperative of implementing a unitary

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[642] See Fietz, G. (1995), p. 76; Rengelshausen, O. (1995), p. 233.
[643] See Fantapie Altobelli, C./ Sander, M. (2001), p. 118; Hinrichs, C. (1995), p. 177; Glomb, H. J. (1995a), pp. 265.
[644] See Glomb, H. J. (1995a), pp. 278.
[645] See section 3.2.5.3.
[646] See Werner, A./ Stephan, R. (1997), pp. 111.
[647] See Hünerberg, R. (1996), p. 128; Bruhn, M. (1997a), p. 94.
[648] See Heise, G. (1996), p. 217; Fantapie Altobelli, C./ Sander, M. (2001), p. 123; Roll, O. (1996), pp. 94.
[649] See Glomb, H. J. (1995b), p. 125.

advertising campaign and of cutting costs provide plentiful incentives for an integration of communicative efforts.[650]

Advertainment solutions have a conditional relation to most other communication instruments. The reason for this is based on the necessity to generate the recipient's initial request for advertainment solutions with other communication instruments in order to announce internet advertising games to the public. For instance, the internet address for the advertainment solution can permanently be displayed in a corner of television spots or in print media. Moreover the address can be published on official company papers.[651] Particularly in the early stages of the provision of the application, the referring address needs to be embedded within the various important search engines in order to promote advertainment solutions properly. Furthermore, within the bounds of online advertising respective measures on highly frequented websites such as banners or sponsorships support the announcement of advertainment solutions.[652]

Complementary effects arise when communication instruments complement each other with regard to their communication objectives. For instance, the advertainment solution could be used to position the advertised object emotionally, while at the same time a catalogue provides factual information. A substitutable relation occurs if a communication instrument is capable of substituting traditional ones. For example, traditional prize competitions which stimulate the recipient's play instinct could partially be replaced by advertainment solutions. Due to the complementary characteristics of advertainment solutions, competitive relations towards classical communication instruments are not expected but can occur within multimedia communication. Generally companies could give precedence to internet advertising games instead of using banner ads or newsletters.[653]

Functional integration of advertainment solutions is based on the allocation of marketing tasks to respective communication instruments. This allocation optimises efficiency in the utilisation of marketing resources. In the context of the advertisement, for example, references to the advertainment solution in form of the internet address should be integrated into print media, TV or internet, in order to generate the initial contact of the

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[650] See Bruhn, M./ Boenigk, M. (1999), p. 15.
[651] See Wiedmann, K.-P./ Stoll, I. (2001), p. 255; Werner, A./ Stephan, R. (1997), p. 26; Dreyer, W. (1996), p. 195; Roll, O. (1996), pp. 141; Fantapie Altobelli, C./ Sander, M. (2001), pp. 140; Lamprecht, S. (1996), pp. 163.
[652] See Wiedmann, K.-P./ Stoll, I. (2001), p. 292; Sterne, J. (1995), pp. 213.
[653] See Bruhn, M. (1997a), pp. 94.

recipient with internet advertising games.[654] In exactly the same way, references to the company's website or an order form can be integrated into the advertainment solution.[655]

Regarding the field of sales promotion, advertainment solutions should be enriched by competitions[656] which offer rewards to the recipient when certain objectives have been reached in the game. These rewards can either be physical products such as samples or digital, for instance, screensavers, music files, and desktop-pictures. Furthermore, advertainment terminals can be placed at retailers allowing recipients to get familiar with the advertised object at the point-of-fun. This can be accompanied by other means of sales promotion or used as a standalone solution. Advertainment solutions in the sales promotion context generate exciting experiences activating emotional processes within the recipient. The main focus of these applications does not lie in the transfer of complex information but rather in generating a unique experience for the recipient. In addition to providing terminals, advertainment CD-ROMs can be distributed at the point-of-sale.[657]

Synergies using advertainment solutions can also be realised in the field of direct marketing. For instance, mail orders can be enriched with advertainment CD-ROMs increasing the package's attractiveness for the recipient, providing an incentive and attracting his attention. In the future, when broadband connections become more widespread, advertainment solutions can easily be attached to direct mails. In return, recipient profiles generated by means of advertainment solutions contribute to direct-marketing databases.[658]

As far as sponsorship is concerned, a hyperlink referring to the advertainment solution can be embedded within a search engine or website. Sponsorship is a significant element of advertainment solutions since logos and brands are integrated. If, for instance, the decision is made to sponsor a website, it should be considered to what extent the intended advertainment target group has an affinity to this site. The image of the sponsored object should fit in with the advertainment solution.[659] At fairs and marketing events, advertainment solutions can be distributed on CD-ROMs and terminals can be

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[654] See Schwickert, A. C./ Theuring, T. E. (1998), p. 126.
[655] See Bruhn, M. (1997a), p. 99.
[656] See Roll, O. (1996), p. 75.
[657] See Bruhn, M. (1997a), pp. 100; Schwickert, A. C./ Theuring, T. E. (1998), pp. 128.
[658] See Bruhn, M. (1997a), pp. 101.
[659] See Roll, O. (1996), pp. 91.

set up to provide entertainment for visitors.[660] In addition, new products that are going to be presented can already be integrated in the advertainment solution in order to give the recipient a further incentive to visit these fairs/ events.[661]

As for formal integration, general design principles for the communication instruments currently utilised should be applied to advertainment solutions, thus expressing a certain unity. This means thoughtful integration of the respective logos, slogans, typography et cetera, although it should be noted that unique formal elements of the application can also be established within classical communication instruments. Chronological integration is another consideration. It should be taken into account that at first, due to their pull character, advertainment solutions need to be announced through other communication instruments. In a second step they should be simultaneously made available in offline versions, for instance, advertainment CD-ROMs could occasionally be spin-offs.[662] Considering the importance of internet advertising games in the communication- mix, it can be said that advertainment solutions have a rather accessory function in connection with other communication instruments. But in future the possibility cannot be ruled out that advertainment solutions will become more significant in the online advertising field.[663]

4.2.5   Evaluation of advertainment communication

An advertainment solution is assessed on the basis of predefined objectives. A deviation from these objectives can be the starting-point for future optimisations. In general the advantage of advertainment solutions is their high transparency, as figures critical for success can be directly observed.[664] It became evident in the past that three areas in particular require consideration for an assessment: premise, implementation and result control. The result control itself can either take place internally, enabled by the application, or it can be done externally by third parties.

During premise control the original situation analysis which was the basis for the advertainment planning is reconsidered. In this context in particular, the identification of the relevant target group should be reconfirmed and the strategies verified.

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[660] See Bruhn, M. (1997a), pp. 104.
[661] See Roll, O. (1996), p. 78.
[662] See Bruhn, M. (1997a), pp. 107.
[663] See Bruhn, M. (1997a), pp. 97.
[664] See Hünerberg, R./ Heise, G. (1995), p. 17; Hünerberg, R. (1996), p. 125; Fantapie Altobelli, C./ Sander, M. (2001), p. 162.

Activity control comprises the surveillance of the correct execution of all the actions related to the advertainment solution. At this point, performance and coordination during the planning phases of conception, production and implementation undergo strict assessment. In addition, internal acceptance of the application within the company should be taken into account.
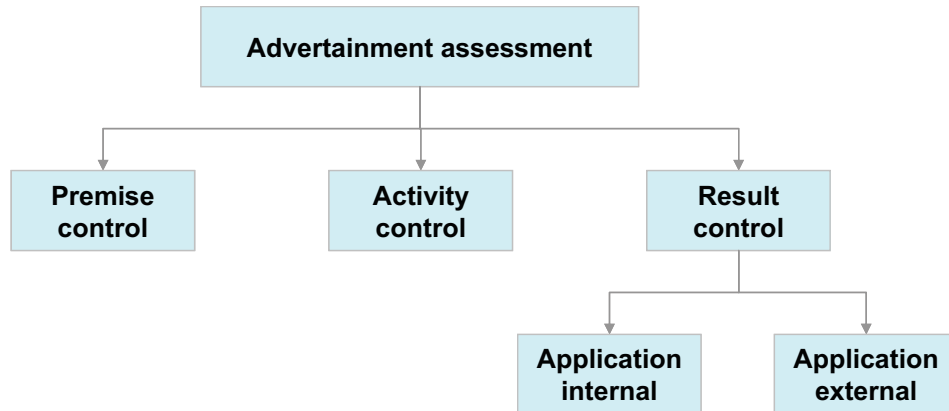
Figure 99: Advertainment assessment
Source: Own illustration

Result control assesses the degree to which the communication objectives assigned to the advertainment solution have been reached. It comprises, for instance, the measurement of the generated initial contacts with the application. Due to the pull character of this communication instrument, this figure is more appropriate for indicating how the different communication instruments are interlinked and communication needs identified than it is for providing information about the communicative effects of advertainment solutions. Another aspect of result control is measurement of the recipient's overall acceptance, satisfaction and utilisation of the application. Furthermore, result control establishes whether the communication objectives such as the transfer of advertising information, attitude generation and behavioural aspects, have in fact been achieved, or whether purchases triggered through advertainment solutions can be measured. A further part of result control is the determination of reasons for potential deviations and consequently the provision of a starting-point for the advertainment optimisation.

