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The Internet and Interactive Media

Internet - Overview

A worldwide means of exchanging information and communicating through a system of interconnected computers from military, government, educational and commercial sources.

Components include:

- Electronic mail – method of sending messages electronically
- World Wide Web – universal database of information available to internet users



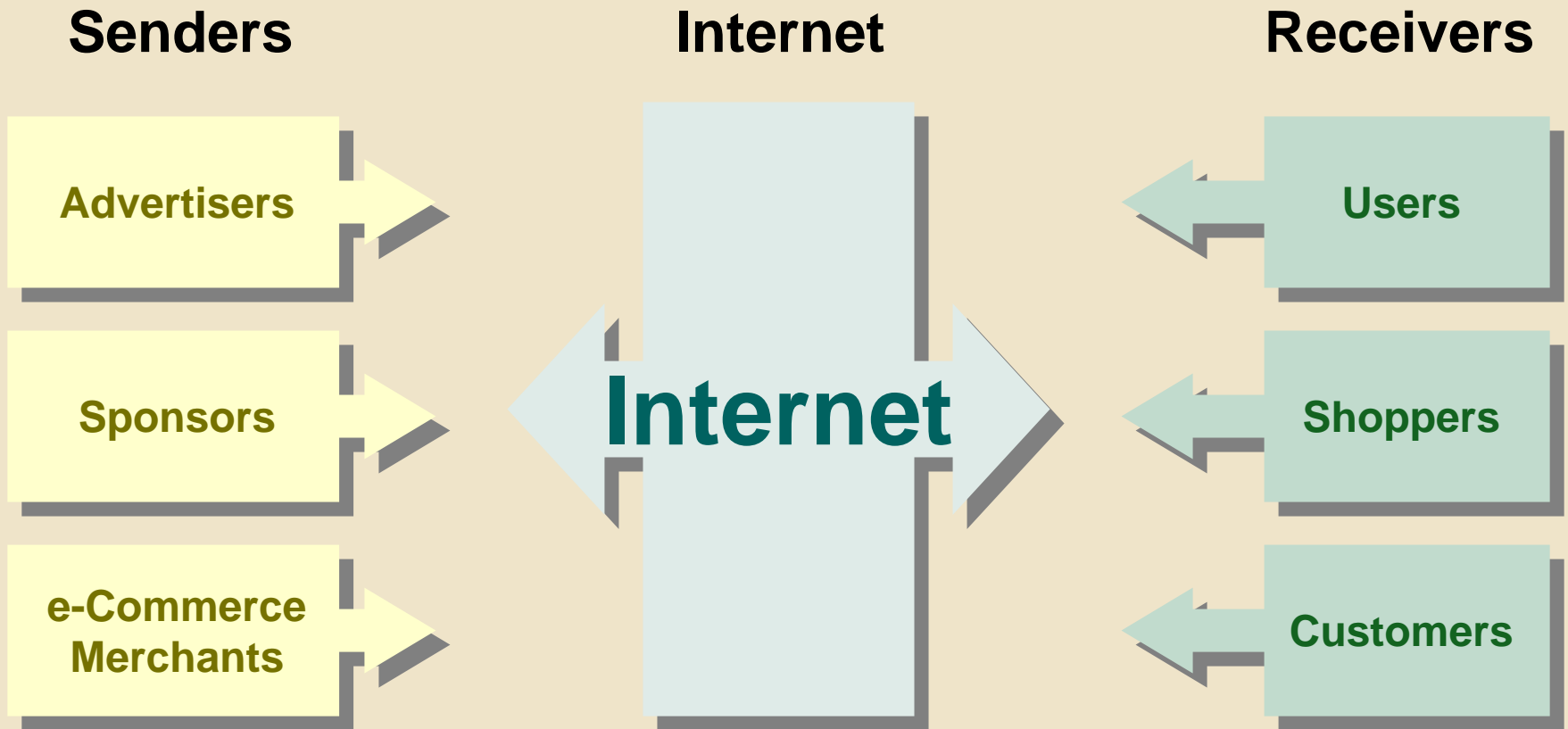
Uses of the Internet for Marketing

- ***Electronic business*** – use of the Internet to conduct business activities
- ***Electronic marketing*** – the use of the Internet to conduct marketing activities
- ***Electronic commerce*** – use of the Internet for buying and selling products and services
- ***Electronic media*** – using the Internet as an advertising medium and a way to disseminate information to consumers

Elements of the Internet

- *Electronic mail (e-mail)*
 - Allows users to send electronic mail
- *Usenet*
 - Discussion groups, newsgroups, bulletin boards
- *Telnet*
 - Databases, library catalogs, and electronic journals
- *File transfer protocol (ftp)*
 - Software protocol for transferring files
- *Hypertext transfer protocol (http)*
 - Software protocol for transferring hypertext language files
- *Client server*
 - Computer system for transferring files between computers
- *Gopher*
 - Document retrieval system used to search for Information
- *Wide Area Information Server (WAIS)*
 - Use of keywords in databases to retrieve full text information
- *World Wide Web (WWW)*
 - Sound, graphic images, video, and hypertext on single pages

