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A Proposal on an Advertisement Model and Next Generation of Advertisement Distribution

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1. Introduction

The rapid growth of the Internet and advance of telecommunication technologies have brought us to the new paradigm-shift of content distribution. Consequently, many issues of it have defied us for years to innovate new technologies and business models for advocating the forthcoming future. Unfortunately, there are only a few of researches have been conducted in advertisement models and advertisement distribution. Therefore, in this research, we have been investigating the next generation of advertisement models to find what are the key features and key technologies for the future innovative advertisement distribution.

2. The Proposed Advertisement Model

According to our methodology, first we model existing advertisement by using UML (Unified Model Language)[1] to represent the model shown in Figure 1. The proposed model is composed of 7 main classes including (1)Physical Media, (2)Representation Method, (3)Transportation Method, (4)Container,

(1) Physical Media Class

This class is classified to three media, transportation media, storage media and presentation media. Transportation media is used to carry storage media such as trucks, radio and radio frequency. Storage media is used to storage advertisement information such as DVD, and presentation media is used as a display of output information such as monitors.

(2) Representation Method Class

This class is defined to describe the structure of representation method in advertisements such as encoding, quality and scalability.

(3) Transportation Method Class

This class is used to represent conditions of input and output in Transportation Media including pull and push model. This class can be considered as transportation protocol.

(4) Container Class

Container contains advertisement and

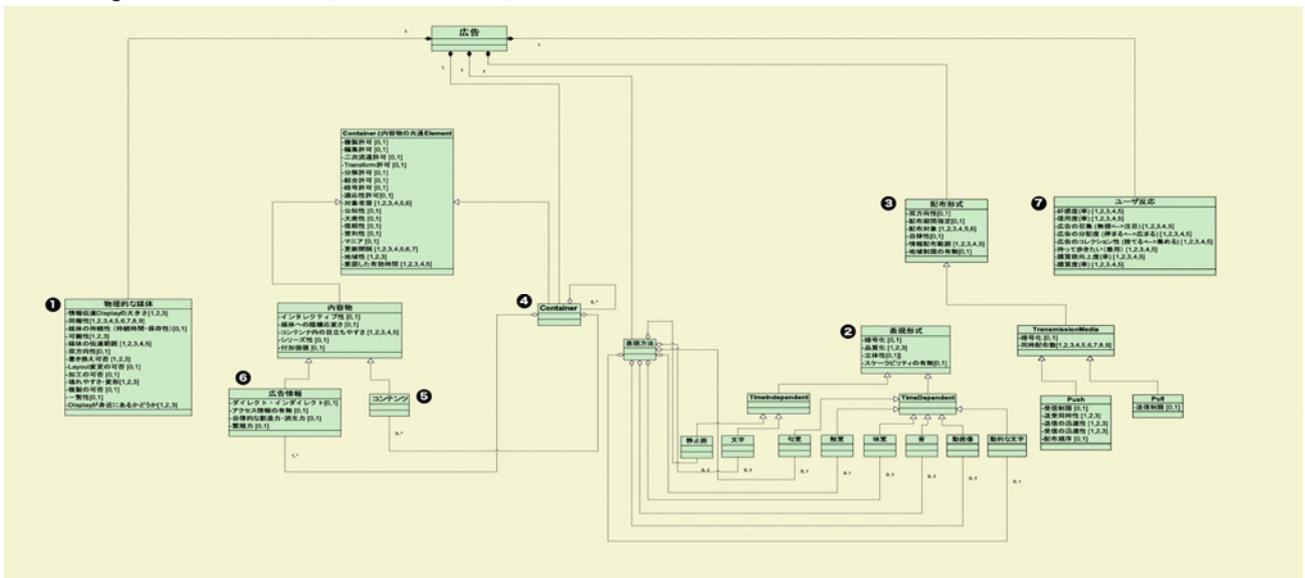


Figure1: The Proposed Advertisement Model

(5)Content, (6) Advertisement Information, and (7)User's Action Class. Moreover, in each class, many attributes are defined to represent its characteristics.

The definition of each class is clarified as below.

content or even only advertisement. For example, container of Asahi-newspaper is Asahi-newspaper, content is a newspaper story and advertisement is advertisement information in Asahi-newspaper.