During result control, a distinction can be made between internal and external result control. Internal result control is based on the application itself and can be divided into passive and active feedback mechanisms. The passive internal result control allows for the generation of data for an automatic assessment of communicative effects, whereas active feedback mechanisms require the involvement and willingness of the recipient

during data generation. External result control measures the effects of communication on the recipient with the help of external methods, in most cases under laboratory conditions and with the active help of test persons.

The generation of so called log-files is now established as a passive control method. Online advertainment solutions allow one to keep records about each and every time the system is accessed. This involves recording, for time a data file is opened, the name of the requesting computer/ network, time, date, and file name within a so-called log-file.[665] With the help of this data, the relevant communicative effects of advertainment solutions can be monitored at reasonable cost. Measurement criteria which have become generally accepted in the online sector and are applicable to online advertainment count the number of times contact is made with the application. This figure is also called the gross reach of the advertainment solution and represents technologically perfect and complete instances when the advertainment solution is accessed.[666] The reason for the prefix gross lies in the fact that in the depicted case the figure is not corrected according to the number of multiple accesses. If the recipient can be identified, the number of visits made by this particular person can also be determined, thus depicting the net reach of the advertainment solution.[667] Since only the host/ domain name of the requesting computer is noted, a clear identification of the recipient is only possible through the service provider.[668] In assessing of psychological communication objectives, the recipient's viewing time should be considered, i.e. the period of time the advertainment solution was accessed by a recipient.[669] In order to measure his interest in the application, the number of navigation inputs within the advertainment solution can be included as an indicator. However, the measurement of purchase effects through advertainment solutions remains difficult. Unless the application is not connected to transactional processes, purchases cannot be precisely attributed to this communication instrument.[670] Regarding offline advertainment solutions, the number of CD-ROMs distributed is a practicable starting point.

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[665] See Werner, A./ Stephan, R. (1997), p. 181; Hünerberg, R./ Jaspersen, T. (1996), pp. 201; Hinrichs, C. (1995), p. 162.
[666] See Fritz, W. (2001b), p. 179; Fantapie Altobelli, C./ Sander, M. (2001), p. 163.
[667] See Hünerberg, R./ Jaspersen, T. (1996), p. 203.
[668] See Fantapie Altobelli, C./ Sander, M. (2001), p. 74; Schwickert, A. C./ Theuring, T. E. (1998), pp. 112; Hünerberg, R./ Jaspersen, T. (1996), p. 204.
[669] See Hünerberg, R./ Jaspersen, T. (1996), p. 203; Rengelshausen, O. (1995), pp. 236; Jaspersen, T. (1995), p. 93.
[670] See Hünerberg, R./ Jaspersen, T. (1996), p. 199.

The exclusive use of log-files is problematic, since this data can only be created if the advertainment solution is continuously provided online. There are areas for improvement regarding passive control mechanisms, in particular the evaluation of the quality of the interaction between recipient and the system. In addition, the recipient's actual viewing time remains unclear, for he could be distracted or actively involved in other activities throughout the registered time frame.[671] Furthermore, log-files are not applicable to offline advertainment solutions which can be run independently of a network connection. In addition, caching on proxy-servers which download the application once and provide it to multiple recipients distorts statistics on the actual number of individuals interacting with the application.[672] The number of repeated advertainment users can be falsified, since advertainment systems in public places such as internet cafés are used by different people while log-files register the same end-user system. Despite all these critical deficiencies, this control method remains helpful given that, for instance, a low number of application accesses and short viewing times indicate that further measures need to be taken.[673]

Failure to identify the recipient with passive control methods such as log-files can be overcome using active control methods that involve the recipient willingly. These active control methods comprise, for instance, a mandatory registration process before starting the online advertainment application.[674] Even for an advertainment CD-ROM, processes could be integrated that only allow the utilisation of the application in connection with a specific password. Here, it should be mentioned that a registration process represents a utilisation barrier narrowing down the target group of a communication instrument. To overcome this problem, one might create special functions which only become available after registration, while leaving the core application registration-free. High-score lists centrally stored on a server represent a particular incentive for recipient registration since the individual can compare his performance in the advertainment environment with that of other competitors. Furthermore, adequate feedback functions could be implemented within the advertainment solution such as "opinion polls"[675] with a simple graphic scale that indicates how entertained he felt when using the application. In addi-

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[671] See Roll, O. (1996), p. 96; Hünerberg, R./ Jaspersen, T. (1996), p. 207; Lamprecht, S. (1996), p. 173.

[672] See Werner, A./ Stephan, R. (1997), p. 182; Hünerberg, R./ Jaspersen, T. (1996), p. 205; Sterne, J. (1995), pp. 231.

[673] See Hünerberg, R./ Jaspersen, T. (1996), p. 206.

[674] See Werner, A./ Stephan, R. (1997), pp. 187; Hünerberg, R./ Jaspersen, T. (1996), pp. 207; Lamprecht, S. (1996), p. 153.

[675] See Wiedmann, K.-P./ Buxel, H./ Buckler, F. (1999), p. 45.

tion to this, specifically tailored surveys can inquire about quality of content, usability and layout, as well as enduring memory effects.[676]

The question of to what extent an application reaches psychological objectives is crucial and should be examined by external rather than internal result control. Depending on the type of communicative effect this can be assessed either through observation or surveys.[677] For instance, psychological activation and attention can be observed on one hand by means of technological devices that quantify physical changes such as the conductivity of the skin. On the other hand, these effects can be measured with the help of rating scales completed by the recipient. Emotional reactions are reflected by the state of the pupil or simply by body language or facial expressions. Observation of physical reactions with rating scales can be employed as a means of analysing emotional and motivational reactions, as well as attitudes towards a given object. The recipient's reaction can be tracked with the help of technological devices which measure information reception. Whether this perceived information turns into long-term knowledge is physically not observable and has to be examined, for instance, with recall and recognition tests. Behaviour, again, can be observed in a test environment or assessed by means of surveys.[678]

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[676] See Werner, A./ Stephan, R. (1997), pp. 190; Fantapie Altobelli, C./ Sander, M. (2001), p. 73; Schwickert, A. C./ Theuring, T. E. (1998), p. 177.
[677] See Glomb, H. J. (1995a), pp. 279.
[678] See Stender-Monhenius, K. (1999), pp. 106.

5 Advertainment closing

5.1 Advertainment synopsis

➢ Marketing communication battles for people's attentively and consciously consumed time. The maxim of the society-oriented marketing approach is "to feel and think with the customer's heart and mind." The consequence is a need for communication instruments with an entertaining character that will attract recipients.

➢ Advertainment is a neologism formed from the words advertising and entertainment, and describes a value-adding framework consisting of entertaining elements for perception-oriented communication. This thesis has focused on advertainment distributed via the internet, which it refers to as advertainment solutions or internet advertising games.

➢ Multimedia and interactivity are the central characteristics of advertainment solutions. Multimedia as an interactive computer-mediated presentation combines audio-visual elements and interactivity. Interactivity can be understood as the degree to which participants in a communication process have control over, and can exchange roles in their mutual discourse.

➢ Current advertainment solutions are significantly oriented towards the products of the electronic entertainment industry, with a market worth $20 billion including growth rates of between 15 and 20%.