The Internet Picture



Internet Terms

- Ad clicks
- Ad click rate
- Ad views (*impressions*)
- Banner
- Button
- CPC
- CPM
- Domain name
- Hit
- Interstitial
- Link
- Opt-in-e-mail
- Page views
- Rich media
- Sponsorships
- Unique users
- Valid hits
- Visits



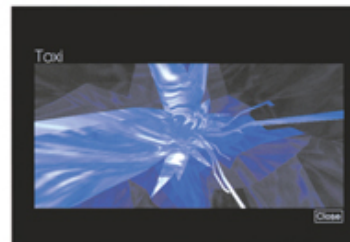
Internet Communications Objectives

- To create awareness
- To generate interest
- To disseminate information
- To create an image
- To create a strong brand
- To stimulate trial

Skyy Blue creates an image for the brand through its web site

SKYY Blue Web:

The SKYY Blue website redefines the traditional idea of web design by immersing the user in a liquid environment of pure brand essence. The site is an ever-evolving experience, complete with soundtrack from featured downtempo artists, streaming video and motion graphics.



© Other than SKYY Blue

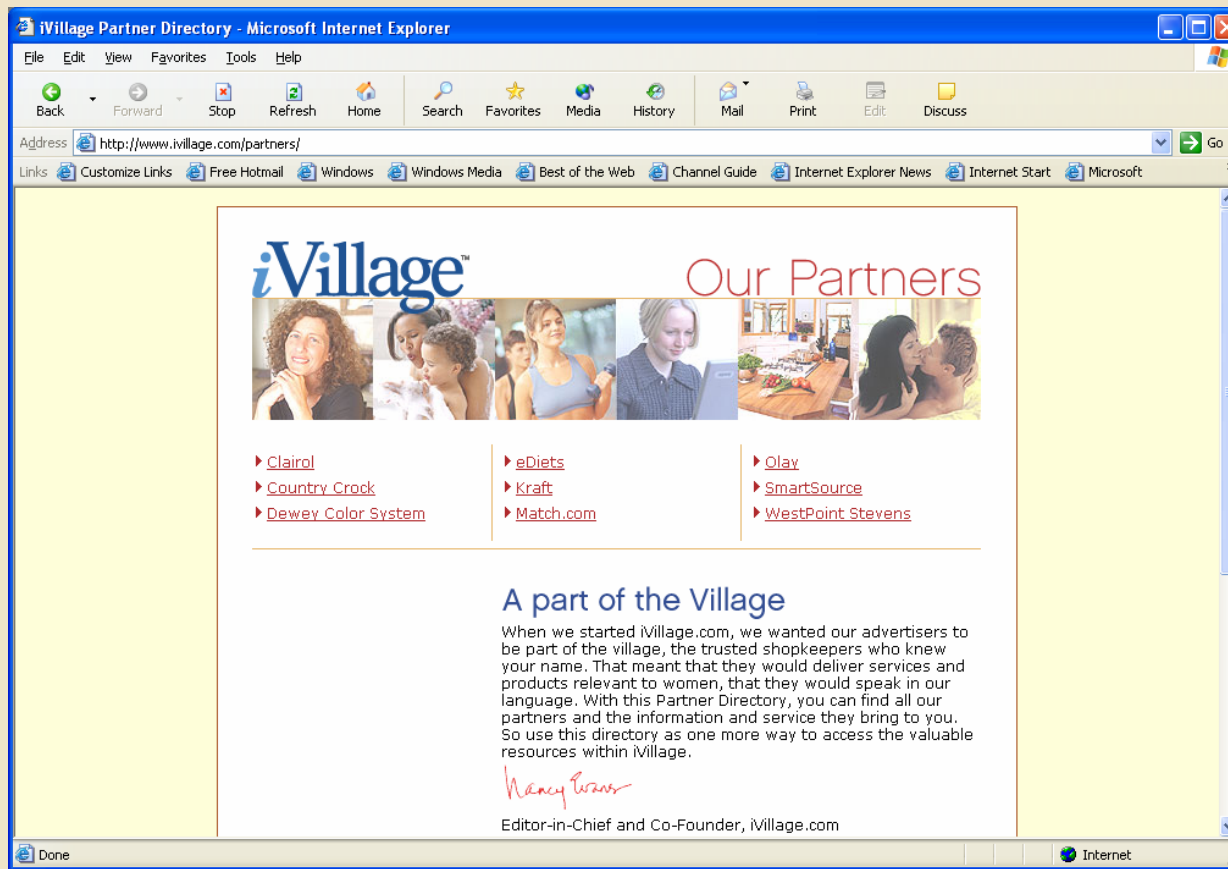
Source: Courtesy of Skyy Spirits, LLC



Internet Advertising

- **Sponsorship**
 - Ownership of an entire site or page
- **Banner Ads**
 - A portion of another owner's page
- **Pop-Ups**
 - Small windows that appear automatically
- **Interstitial**
 - Ads appearing while waiting for a page to load
- **Push Technologies or Webcasting**
 - Automatic or unsolicited message delivery
- **Links**
 - Hypertext links to other sites, pages or locations

