

RELEVANT BUSINESS ASPECTS OF AMBIENT MEDIA IN FUTURE DIGITAL TELEVISION AREA

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ABSTRACT

Ambient advertising started to appear in media jargon about four years ago, but now seems to be firmly established as a standard term within the advertising industry. It refers to almost any kind of advertising that occurs in some non-standard medium outside the home.

This kind of Advertising as a category has been developed to harness niche media opportunities as gross audience fragments. The capture of customers while they are in an active mindset and have the time to pay attention as part of their weekly routine is more effective and long-term based than the traditional way of advertising.

INTRODUCTION

The famous "agenda setting approach" is proving that the mass-media controlled the view from viewer's perception. Further taken the media also influence above the effect of perception. In this case it certain the Awareness of the viewer their existent properly meaning and the Saliency suppose to be the priority of any individual being. The effects along any circle life can be first cognitively then affectively and also emotionally. However the success of any medially influences is found by their connotative direct response. How effective the agenda setting approach will be depends of their obtrusiveness: In the case of direct reachable information e.g. weather the effect used to be less intensive than in the issue of unreachable experience e.g. overseas wars. Varieties are also found in the different kind of the medium.

- TV-Media coverage used to have a more shortly "spotlight-effect", while the Print-media coverage leads to a longer agenda-setting approach.
- Exponents of the "priming effect" also believe that Media-coverage could provoke a value based charging about issues, those have an impact of the viewer's perception.

Additionally the accessibility of advertising is depending on the advertising-dose, thus the pressure of advertising. Thereby is the contact-dose of a defined target group responsible for the recall performance, further the after deduction coverage express calculative fundamental contact-prospects.

SYMPTON OF FATIGUE ACROSS SHOCKING COMMON TV SPOTS

Luxton und Drummond define Ambient Advertising as "the placement of advertising in unusual and unexpected places often with unconventional methods and being first or only ad execution to do so"(in: ANZMAC 2000, Visionary Marketing for the 21st Century, S. 735; Original) In reference to this issue ambient advertising ought to have in the future digital television an separate position. Above-mentioned the pressure of advertising is less in the sense of direct response than common TV-Media advertising but obviously more intensive as well. In terms of ambient-advertising pressure supposed to be less, thus the medium and the transferring message reach the viewers subconsciously.