➢ 52% of the surveyed marketing experts state that they either have already implemented advertainment solutions or are planning to do so within the next 2 years. This figure and the currently unexploited potential of non-users underline that this topic cannot be dismissed from current academic discussion.

➢ The main drivers for advertainment utilisation were the increase in website traffic, the increase in the length of time spent by the customer on the homepage, and the enhancement of the communication of the advertising information.

➢ Normative elements have a significant influence on advertainment utilisation: the main reason for company's failure to utilise advertainment solutions was found to be that this communication instrument did not blend well with the company's communication philosophy.

➢ The primary communication objectives pursued with advertainment solutions were identified as an increase in brand awareness, followed by the aim to generate a positive company/ product image.

➢ According to the Advertainment Survey 2002, newsletters (utilised by 56% of those surveyed) are the most widespread online communication instrument, followed by banner ads (45%).

➢ Compared to other communication instruments, advertainment solutions incorporate a particularly high degree of interactivity due to their non-linearity.

➢ The results of the Advertainment Survey 2002 indicate that the "jump'n run" genre is considered the most suitable genre for advertainment solutions, while the "simulation" genre is on the bottom of the scale, position three and four are taken by the "thinking" and "action" genre.

➢ As the inclusion of a disproportionate amount of advertising content may result in the recipient's reactance, 63% of the marketing experts agree that a peripheral role of advertising information within advertainment solutions is required. However, 30.3% are of the opinion that it should be a core element of the application. Naturally, the first preference entails a risk that the advertising information may not be noticed.

➢ 76.4% of marketing experts consider the CD-ROM as the most suitable advertainment medium apart from the internet.

➢ 80% of marketing experts consider visual elements as important or absolutely important for an advertainment solution. Only 20% of the marketing experts questioned stress the importance of audio elements, while advertainment agencies think that the importance of audio elements is underestimated.

➢ The interactive advertainment communication process features mutual discourse, control of both parties over the advertainment content and the exchange of roles as information sender and receiver.

➢ The complexity of the advertainment solution can be assessed by the physical and intellectual skills required, and by the time frame needed by the recipient to familiarise himself with the advertainment solution. An optimal degree of complexity, which supports high content attractiveness, exists for each recipient, as well as for the whole target group. 47.2% of the marketing experts argue in favour of a low degree of complexity.

➢ Multi-user capability of an advertainment solution can be broken down further into multi-user interaction, multi-user characteristics, and multi-user location. Only 13.4% of those surveyed consider multi-user capabilities as important or very important.

➢ The collection of recipient data comprises the attainment, analysis and utilisation of recipient information for marketing purposes. Approximately 61% of those surveyed rate recipient data collection as important or very important.

➢ Online availability restricts the recipient to interaction with the advertainment solution only when he is connected to another technological device via a network. Offline availability allows for a stand-alone operation of the advertainment application after it is has been stored on the technological device of the recipient.

➢ The online advertainment dilemma: the correlation between attractive audiovisual content and the amount of data in an advertainment solution leads to increased download times.

➢ Most advertainment solutions that can be displayed on a browser are either designed on the basis of the Java programming language or Shockwave-Flash. 91% of browsers utilised in the US can view content produced with Java, while 98% have Flash player installed.

➢ Only a minority of 4.5% of the surveyed companies would undertake the development of an advertainment solution by themselves. 48.3% would engage an external agency and about 45% would rely on a mixed team.

➢ Concerning demographic variables, marketing experts primarily identify individuals from the age of 13 to 29 as interested in advertainment solutions.

➢ 48.3% of those surveyed state that both genders respond equally to internet advertising games. 49.4% believe that predominantly male addressees respond to advertainment solutions. 1.1% believe that only female addresses are attracted by internet advertising games.

➢ With regard to income status, 60.7% are of the opinion that the recipients belong to average income groups, about 24% rate the advertainment recipients as below-average income earners, whereas 12.4% consider them to be above-average income earners.

➢ 86.5% of the companies consider the reduction of advertainment download times to be at least critical for success.

➢ 87.7% of the marketing experts express the opinion that an attractive visual presentation is one of the main factors in the success of advertainment solutions.

➢ Nearly 89% of the surveyed companies consider usability to be one of the (absolutely) critical factors for the success of advertainment solutions.

➢ 87.7% of the marketing experts surveyed are of the opinion that the transparency of advertainment rules should be considered at least critical for success.

➢ A majority of marketing experts advocates that, in general, product information should be unobtrusively, moderately integrated in advertainment solutions.

➢ A long-term key success factor for advertainment solutions is the establishment of a loyal community of recipients that makes frequent and regular use of the application.

➢ Advertainment solutions also have potential for the acquisition of recipient data, but this process must respect the legal and personal boundaries of the recipients if it is not to harm the dialogue process. 80.9% of the marketing experts consider data privacy as a critical factor for success.

➢ 57% of the questioned companies see the overriding advantage of advertainment solutions in the global reach of this communication instrument.

➢ 57.3% of the marketing experts state that advertainment solutions are capable of addressing their intended target group appropriately.

➢ Advertainment solutions incorporate external stimuli which directly address an individual's play instinct, resulting in immediate attention. 56.2% of the marketing experts questioned are convinced that advertainment solutions generate psychological activation.

➢ Psychological activation and visually encoded information can be considered as enhancers of cognitive processes. Marketing experts consider advertainment solutions particularly suited to the task of easing information perception.

➢ Integration of advertising information in a positive perception environment such as an advertainment solution prompts a positive emotional response to the advertised object and, in combination with cognitive evaluation, shapes a positive attitude towards the object.

➢ Some advertainment solutions feature a function "to play with the option to buy, always just an icon-click away". The recipient can remain within one medium which allows for a continuous and uncomplicated buying process.

➢ 59.6% of those surveyed believe that internet advertising games are suited to the task of enhancing customer relationships.

➢ 78% of German advertising executives are of the opinion that online media allows for a better measurement of the ROI than traditional media. Marketing experts believe by a majority that advertainment solutions ease recipient data logging.

➢ Advertainment solutions have proved their suitability for increasing brand awareness, generating a positive attitude, and intensifying the customer relationship.

➢ Young people in particular are familiar with the utilisation of personal computers and electronic entertainment devices and can be considered as advertainment opinion-leaders.

➢ Advertainment solutions should mainly be tailored to the needs and expectations of the age group between 13 and 29 and designed to appeal to the tastes of both sexes.

➢ Strategically speaking, advertainment solutions play a supportive role for other communication instruments.

➢ A selective strategy that focuses on target groups that have appropriate end-user systems at their disposal and are open-minded towards technological innovations is recommended.

- ➤ The development of an advertainment solution proves to be a highly computerised process that incorporates a mixture of an advertising agency's work programme and the phase-structure utilised in application development. Special emphasis should be given to the graphic representation of advertainment solutions.

- ➤ Advertainment solutions should be interlinked with other online communication instruments and have a concise name which can easily be found in the indexes of search engines.

- ➤ User-friendly functions determine how actively the recipient becomes involved with the content, how much flexibility he has within the advertainment environment, and which possibilities for feedback are provided.

- ➤ The advertainment introduction screen should offer bilingual menu points in the national language and in English. Functions such as an immediate start of the game, an option menu, and a help menu should be made available on the introductory screen.

- ➤ Problem-free navigation with the help of common input devices (keyboard, mouse, and joystick) that stay consistent throughout the advertainment solution is essential.

- ➤ Integrated communication relies on finely balanced communication instruments which provide information that fit like puzzle pieces, thus enhancing recall effects. This is accompanied by the exploitation of synergies and due attention to cost-saving potential.

- ➤ Advertainment solutions have a conditional relation to other communication instruments due to the necessity to generate the recipient's initial communication pull. In most cases, they complement other communication instruments with regard to the desired communication objectives.

➢ As concerns advertisements disseminated via print media, TV, and internet, references to the advertainment solution should be integrated in the form of the internet address. In exactly the same way, links to the company's website or an order form can be integrated into the advertainment solution.

➢ Advertainment solutions should be enriched by competitions which reward the recipient when he has reached certain game objectives (physical or digital products, for instance, screensavers, music files or desktop-pictures). Advertainment terminals can be placed at retail outlets allowing users to become familiar with the advertised object at the point-of-fun; in addition, advertainment CD-ROMs can be distributed at the point-of-sale.

