

Effectuation of Interactive Advertising: An Empirical Study on Egyptian Tourism Advertising

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Abstract : Advertising has witnessed a diffusion and development in technology to promote products and services, increasingly relying on the interactivity between the consumer and the advertisement. Consumers seek, self-select, process, use and respond to the information provided, hence, providing the potential to increase consumers' efficiency, involvement, trustworthiness, response, and satisfaction towards the advertised product or service. The power of interactive personalized messages shifts the focus of traditional advertising to more concentrated consumers, sending out tailored messages with more specific individual needs and preferences, defining the importance and relevance that consumers attach to the advertisement, therefore, enhancing the ability to persuade, and the quality of decision making. In this paper, the researchers seek to discuss and explore innovative interactive advertising, its' effectiveness on consumers and the benefits the advertisements provide, through designing an interactive ad to be placed at the international airports promoting tourism in Egypt.

Keywords : advertising, effectiveness, interactivity, Egypt

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