iVillage has numerous sponsorship partners



The screenshot shows a Microsoft Internet Explorer browser window displaying the iVillage Partner Directory page. The address bar shows the URL <http://www.ivillage.com/partners/>. The page features the iVillage logo and the heading "Our Partners". Below the heading is a collage of six photographs showing diverse women in various settings. Underneath the collage, there are three columns of partner links, each preceded by a red arrow icon:

- ▶ [Clairol](#)
- ▶ [Country Crock](#)
- ▶ [Dewey Color System](#)
- ▶ [eDiets](#)
- ▶ [Kraft](#)
- ▶ [Match.com](#)
- ▶ [Olav](#)
- ▶ [SmartSource](#)
- ▶ [WestPoint Stevens](#)


Below the links, the text reads "A part of the Village" followed by a paragraph explaining the company's philosophy. At the bottom, there is a signature of Nancy Travis, Editor-in-Chief and Co-Founder of iVillage.com.

A part of the Village

When we started iVillage.com, we wanted our advertisers to be part of the village, the trusted shopkeepers who knew your name. That meant that they would deliver services and products relevant to women, that they would speak in our language. With this Partner Directory, you can find all our partners and the information and service they bring to you. So use this directory as one more way to access the valuable resources within iVillage.

Nancy Travis
Editor-in-Chief and Co-Founder, iVillage.com


Banner ads come in a variety of formats



**INTERNET
SECURITY
SOFTWARE**

download
a
free
trial
version

[Click here](#)



Windigo
Opening Doors
to Windows



Get
10% off
all notebook
accessories

DETAILS >>



Personal Selling on the Internet

- **May replace personal selling**
 - Reduces high cost of personal calls
 - Vastly increases potential reach

- **May enhance personal selling efforts**
 - Provides quick, easy, information to prospects
 - May be a source of leads
 - May help to enhance customer data bases
 - May stimulate trial of the goods or service
 - May improve one-on-one communications
 - May serve as a sales conference medium



Sales Promotion on the Internet

Offering consumers special incentives via the internet to encourage trial, repeat purchase, or customer loyalty

- Distribution of samples, coupons
- Ability to enter contests, sweepstakes
- Premium offers
- Loyalty programs

Pepsi uses the Internet for promotions

The screenshot shows a Microsoft Internet Explorer browser window displaying the Pepsi World Promotions website. The browser's address bar shows the URL <http://www.pepsi.com/promotions/index.php>. The website features a blue and white color scheme with a background of water droplets. The main navigation menu includes links for PROMOTIONS, MUSIC, SPORTS, DOWNLOADS, PEPSI BRANDS, and ADS & HISTORY. The current page is titled 'PROMOTIONS' and features three main promotional banners:

- EXPERIENCE THAT WINNING FEELING**: A banner with the text "Exciting trips. Fun prizes. There's always something cool to win with Pepsi promotions. Check out the latest features." and a call to action for "PEPSI MLS ALL-STAR GEAR".
- BILLION DOLLARS**: A banner with the text "A program so BIG we had to build its own website!" and a call to action "GO TO BILLIONSWEEPS.COM NOW".
- BEYONCÉ: LARGER THAN LIFE**: A banner with the text "Celebrate the joy - enter to win the Beyoncé posters and life-size cutouts!" and a call to action "BEYONCÉ: LARGER THAN LIFE".

The website also includes a search bar, a navigation menu with links like HELP, JOIN PEPSI, PEPSI STORE, and PRIVACY POLICY, and a footer with the text "Done" and "Internet".

Internet as a medium for conducting PR

- Media relations websites
- Dissemination of customized information
- Provision of information on the company and its products
- Philanthropic activities

Chicken of the Sea International uses the Internet for public relations

Dolphin-Safe Policy - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Print Edit Discuss

Address <http://www.chickenofthesea.com/philosophies.asp> Go

Links Customize Links Free Hotmail Windows Windows Media Best of the Web Channel Guide Internet Explorer News Internet Start Microsoft

[Contact Us](#) | [Product Locator](#) | [Search](#) | [Site Map](#) | [FAQs](#)

Chicken of the Sea


Home
Mermaid Store
Free Movie Ticket
Delicious Recipes
Healthy Living
Fun for Kids
Product Info
Our Company

Tuna isn't our only catch.