➢ Mail orders can be enriched with advertainment CD-ROMs; when broadband connections become more widespread advertainment solutions can easily be attached to direct mails. Recipient profiles generated with advertainment solutions contribute to direct-marketing databases.

➢ Search engines or websites can be sponsored by advertainment solutions.

➢ At fairs and marketing events advertainment solutions can be distributed on CD-ROMs and terminals can be set up to provide entertainment for visitors. Also products that are going to be presented can be integrated in advance within the advertainment solution in order to give the recipient a further incentive to visit these fairs/ events.

➢ Online advertainment solutions have the advantage of high transparency, since critical success figures can be observed directly.

➢ An advertainment assessment should comprise examinations of the premise, activity and result, and can either be conducted internally by the application or with external help.

5.2   Advertainment prospects for the future

In connection with the Advertainment Survey 2002, marketing experts were asked to rate the importance of advertainment solutions in comparison to other communication instruments on the internet.

Importance of advertainment solutions in comparison to other internet advertising forms nowadays (in 5 years)? (n=89)
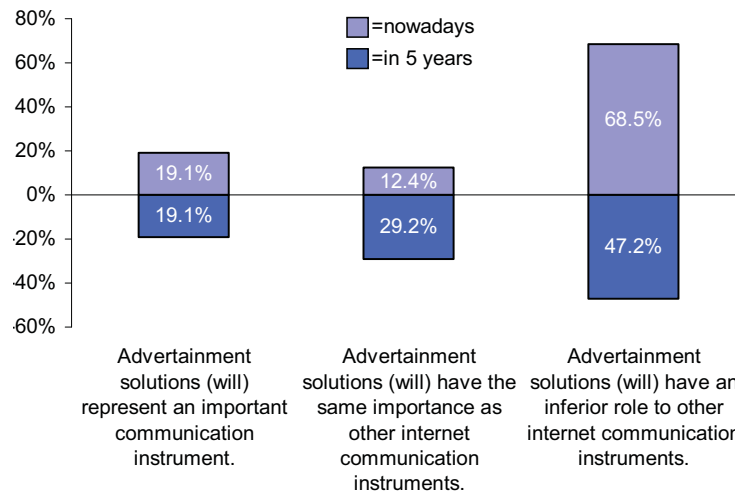
Figure 100: Significance of advertainment solutions today and in the future
Source: Attachment 2, p. A-21

Approximately 20% state that advertainment solutions already represent an important communication instrument, whereas 12.4% attribute to them the same significance as other communication instruments on the internet. The majority of 68.5% is of the opinion that advertainment solutions play an inferior role nowadays. The same question was asked with reference to the long term in order to assess the future prospects of advertainment solutions. Within a time frame of 5 years, the number of survey participants who believe that advertainment solutions are not as important as other internet communication instruments decreases to 47.2%. At the same time, the percentage of marketing experts who consider advertainment solutions at least as important as other internet communication instruments climbs to 48.3%, demonstrating the growing significance of this progressive instrument.[679] Furthermore, nearly 69% of the participants in a recent study state that they would recommend the use advertainment solutions for communicative purposes to major companies.[680] In this context, the question arises as to what the drivers for the growing significance of advertainment solutions are.

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[679] See Attachment 2, p. A-21.
[680] See Stuke, F. R. (2002), pp. 17.

In the early stages of the introduction of electronic entertainment software to the general public, these entertainment products led a shadowy existence. They were banished from several areas of daily life and concerns that they might have a negative impact on an individual's psychological development resulted in their being relegated as indecent. Since then this entertainment sector which was once considered childish, has undergone a paradigm shift. Playing games has become socially acceptable and is now well established in the daily routine of young adults. This trend will continue with the result that the acceptance of advertainment solutions will increase throughout a large section of society. As the Advertainment Survey 2002 has demonstrated, the German company landscape has taken notice of this fact and included advertainment solutions in their portfolio.

It can generally be expected that today's younger generations who are familiar with entertainment software will remain loyal at a later age. It can also be assumed that electronic entertainment software, even if not actively utilised, will remain a part of their daily life. Consequently, in the future, the acceptance of advertainment solutions amongst older age groups should also increase.

As technological developments in the PC sector are moving rapidly, programmers are able to create advertainment solutions that are more complex and combine sophisticated audio-visual elements. On the recipient side, bandwidth problems will become less of an issue, as DSL-technology will allow for fast downloads of huge quantities of data. Future advertainment solutions will become more complex and move away from simple design. For instance, the graphic representation will shift from two-dimensional bitmap graphics to three-dimensional polygonal modelling. Current commercial products from the electronic entertainment industry give important clues as to the future development of advertainment solutions.

Furthermore, it can be expected that in the future the advertising industry will continue to contribute significantly to the recipient's information overload. Consequently, the recipient will become increasingly aware of the fact that he is putting his spare time at the advertising industry's disposal without getting something in return. These kinds of thoughts and reflections will come more intensively to the fore and increase the recipient's demand for some form of gain, when confronted with advertising information. This development will also ensure the increasing significance of advertainment solutions in the future.

Since the recipient's sympathy for advertainment solutions is comparably high,[681] the exchange of advertainment solutions within an individual's close circle of acquaintances is popular. The recipient forwards the internet address as a link embedded in an e-mail, attaches a complete advertainment solution or gives the application as a hardcopy on a data carrier to his friends. This multiplying effect that is in most cases based on social recognition is particularly significant with regard to advertainment solutions and will become more important when future technological progress eases the distribution of software applications. In this context, the recipient's predilection for sharing his advertainment experience by playing simultaneously with other friends should also increase.

Generally speaking, advertainment solutions are a comparatively new communication instrument and are still not very well known among the public. However, gradually, people are becoming increasingly aware of them and advertainment solutions are also emerging in academic discussion. One aspect that will further contribute to their increasing popularity is expressed by current studies that come to the conclusion that advertainment solutions are particularly capable of mediating advertising information that can be easily recalled by the recipient.[682]

In summary, with the help of dedicated marketing experts, the Advertainment Survey 2002 has been able to shed light on the current status of advertainment solutions in German companies. Further methods of analysis, in particular the observation and assessment of the advertainment subject under laboratory conditions, represent new areas of inquiry that will hopefully be investigated in the future.

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[681] See Stuke, F. R. (2002), pp. 12.
[682] See Stuke, F. R. (2002), pp. 32.

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Attachment 1: Advertainment Questionnaire 2002

Introductory information on advertainment solutions:

Advertainment solutions can in most cases be found on a company's homepage and serve to integrate advertising information within an entertaining framework. A popular example for an advertainment solution is "Das Moorhuhn", which was presented on the website of the company Johnny Walker and received considerable media attention. While "advertainment solutions" refers generally with the communication of advertising information within an entertaining framework, in this survey, the focus lies on the internet-based forms of this communication instrument. Whether or not you are currently utilising this form of advertisement, I would be interested in your professional opinion regarding this topic. For this reason, I would kindly ask you to fill out all questions in the survey. Questions that allow for multiple answers are separately marked.

Question 1 – Utilisation of advertainment solutions

    a) Are you currently utilising advertisement in the form of advertainment solutions or are you planning to do so in the coming years?

❑ Yes, we are utilising advertainment solutions on the internet.
❑ Yes, we plan an introduction within the current year.
❑ Yes, we plan an introduction within the next two years.
❑ Yes, we plan an introduction within the next five years.
❑ No, we do not utilise advertisement games on the internet and are not currently planning to do so.

    b) If yes, how did you become aware of advertainment solutions?

❑ We became aware of advertainment solutions through the suggestion of external organs such as advertising agencies.
❑ We noticed advertainment solutions on other websites.
❑ The utilisation of advertainment solutions was a company internal idea.
❑ _____
_____

    c) If no, what are, in your opinion, the factors that speak against the utilisation of advertainment solutions? (Multiple choices possible)

❑ This form of advertisement does not blend well with our communication philosophy/ strategy.
❑ Calling up and downloading the pages from the internet takes too long for most of our customers.

❑ Our customers have little interest in advertainment solutions.

❑ Advertainment solutions seem to be cost intensive.

❑ Advertainment solutions have not been picked out as a central topic so far.

