

TRULY INTERACTIVE ADVERTISING: NEW DEVELOPMENTS

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The current paper explores the new developments in interactive advertising. Firstly, it reviews and examines some of the common definitions of the terms advertising, interactivity and interactive advertising.

Secondly, the research paper inquires whether the advertisements traditionally associated with the term interactive advertising, such as banners, brand websites, emails and pop-up windows, can be considered truly interactive today. It maintains that certain types of interactive advertising have begun to emerge. These appear to present different characteristics to the types traditionally outlined as interactive advertising.

Lastly, the research paper attempts to explore the key characteristics of this emerging type of interactive advertising. In order to illustrate its key characteristics, this study analyzes three case studies considered representative of the genre. The paper uses Shklovsky's theory of automatism and estrangement as theoretical frame for it appears to relate to issues arising in the advertising theory and can offer a way to alleviate them.

Thus, the current paper shows that these advertisements are notable in three distinct ways: *high level of interactivity, independency from the medium, and quality of divergence*. The most differentiating feature of this type of advertising is the determining role of the user. He/she is approached both as an object, that is to be affected by the advertising message, and, as a subject, that is actively participating in its creation and distribution.