

Looking Into the World of Audience Participation

ABSTRACT

This study focuses on three successful interactive campaigns. It includes the “Share a Coke Tour” of Coca-Cola, “Up for Whatever” by Bud Light, as well as the “NFL Fan Style Tour” by NFL. The campaigns were assessed by taking into consideration different aspects involving strategy, actual results, as well as the reasons why such campaigns are referred to as interactive. Every campaign introduces an amazing impact towards their target audience, thus resulting to product use, increased sales, as well as social media engagements.

INTRODUCTION

In a world where there is a continuous exposure to marketing stimuli, consumers often face thousands of different advertisements every day (Dean & Facullo, 2012). As different types of creative strategies becomes ever more competitive, standard forms of marketing have started to become outdated. Modern consumers are starting to become bored with the presence of constant advertisements which tend to blend in with the noise involving other advertisements (Summerfield, 2011). Even though different marketers realize the fact that their industry has changed, they still convey their message as loudly and broadly as possible. However, this type of communication has become obsolete. According to research, traditional marketing strategies have become more outdated, even losing their overall effectiveness. The modern approach of consumer-centric approach to marketing and advertising is now currently taking the place of traditional marketing. As a result, it has become outdated. This is often caused by factors including media clutter, media fragmentation, social networking, interactive technologies, as



well as pop-up blockers, which may all be attributed to the lack of success of traditional marketing.

LITERATURE REVIEW

The strategy involving campaign stems from the fact in which a certain brand decides to advertise services and goods. These advertisements have already been around ever since there are goods to sell. As a matter of fact, it has been discovered that the earliest form of marketing and advertising may be traced from some cave paintings (Tungs, 2009). During the 17th century, the field of marketing and advertising have started to create its mark right after the creation of the printing press, as well as the movable type. This has further resulted to the creation of the very first advertisement creator.

It was during the industrial revolution when advertising finally took shape. Newspapers proved to be an effective channel of these advertisements. Back in the 19th and 20th centuries, this form of advertisement is inexpensive. They are readily available and accessible in retrieving information. Due to these different advances in technologies, goods may now be produced at a quick pace.

In the years that followed after 1920s, the radio industry has also proved to be a very popular way in which advertisements are done (Eagle, 2011). Radio commercials began as long essays without any objective or pitch stated. Ten years after, however, advertisers started stating their message clearly, encouraging consumers to buy the products they are selling. It was in the 40s when the economy began to improve, with advertisements being used in boosting morale, while informing consumers that goods will finally be available right after the war, tying the objectives of the business to patriotism.



Fast forward to present time, emails and computers have eventually become the primary means of communications, serving as an advertising platform during the 20th century. Towards the middle part of the century, a lot of people started to understand the overall impact of marketing and advertising, now using social science in order to develop and assess the success of different advertisement campaigns. The discovery of these new medium of information has led different advertisers to further promote their items through different platforms, thus resulting to the creation of different advertising campaigns.

In the 21st century, social media, alongside other modern technologies have made it possible for different brands to further expand their campaigns, even promoting new marketing forms to serve an international market.

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