❑ _____

_____

Question 2 – Characteristics of an advertainment solution

Which characteristics do you consider as important or unimportant for an advertainment solution? (1=very important, 5= completely unimportant; multiple choices possible)

	1	2	3	4	5
Interactivity	❑	❑	❑	❑	❑
Graphic representation	❑	❑	❑	❑	❑
Acoustic representation	❑	❑	❑	❑	❑
Entertaining elements	❑	❑	❑	❑	❑
Playability	❑	❑	❑	❑	❑
_____	❑	❑	❑	❑	❑
_____	❑	❑	❑	❑	❑

Question 3 – Motivation for the utilisation of advertainment solutions

What are, in your opinion, the main reasons for the utilisation of advertainment solutions? (1=very important, 5=completely unimportant)

	1	2	3	4	5
Increase of homepage traffic	❑	❑	❑	❑	❑
Increase of time spent by the customer on the homepage	❑	❑	❑	❑	❑
Enhancement of the communication of the advertising message	❑	❑	❑	❑	❑
Enhanced processing of the advertising information	❑	❑	❑	❑	❑
Enhanced storage of the advertisement information by the recipient	❑	❑	❑	❑	❑
Enhanced tailoring of approach to the target group	❑	❑	❑	❑	❑
Cost efficient communication instrument	❑	❑	❑	❑	❑
_____	❑	❑	❑	❑	❑
_____	❑	❑	❑	❑	❑

Question 4 – Communication objectives of advertainment solutions

Which communication objectives are most likely to be pursued with advertainment solutions? (1=most suitable, 5=completely unsuitable)

	1	2	3	4	5
Creation of needs	❑	❑	❑	❑	❑
Increase of brand awareness	❑	❑	❑	❑	❑
Generation of a positive image	❑	❑	❑	❑	❑
Support of buying intention	❑	❑	❑	❑	❑
Encouragement of product purchases	❑	❑	❑	❑	❑
_____	❑	❑	❑	❑	❑
_____	❑	❑	❑	❑	❑

Question 5 – Target group of advertainment solutions

a) Which gender-specific target group is more receptive for advertainment solutions?

❑ Predominantly female addressees respond to advertainment solutions.
❑ Predominantly male addressees respond to advertainment solutions.
❑ Both genders equally respond to advertainment solutions.

b) Which age groups are primarily interested in advertainment solutions? (Multiple choices possible)

❑ 6-12 years of age
❑ 13-19 years of age
❑ 20-29 years of age
❑ 30-39 years of age
❑ 40-49 years of age
❑ Over 50 years of age

c) How do you evaluate the advertainment target group regarding income?

❑ Rather above-average income
❑ Average income
❑ Below-average income

Question 6 – Development of advertainment solutions

What kind of organisational solution would be most appropriate for the development of advertainment solutions?

❑ We would develop an advertainment solution internally.

❑ We would assign an external agency to the development of an advertainment solution.

❑ We would assign a mixed team of external and internal group members to the development of advertainment solutions.

Question 7 – Genre of advertainment solutions

Which genre is most suitable for advertainment solutions? (1=very suitable, 5=completely unsuitable)

	1	2	3	4	5
Action genre	❑	❑	❑	❑	❑
Jump'n run genre	❑	❑	❑	❑	❑
Thinking genre	❑	❑	❑	❑	❑
Simulation genre	❑	❑	❑	❑	❑
_____	❑	❑	❑	❑	❑
_____	❑	❑	❑	❑	❑

Question 8 – Role of advertising information

Should advertising information play a central or rather a peripheral role within an advertainment solution?

❑ Advertising information should be integrated as a core element in advertainment solutions.

❑ Advertising information should play a peripheral role in advertainment solutions.

❑ The degree of advertising information presented in advertainment solutions is irrelevant.

Question 9 – Degree of complexity of advertainment solutions

How complex should the content of advertainment solutions be?

❑ Advertainment solutions should have a high degree of complexity.

❑ Advertainment solutions should have a normal degree of complexity.

❑ Advertainment solutions should have a low degree of complexity.

❑ The degree of complexity of advertainment solutions is irrelevant.

Question 10 – Multi-user capability of advertainment solutions

As how important do you rate the possibility for individuals to team up within advertainment solutions? (1=very important, 5= completely unimportant)

	1	2	3	4	5
Importance of multi-user capability in advertainment solutions	❑	❑	❑	❑	❑

Question 11 – Medium for advertainment solutions

Which media do you consider as most suitable for providing the recipient with advertainment solutions? (1=most suitable, 5=completely unsuitable)

	1	2	3	4	5
CD-ROM	❑	❑	❑	❑	❑
Floppy disc	❑	❑	❑	❑	❑
Terminal	❑	❑	❑	❑	❑
Mobile phone	❑	❑	❑	❑	❑
Interactive Television	❑	❑	❑	❑	❑
_____	❑	❑	❑	❑	❑
_____	❑	❑	❑	❑	❑

Question 12 – Recipient data collection with advertainment solutions

a) How important do you rate the collection of recipient data within advertainment solutions? (1=very important, 5=completely unimportant)

	1	2	3	4	5
Importance of recipient data collection within advertainment solutions	❑	❑	❑	❑	❑

b) Which type of data do you consider as important regarding recipient data collection? (1= very important, 5=completely unimportant)

	1	2	3	4	5
Name and address	❑	❑	❑	❑	❑
E-mail-address	❑	❑	❑	❑	❑
Telephone number (fixed line/ mobile)	❑	❑	❑	❑	❑
Language ability	❑	❑	❑	❑	❑
Date of birth	❑	❑	❑	❑	❑
Marital status	❑	❑	❑	❑	❑
Household size	❑	❑	❑	❑	❑
Occupation	❑	❑	❑	❑	❑
PC/ internet utilisation	❑	❑	❑	❑	❑
Education	❑	❑	❑	❑	❑
Hobbies/ interests	❑	❑	❑	❑	❑

Period of utilisation of advertainment solutions	❑	❑	❑	❑	❑
Frequency of utilisation of advertainment solutions	❑	❑	❑	❑	❑
_____	❑	❑	❑	❑	❑
_____	❑	❑	❑	❑	❑

Question 13 – Success factors for advertainment solutions

What are in your opinion the factors which are critical to the success of advertainment solutions? (1=absolutely critical, 5=completely unimportant)

	1	2	3	4	5
Limitation of amount of data (while downloading advertainment solutions)	❑	❑	❑	❑	❑
Appealing graphic representation	❑	❑	❑	❑	❑
Attractive acoustic representation	❑	❑	❑	❑	❑
Usability	❑	❑	❑	❑	❑
Transparency of game rules	❑	❑	❑	❑	❑
High degree of possibilities for interaction	❑	❑	❑	❑	❑
Observance of the netiquette (polite behaviour rules for internet utilisation)	❑	❑	❑	❑	❑
Observance of data privacy requirements while logging recipient data	❑	❑	❑	❑	❑
_____	❑	❑	❑	❑	❑
_____	❑	❑	❑	❑	❑

Question 14 – Advantages of advertainment solutions

What do you see as the overriding advantages of advertainment solutions? (1=very important, 5=completely unimportant)

	1	2	3	4	5
Psychological activation of the recipient	❑	❑	❑	❑	❑
Targeted approach to the recipient	❑	❑	❑	❑	❑
Global reach of advertainment solutions	❑	❑	❑	❑	❑
Ease of information reception	❑	❑	❑	❑	❑
Ease of information processing	❑	❑	❑	❑	❑
Ease of information storage	❑	❑	❑	❑	❑
Increase of purchase readiness/ intention	❑	❑	❑	❑	❑
Facilitation of buying process without media breaks	❑	❑	❑	❑	❑
Decline of cognitive dissonance (doubts after product purchase from customer perspective)	❑	❑	❑	❑	❑
Intensification of customer relationship	❑	❑	❑	❑	❑
Ease of customer data logging	❑	❑	❑	❑	❑
Decrease of marketing costs	❑	❑	❑	❑	❑

❑ ❑ ❑ ❑ ❑

❑ ❑ ❑ ❑ ❑

Question 15 – Utilisation of further communication instruments

a) Which other communication instruments besides the internet are you utilising in general? (Multiple choices possible)

❑ Advertisements through print media

❑ Advertisements on TV

❑ Radio advertisements

❑ Sales promotion

❑ Public relations

❑ Sponsoring

❑ Event-marketing

❑ Fairs/ exhibitions

❑ Direct communication

❑ _____

_____

b) Which further communication instruments are you utilising on the internet? (Multiple choices possible)

❑ Banner ads (mostly rectangular advertising space on website which redirects the recipient to another website)

❑ Interstitials (advertisement that covers a whole webpage and is displayed for a few seconds after changing websites)

❑ Direct mail (advertisement in the form of e-mails which are sent directly to the addressee)

❑ Newsletters (informative e-mails which are sent out on a regular basis with the permission of the addressee)

❑ Buttons (small button on website which leads the user to another website after mouse-click)

❑ Pop-ups (small browser window which opens in front of an existing website)

❑ _____

_____

Question 16 – Alignment of internet communication instruments

Should advertainment solutions be aligned with the other advertising forms such as those described in 15b?