- (5) Content Class
Content Class is used to describe the characteristics of contents such as value-added and interactive contents.
- (6) Advertisement Information Class
This class is defined to represent the characteristics of advertisement information such as indirect, interactive and series advertisement.
- (7) User's Action Class
This class is used to describe the response from users to advertisements.

3. The Analytical Result

We used the proposed model(Figure1) to classify and analyze existing advertisements such as newspapers, television, e-mail and “word of mouth” to find the key characteristics for their distribution by considering on practical advertisements and the result is shown in Figure2. According to our analytical results, we classify advertisements based on their distribution characteristics, for example, to the following subjects below.

- (1) Presentation in public places
signboards and posters in train stations, booths and etc.
- (2) Presentation and movement in public place
 - 2.1 Movement along with vehicles
advertising posters hung in trains
 - 2.2 Movement along with environment
airships, advertising balloons and etc.
 - 2.3 Movement along with consumers
walking in a street with advertising hand bags, T-Shirts, balloons and etc.
- (3) Direct distribution to consumers
 - 3.1 Only a few of consumers can attract when presented
TVC, radio, web advertisements, direct mails, e-mail, leaflets inserted in newspaper and etc.
 - 3.2 Many consumers can attract when presented
walking in a street with a distributed advertising hand bags, T-Shirts, balloons and etc.

4. Some Considerations on Next Generation of Advertisement Distribution

We used our analytical result to investigate the definition and model of the next generation of advertisement distribution. Consequently, our next generation advertisement definition is the advertisement distribution model that secondary distribution can occur repeatedly by consumers. Furthermore, our consideration is separated to model-A and model-B. In the model-A, in order to realize repeated secondary distribution including conscious and unconscious distribution, targeting, personalization and adaptation are main factors. Because targeting

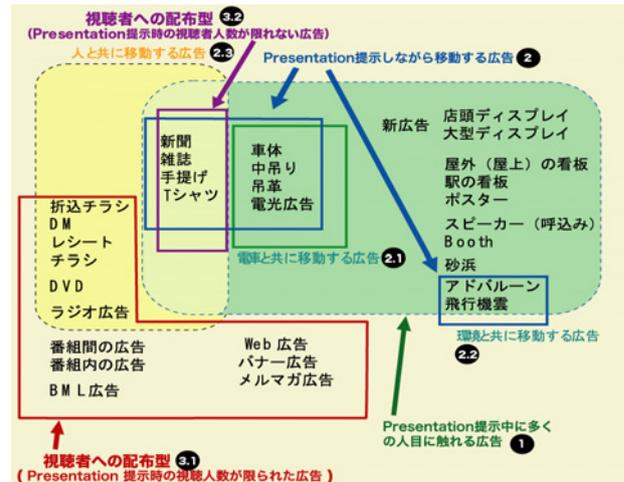


Figure2: The Analytical Result

and personalized advertisement can satisfy consumers. Consequently, the probability of occurring secondary distribution will increase. In addition, adaptability to appropriate physical media by considering consumer's environments and situations is also a must because it will increase probability of successful transmission and consumption. As a result, the media for next generation of advertisement distribution seem to be E-mail because it can be effectively used for targeting. Furthermore, advertisement information in e-mail can be transformed to other physical media such as papers.

In the model-B, we consider various kinds of advertisement distribution model which can increase consumption probability in primary distribution and redistribution probability in secondary distribution. For example, one advertisement means nothing to a consumer, but if it is accumulated until “n” pieces, they can be a valuable thing. Moreover, a consumer can redistribute a distributed content from a provider to third person, if the third person consumed an advertisement from a provider or consumer. As a result, we infer that count function used for measuring effectiveness of secondary distribution is necessary for the next generation of advertisement distribution model.

In order to prove our consideration, the advertisement distribution model which can analyze and measure the effectiveness of secondary distribution will be designed and experimented, respectively.

4. Conclusion and Future Works

In the present, we are designing an innovative advertisement distribution model. In order to verify our model, the practical experiment will be conducted and the model will be utilized to investigate the key factors of realizing super advertisement distribution.

References

- [1] <http://www.uml.org/>