Our COMPANY

Dolphin-Safe Policy

Our Commitment

 Chicken of the Sea® tuna implemented "The Mermaid Cares" dolphin-safe policy in April, 1990 and is among the industry's leaders in implementing programs to prevent accidental dolphin mortality. All tuna purchased, processed and sold by Chicken of the Sea International is dolphin-safe... period! There is no flexibility in our policy. All the suppliers of our raw tuna and all suppliers of finished goods must be 100% dolphin-safe. None of the tuna we purchase is caught in association with dolphin.

Our commitment to help solve the dolphin mortality problem has been long-standing, and we at Chicken of the Sea International can truly say, "The Mermaid Cares"!

About the Mermaid
Dolphin-Safe Policy
Press Releases

All Rights Reserved 1999-2003
Chicken of the Sea International®

Done Internet

➤ **Direct Mail**

- Highly targeted
- Relies on e-mail lists
- Attempts to reach those with specific needs
- Often used by catalogers

➤ **Marketing Databases on the Net**

- Companies build or acquire a database
- The database is sold to subscribers
- Delivery may be on- or off-line

➤ **Infomercials**

- Program content similar to television, cable or satellite
- Web provides for greater audience interaction

➤ **E-Commerce**

- Rapid growth rates likely to continue
- CDs, books, travel are main categories
- Clothing, cars, financial services are all gaining ground

eBay is a popular site for e-commerce



The screenshot shows the eBay homepage with the following elements:

- Navigation:** [home](#) | [my_eBay](#) | [site map](#)
- Main Menu:** Browse | Sell | Services | Search | Help | Community
- Header:** your personal trading community™
- Search:** [list](#)
- Categories:** [Antiques \(58857\)](#), [Books, Movies, Music \(240202\)](#), [Coins & Stamps \(66334\)](#), [Collectibles \(785611\)](#), [Computers \(64802\)](#), [Dolls, Figures \(51010\)](#), [Jewelry, Gemstones \(100665\)](#), [Photo & Electronics \(46613\)](#), [Pottery & Glass \(150006\)](#), [Sports Memorabilia \(13166\)](#), [Toys, Bean Bag, Plush \(259833\)](#), [Miscellaneous \(232051\)](#), [all categories...](#)
- Buttons:** [Sell your item](#), [Get news and chat](#), [Click here](#), [Register it's free and fun](#)
- Featured:** [36k PCMCIA Laptop Modem V.90+flex VFD Splatpa](#), [SIGNED DURAND PULLED FEATHER SPUN GLASS](#), [Antique Roman Coin Great Condition!](#), [Canon Bjc 600/610/620 Inkjet Cartridge Set](#), [1967 Mustang Convertible: L@@K!!](#)
- Stats:** 2,520,502 items for sale in 1,627 categories now! Over 1.5 billion page views per month!
- Fun Stuff:** The special Charter Subscription offer to [eBay magazine](#) ends the 15th. [Subscribe now!](#)
- Local:** "From our homepage to your hometown" Get up to speed on the [eBay Tour!](#)
- Footer:** [Announcements](#) | [Register](#) | [eBay Store](#) | [Safe Harbor](#) | [Feedback Forum](#) | [About eBay](#) | [Jobs](#)
[Get Local - eBay LA](#) | [Go Global](#) | [Canada](#) | [UK](#) | [Germany](#) | [日本語のヘルプ](#)



Measures of Effectiveness

- *Online Measuring*
 - Data on demographics, psychographics, location of access, media used, buying habits, and more.
- *Recall and Retention*
 - Daily user interviews to measure recall and retention of web content viewed
- *Nonresponse*
 - Measures of destination after failure to click-through
- *Surveys*
 - On- and off-line surveys to determine usage factors
- *Panels*
 - Usage and attitude data obtained from a specific group
- *Sales*
 - Sales volume keyed to specific times and sites
- *Tracking*
 - Accumulation of site performance data



Sources of Measurement Data

- Arbitron
- MRI and SMRB
- Audit Bureau of Circulation
- Internet Advertising Bureau (IAB)
- iVALS
- PC-Meter
- eMarketer
- eAdvertiser
- Double-Click
- 24/7
- Jupiter, Forrester and MediaMetrics
- Business 2.0, Industry Standard, Fast Company
- Internet Advertising Report and Individual.com

Internet Advantages

- Target Marketing
- Message Tailoring
- Interactive Capabilities
- Information Access
- Sales Potential
- Creativity
- Exposure
- Speed

Internet Disadvantages

- Measurement problems
- Audience characteristics
- Websnarf
- Clutter
- Potential for deception
- Costs
- Limited production quality
- Poor reach