❑ Yes, the alignment of advertainment solutions with other communication instruments on the internet is necessary.

❑ No, an alignment of the internet communication instruments is not necessary.

Question 17 – Significance of advertainment solutions

a) How do you rate nowadays the importance of advertainment solutions in comparison to those internet advertising forms mentioned in question 15b)?

❑ Advertainment solutions nowadays represent an important communication instrument.

❑ Advertainment solutions have the same importance as other internet communication instruments.

❑ Advertainment solutions have an inferior role to other internet communication instruments.

b) What do you predict will be the importance of advertainment solutions in 5 years in comparison to those internet advertising forms mentioned in question 15)b?

❑ In 5 years advertainment solutions will be an important communication instrument.

❑ Advertainment solutions will have the same importance as the other communication instruments on the internet.

❑ Advertainment solutions will play an inferior role to other internet communication instruments.

Attachment 2: Advertainment Survey 2002 results

Question 1 – Utilisation of advertainment solutions			
Are you currently utilising advertisement in the form of advertainment solutions or are you planning to do so in the coming years?			
Utilisation of advertainment solutions (n=89)			
100.00%	Yes, we are utilising advertainment solutions.	35	**39.3%**
	Yes, we plan an introduction within the current year.	9	**10.1%**
	Yes, we plan an introduction within the next two years.	3	**3.4%**
	Yes, we plan an introduction within the next five years.	0	**0.0%**
	No, we don't utilise advertainment solutions and aren't planning to do so.	40	**44.9%**
	Other	1	**1.1%**
	No statement	1	**1.1%**
If yes, how did you become aware of advertainment solutions? (Multiple choices possible, n=47)			
125.53%	We became aware of advertainment solutions through the suggestion of external organs such as advertising agencies.	18	**38.3%**
	We noticed advertainment solutions on other websites.	16	**34.0%**
	The utilisation of advertainment solutions was a company internal idea.	23	**48.9%**
	Other	1	**2.1%**
	No statement	1	**2.1%**
If no, what are, in your opinion, the factors that speak against the utilisation of advertainment solutions? (Multiple choices possible, n=40)			
167.50%	This form of advertisement does not blend well with our communication philosophy/ strategy.	33	**82.5%**
	Calling up and downloading the pages from the internet takes too long for most of our customers.	3	**7.5%**
	Our customers have little interest in advertainment solutions	10	**25.0%**
	Advertainment solutions seem to be cost intensive.	5	**12.5%**
	Advertainment solutions have not been picked out as a central topic so far.	9	**22.5%**
	Other	7	**17.5%**
	No statement	0	**0.0%**

Question 2 – Characteristics of an advertainment solution			
Which characteristics do you consider as important or unimportant for an advertainment solution?	(1=very important, 5= completely unimportant, n=89)		
Importance of interactivity	1	43	**48.3%**
100.00%	2	30	**33.7%**
	3	11	**12.4%**
	4	2	**2.2%**
	5	0	**0.0%**
	No statement	3	**3.4%**
Importance of graphic representation	1	24	**27.0%**
100.00%	2	47	**52.8%**
	3	16	**18.0%**
	4	0	**0.0%**
	5	0	**0.0%**
	No statement	2	**2.2%**
Importance of acoustic representation	1	2	**2.2%**
100.00%	2	16	**18.0%**
	3	28	**31.5%**
	4	35	**39.3%**
	5	5	**5.6%**
	No statement	3	**3.4%**
Importance of entertaining elements	1	29	**32.6%**
100.00%	2	36	**40.4%**
	3	18	**20.2%**
	4	1	**1.1%**
	5	0	**0.0%**
	No statement	5	**5.6%**
Importance of playability	1	52	**58.4%**
100.00%	2	25	**28.1%**
	3	8	**9.0%**
	4	1	**1.1%**
	5	0	**0.0%**
	No statement	3	**3.4%**

Question 3 – Motivation for the utilisation of advertainment solutions			

What are, in your opinion, the main reasons for the utilisation of advertainment solutions? (1=absolutely suitable, 5=completely unsuitable, n=89)

Motivation for the utilisation of advertainment solutions - increase of homepage traffic — (1=absolutely suitable, 5=completely unsuitable, n=89)

100.00%	1	40	**44.9%**
	2	31	**34.8%**
	3	12	**13.5%**
	4	2	**2.2%**
	5	2	**2.2%**
	No statement	2	**2.2%**

Motivation for the utilisation of advertainment solutions - increase of time spent by the customer on the homepage

100.00%	1	22	**24.7%**
	2	33	**37.1%**
	3	21	**23.6%**
	4	6	**6.7%**
	5	3	**3.4%**
	No statement	4	**4.5%**

Motivation for the utilisation of advertainment solutions - enhancement of the communication of the advertising message

100.00%	1	22	**24.7%**
	2	26	**29.2%**
	3	28	**31.5%**
	4	9	**10.1%**
	5	1	**1.1%**
	No statement	3	**3.4%**

Motivation for the utilisation of advertainment solutions - enhanced processing of the advertising message

100.00%	1	12	**13.5%**
	2	23	**25.8%**
	3	33	**37.1%**
	4	16	**18.0%**
	5	0	**0.0%**
	No statement	5	**5.6%**

Motivation for the utilisation of advertainment solutions - enhanced storage of the advertising message by the recipient

100.00%	1	14	**15.7%**
	2	31	**34.8%**
	3	29	**32.6%**
	4	10	**11.2%**
	5	1	**1.1%**
	No statement	4	**4.5%**

Motivation for the utilisation of advertainment solutions - enhanced tailoring of approach to the target group

100.00%	1	11	**12.4%**
	2	27	**30.3%**
	3	27	**30.3%**
	4	17	**19.1%**
	5	1	**1.1%**
	No statement	6	**6.7%**

Motivation for the utilisation of advertainment solutions - cost efficient communication instrument

100.00%	1	5	**5.6%**
	2	20	**22.5%**
	3	34	**38.2%**
	4	18	**20.2%**
	5	5	**5.6%**
	No statement	7	**7.9%**

Question 4 – Communication objectives of advertainment solutions			
Which communication objectives are most likely to be pursued with advertainment solutions?			
Communication objectives of advertainment solutions - creation of needs	(1=absolutely suitable, 5=completely unsuitable, n=89)		
100.00%	1	0	**0.0%**
	2	9	**10.1%**
	3	30	**33.7%**
	4	31	**34.8%**
	5	11	**12.4%**
	No statement	8	**9.0%**
Communication objectives of advertainment solutions - increase of brand awareness			
100.00%	1	29	**32.6%**
	2	38	**42.7%**
	3	12	**13.5%**
	4	6	**6.7%**
	5	1	**1.1%**
	No statement	3	**3.4%**
Communication objectives of advertainment solutions - generation of a positive company/ product image			
100.00%	1	22	**24.7%**
	2	41	**46.1%**
	3	15	**16.9%**
	4	5	**5.6%**
	5	1	**1.1%**
	No statement	5	**5.6%**
Communication objectives of advertainment solutions - support of the buying intention			
100.00%	1	3	**3.4%**
	2	14	**15.7%**
	3	29	**32.6%**
	4	26	**29.2%**
	5	8	**9.0%**
	No statement	9	**10.1%**
Communication objectives of advertainment solutions - encouragement of product purchases			
100.00%	1	3	**3.4%**
	2	12	**13.5%**
	3	22	**24.7%**
	4	28	**31.5%**
	5	15	**16.9%**
	No statement	9	**10.1%**

Question 5 – Target group of advertainment solutions

Which gender-specific target group is more receptive for advertainment solutions? (n=89)

100.00%	Predominantly female addressees respond to advertainment solutions.	1	**1.1%**
	Predominantly male addressees respond to advertainment solutions.	44	**49.4%**
	Both genders equally respond to advertainment solutions.	43	**48.3%**
	Other	1	**1.1%**

Which age groups are primarily interested in advertainment solutions? (Multiple choices possible, n=89)

221.35%	6-12 years of age	14	**15.7%**
	13-19 years of age	68	**76.4%**
	20-29 years of age	69	**77.5%**
	30-39 years of age	35	**39.3%**
	40-49 years of age	7	**7.9%**
	Over 50 years of age	3	**3.4%**
	Other	1	**1.1%**

How do you evaluate the advertainment target group regarding income? (n=89)

100.00%	Rather above-average income	11	**12.4%**
	Average income	54	**60.7%**
	Below-average income	21	**23.6%**
	No statement	3	**3.4%**

Question 6 – Development of advertainment solutions

What kind of organisational solution would be most appropriate for the development of advertainment solutions? (n=89)

100.00%	We would develop an advertainment solution internally.	4	**4.5%**
	We would assign an external agency to the development of an advertainment solution.	43	**48.3%**
	We would assign a mixed team of external and internal group members to the development of advertainment solutions.	40	**44.9%**
	Other	0	**0.0%**
	No statement	2	**2.2%**

Question 7 – Genre of advertainment solutions			
Which genre is most suitable for advertainment solutions?			
Suitability of the action genre for advertainment solutions	(1=absolutely suitable, 5= completely unsuitable, n=89)		
100.00%	1	13	**14.6%**
	2	26	**29.2%**
	3	18	**20.2%**
	4	19	**21.3%**
	5	6	**6.7%**
	No statement	7	**7.9%**
Suitability of the "jump & run" genre for advertainment solutions			
100.00%	1	24	**27.0%**
	2	35	**39.3%**
	3	18	**20.2%**
	4	6	**6.7%**
	5	2	**2.2%**
	No statement	4	**4.5%**
Suitability of the thinking genre for advertainment solutions			
100.00%	1	11	**12.4%**
	2	35	**39.3%**
	3	21	**23.6%**
	4	18	**20.2%**
	5	0	**0.0%**
	No statement	4	**4.5%**
Suitability of the simulation genre for advertainment solutions			
100.00%	1	11	**12.4%**
	2	22	**24.7%**
	3	23	**25.8%**
	4	22	**24.7%**
	5	3	**3.4%**
	No statement	8	**9.0%**
Question 8 – Role of advertising information			
Should advertising information play a central or rather a peripheral role within an advertainment solution? (n=89)			
100.00%	Advertising information should be integrated as a core element in an advertainment solution.	27	**30.3%**
	Advertising information should play a peripheral role in advertainment solutions.	56	**62.9%**
	The degree of advertising information presented in advertainment solutions is irrelevant.	5	**5.6%**
	No statement	1	**1.1%**
Question 9 – Degree of complexity of advertainment solutions			
How complex should the content of advertainment solutions be? (n=89)			
100.00%	Advertainment solutions should have a high degree of complexity.	1	**1.1%**
	Advertainment solutions should have a normal degree of complexity.	41	**46.1%**
	Advertainment solutions should have a low degree of complexity.	42	**47.2%**
	The degree of complexity of advertainment solutions is irrelevant.	4	**4.5%**
	No statement	1	**1.1%**

Question 10 – Multi-user capability of advertainment solutions

As how important do you rate the possibility for individuals to team up within advertainment solutions?	(1=very important, 5= completely unimportant, n=89)		
Importance of multi-user capability in advertainment solutions			
100.00%	1	2	**2.2%**
	2	10	**11.2%**
	3	28	**31.5%**
	4	29	**32.6%**
	5	19	**21.3%**
	No statement	1	**1.1%**

Question 11 – Medium for advertainment solutions

Which media do you consider as most suitable for providing the recipient with advertainment solutions?			
Suitability of CD-ROM as an advertainment medium	(1=absolutely suitable, 5= completely unsuitable, n=89)		
100.00%	1	25	**28.1%**
	2	43	**48.3%**
	3	11	**12.4%**
	4	5	**5.6%**
	5	2	**2.2%**
	No statement	3	**3.4%**
Suitability of floppy disc as an advertainment medium			
100.00%	1	1	**1.1%**
	2	10	**11.2%**
	3	13	**14.6%**
	4	26	**29.2%**
	5	28	**31.5%**
	No statement	11	**12.4%**
Suitability of terminal as an advertainment medium			
100.00%	1	1	**1.1%**
	2	13	**14.6%**
	3	25	**28.1%**
	4	23	**25.8%**
	5	15	**16.9%**
	No statement	12	**13.5%**
Suitability of mobile phone as an advertainment medium			
100.00%	1	5	**5.6%**
	2	16	**18.0%**
	3	21	**23.6%**
	4	27	**30.3%**
	5	11	**12.4%**
	No statement	9	**10.1%**
Suitability of interactive television as an advertainment medium			
100.00%	1	5	**5.6%**
	2	13	**14.6%**
	3	14	**15.7%**
	4	22	**24.7%**
	5	24	**27.0%**
	No statement	11	**12.4%**

Question 12 – Recipient data collection with advertainment solutions			
a) How important do you rate the collection of recipient data within advertainment solutions?			
Importance of recipient data collection within advertainment solutions	(1=very important, 5=completely unimportant, n=89)		
100.00%	1	26	**29.2%**
	2	28	**31.5%**
	3	22	**24.7%**
	4	8	**9.0%**
	5	3	**3.4%**
	No statement	2	**2.2%**
b) Which type of data do you consider as important regarding recipient data collection?			
Importance of "name and address" for recipient data collection			
100.00%	1	39	**43.8%**
	2	26	**29.2%**
	3	8	**9.0%**
	4	10	**11.2%**
	5	0	**0.0%**
	No statement	6	**6.7%**
Importance of "e-mail-address" for recipient data collection			
100.00%	1	51	**57.3%**
	2	20	**22.5%**
	3	7	**7.9%**
	4	5	**5.6%**
	5	0	**0.0%**
	No statement	6	**6.7%**
Importance of telephone number for recipient data collection			
100.00%	1	10	**11.2%**
	2	20	**22.5%**
	3	23	**25.8%**
	4	19	**21.3%**
	5	7	**7.9%**
	No statement	10	**11.2%**
Importance of "language ability" for recipient data collection			
100.00%	1	4	**4.5%**
	2	6	**6.7%**
	3	20	**22.5%**
	4	18	**20.2%**
	5	29	**32.6%**
	No statement	12	**13.5%**
Importance of "date of birth" for recipient data collection			
100.00%	1	15	**16.9%**
	2	30	**33.7%**
	3	19	**21.3%**
	4	7	**7.9%**
	5	9	**10.1%**
	No statement	9	**10.1%**
Importance of "marital status" for recipient data collection			
100.00%	1	5	**5.6%**
	2	17	**19.1%**
	3	26	**29.2%**
	4	11	**12.4%**
	5	19	**21.3%**
	No statement	11	**12.4%**
Importance of "household size" for recipient data collection			
100.00%	1	8	**9.0%**
	2	13	**14.6%**
	3	18	**20.2%**
	4	18	**20.2%**
	5	18	**20.2%**
	No statement	14	**15.7%**

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Importance of "occupation" for recipient data collection

100.00%	1	12	**13.5%**
	2	26	**29.2%**
	3	23	**25.8%**
	4	11	**12.4%**
	5	5	**5.6%**
	No statement	12	**13.5%**

Importance of "pc/ internet utilisation" for recipient data collection

100.00%	1	12	**13.5%**
	2	17	**19.1%**
	3	25	**28.1%**
	4	14	**15.7%**
	5	7	**7.9%**
	No statement	14	**15.7%**

Importance of "education" for recipient data collection

100.00%	1	3	**3.4%**
	2	16	**18.0%**
	3	25	**28.1%**
	4	21	**23.6%**
	5	12	**13.5%**
	No statement	12	**13.5%**

Importance of "hobbies/ interests" for recipient data collection

100.00%	1	9	**10.1%**
	2	15	**16.9%**
	3	19	**21.3%**
	4	16	**18.0%**
	5	17	**19.1%**
	No statement	13	**14.6%**

Importance of "utilisation period of advertainment solutions" for recipient data collection

100.00%	1	12	**13.5%**
	2	21	**23.6%**
	3	21	**23.6%**
	4	11	**12.4%**
	5	11	**12.4%**
	No statement	13	**14.6%**

Importance of "utilisation frequency of advertainment solutions" for recipient data collection

100.00%	1	14	**15.7%**
	2	20	**22.5%**
	3	19	**21.3%**
	4	13	**14.6%**
	5	11	**12.4%**
	No statement	12	**13.5%**

Question 13 – Success factors for advertainment solutions			
What are in your opinion the critical success factors for an advertainment solution? (1=absolutely critical, 5=completely unimportant)			
Limitation of amount of data	(1=absolutely critical, 5=completely unimportant, n=89)		
100.00%	1	39	**43.8%**
	2	38	**42.7%**
	3	8	**9.0%**
	4	0	**0.0%**
	5	1	**1.1%**
	No statement	3	**3.4%**
Appealing graphic representation			
100.00%	1	29	**32.6%**
	2	49	**55.1%**
	3	9	**10.1%**
	4	0	**0.0%**
	5	0	**0.0%**
	No statement	2	**2.2%**
Attractive acoustic representation			
100.00%	1	4	**4.5%**
	2	18	**20.2%**
	3	32	**36.0%**
	4	24	**27.0%**
	5	6	**6.7%**
	No statement	5	**5.6%**
Usability			
100.00%	1	47	**52.8%**
	2	32	**36.0%**
	3	8	**9.0%**
	4	0	**0.0%**
	5	0	**0.0%**
	No statement	2	**2.2%**
Transparency of game rules			
100.00%	1	45	**50.6%**
	2	33	**37.1%**
	3	9	**10.1%**
	4	0	**0.0%**
	5	0	**0.0%**
	No statement	2	**2.2%**
High degree of possibilities for interaction			
100.00%	1	16	**18.0%**
	2	35	**39.3%**
	3	30	**33.7%**
	4	5	**5.6%**
	5	1	**1.1%**
	No statement	2	**2.2%**
Observance of the netiquette (polite behaviour rules for internet utilisation)			
100.00%	1	15	**16.9%**
	2	31	**34.8%**
	3	26	**29.2%**
	4	11	**12.4%**
	5	0	**0.0%**
	No statement	6	**6.7%**
Observance of data privacy requirements while logging recipient data			
100.00%	1	48	**53.9%**
	2	24	**27.0%**
	3	10	**11.2%**
	4	3	**3.4%**
	5	0	**0.0%**
	No statement	4	**4.5%**

Question 14 – Advantages of advertainment solutions			
What do you see as the overriding advantages of advertainment solutions? (1=absolutely suitable, 5=completely unsuitable)			
Advantages of advertainment solutions - psychological activation of the consumer	(1=absolutely suitable, 5=completely unsuitable, n=89)		
100.00%	1	12	**13.5%**
	2	38	**42.7%**
	3	25	**28.1%**
	4	6	**6.7%**
	5	1	**1.1%**
	No statement	7	**7.9%**
Advantages of advertainment solutions - targeted recipient approach			
100.00%	1	10	**11.2%**
	2	35	**39.3%**
	3	25	**28.1%**
	4	12	**13.5%**
	5	3	**3.4%**
	No statement	4	**4.5%**
Advantages of advertainment solutions - global reach of advertainment solutions			
100.00%	1	20	**22.5%**
	2	31	**34.8%**
	3	18	**20.2%**
	4	10	**11.2%**
	5	5	**5.6%**
	No statement	5	**5.6%**
Advantages of advertainment solutions - ease of information reception			
100.00%	1	7	**7.9%**
	2	34	**38.2%**
	3	30	**33.7%**
	4	6	**6.7%**
	5	4	**4.5%**
	No statement	8	**9.0%**
Advantages of advertainment solutions - ease of information processing			
100.00%	1	5	**5.6%**
	2	26	**29.2%**
	3	38	**42.7%**
	4	9	**10.1%**
	5	3	**3.4%**
	No statement	8	**9.0%**
Advantages of advertainment solutions - ease of information memorising			
100.00%	1	6	**6.7%**
	2	22	**24.7%**
	3	42	**47.2%**
	4	8	**9.0%**
	5	4	**4.5%**
	No statement	7	**7.9%**
Advantages of advertainment solutions - increase of purchase readiness/ intention			
100.00%	1	6	**6.7%**
	2	15	**16.9%**
	3	32	**36.0%**
	4	22	**24.7%**
	5	6	**6.7%**
	No statement	8	**9.0%**

Advantages of advertainment solutions - facilitation of buying process without media breaks

100.00%	1	4	**4.5%**
	2	18	**20.2%**
	3	26	**29.2%**
	4	23	**25.8%**
	5	9	**10.1%**
	No statement	9	**10.1%**

Advantages of advertainment solutions - decline of cognitive dissonance (doubts after product purchase from customer perspective)

100.00%	1	2	**2.2%**
	2	8	**9.0%**
	3	30	**33.7%**
	4	22	**24.7%**
	5	17	**19.1%**
	No statement	10	**11.2%**

Advantages of advertainment solutions - intensification of customer relationship

100.00%	1	20	**22.5%**
	2	33	**37.1%**
	3	19	**21.3%**
	4	7	**7.9%**
	5	2	**2.2%**
	No statement	8	**9.0%**

Advantages of advertainment solutions - ease of recipient data logging

100.00%	1	14	**15.7%**
	2	26	**29.2%**
	3	27	**30.3%**
	4	10	**11.2%**
	5	5	**5.6%**
	No statement	7	**7.9%**

Advantages of advertainment solutions - decrease of marketing costs

100.00%	1	3	**3.4%**
	2	22	**24.7%**
	3	16	**18.0%**
	4	27	**30.3%**
	5	11	**12.4%**
	No statement	10	**11.2%**

Question 15 – Utilisation of other communication instruments

Which other communication instruments besides the internet are you utilising in general? (Multiple choices possible, n=89)

604.49%	Advertisements through print media	78	**87.6%**
	Advertisements on TV	46	**51.7%**
	Radio advertisements	35	**39.3%**
	Sales promotion	56	**62.9%**
	Public relations	74	**83.1%**
	Sponsoring	63	**70.8%**
	Event-marketing	45	**50.6%**
	Fairs/ exhibitions	73	**82.0%**
	Direct communication	60	**67.4%**
	Other	5	**5.6%**
	No statement	3	**3.4%**

Which further communication instruments are you utilising on the internet? (Multiple choices possible, n=89)

233.71%	Banner ads	40	**44.9%**
	Interstitials	4	**4.5%**
	Direct mail	33	**37.1%**
	Newsletters	50	**56.2%**
	Buttons	31	**34.8%**
	Pop-ups	32	**36.0%**
	Other	3	**3.4%**
	No internet advertising utilised	2	**2.2%**
	No statement	13	**14.6%**

Question 16 – Alignment of communication instruments on the internet

Should advertainment solutions be aligned with the other advertising forms such as those described in 15b (n=89)

100.00%	Yes, the alignment of advertainment solutions with other communication instruments on the internet is necessary.	74	**83.1%**
	No, an alignment of internet communication instruments is not necessary.	12	**13.5%**
	No statement	3	**3.4%**

Question 17 – Significance of advertainment solutions

Importance of advertainment solutions in comparison to other internet advertising forms nowadays (in 5 years)? (n=89)

100.00%	Advertainment solutions (will) represent an important communication instrument.	17	**19.1%**
	Advertainment solutions (will) have the same importance as other internet communication instruments.	11	**12.4%**
	Advertainment solutions (will) have an inferior role to other internet communication instruments.	61	**68.5%**

b) What do you predict will be the importance of advertainment solutions in 5 years in comparison to those internet advertising forms mentioned in question 15b?

100.00%	In 5 years advertainment solutions will be an important communication instruments.	17	**19.1%**
	Advertainment solutions will have the same importance as other communication instruments on the internet.	26	**29.2%**
	Advertainment solutions will play an inferior role to other internet communication instruments.	42	**47.2%**
	No statement	4	**4.5%**

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