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**HIGHLY CLICKABLE WEB BANNER ADS FOR CUSTOMERS OF
ADVERTISING MEDIA FINLAND OY**

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ABSTRACT

The aim of this thesis is to do a research and suggest ways how “Advertising Media Finland OY” can provide high click through rates for its customer ads. The background information was based on the meeting with the commissionaire, it was decided that I should focus on banner advertising, colors, sizes, timing, product decision, and price. At the last chapter, I was to give campaign ideas and suggested some points based up on desktop research, e-books, books and journals.

The main results that I suggested in this thesis is that depending on the target group the company chose to sell, it is recommended to try different ad formats ,colors, and placing ads in different places and observe how customers react to it and decided what kind of banners should be used in the future.

I also suggested campaign ideas such as: mobile advertising, search advertising, social media advertising and in-game advertising as an alternative ways to place a banner ad, and how they can be useful for “Advertising Media Finland OY ” in achieving high click through rates.

The main conclusion for this thesis work is that it is important to determine what kind of products or services the ad company is going to advertise in its webpage before making banners. After that experimenting with different formats and types of banner can gain good knowledge on what kind of ads the companies target preferred to see. At last by placing ads in different places such as in mobiles, social media, search engines and in games can gain brand awareness and lead to high click through rates.

Keywords: Internet banner advertising, Display advertising, Banners, electronic marketing.

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1. INTRODUCTION

Advertising Media Finland OY is the company that this thesis is intended to; it is Media-selling Company that sells banner-ads and played articles. In addition to that, they make Ads for the company, participate in the very beginning of the campaign, publishing the ad and reporting it to the customer. It was established in February 2010.

This thesis focuses on internet banner advertising and how to make it better so that customers who are using the commissionaire company to place their ads can have high click through rates. Also, according to the meeting conducted before the beginning of the thesis, the commissionaire pointed out some points on what the thesis should be focusing on.

Some highlight of the subjects that me and the commissionaire discussed about were: Colors, pictures, timing, reach media-ads and product decision .In addition to the above mentioned lists, a research will be done on current and IAB standard banners, based up on that there is going to be a suggestion on ways, how the commissionaire company can have better ads than what they already have now. Finally, there is going to be desktop research suggestion on the most effective and up-to-date ways that can enhance the company's Ads performance as a media seller.

In the advertising business, the more the viewer clicks on the ad the more there is a chance for a product or services to be sold. The purpose of the thesis is to suggest ways how the click through rate can be of its highest.

Advertising Media Finland OY is an emerging new company; thesis works such as mine will be giving variety of choices on, how effective advertisement can be done in the future. From our first meeting with the commissioner it was clear that the company is open for new ideas and improvements, so this thesis will help in the long run.

With the creation of the World Wide Web and web browsers in 1990's the internet was transformed from a mere communication tool into a certifiably revolutionary technology (Armstrong 2006, 37)

The web offers a great opportunity to sell and advertise company's products directly to the customer. The internet is a very good area to introduce information about company's awareness among the public. It also gives an excellent possibility to gather research information. Firms can try to examine buying habits and website visits and use the internet to build a company image that they wish to have.

The term "web ad" is used to subsume different types of web ads that are composed of small text and graphic-based advertising places, formatted as four-sided figures and are located on or jump out of a web page. Web ads contain a short advertising message or body copy and often an instruction to click on them. They are aimed at informing users about the existence of certain web sites and persuading them to visit these sites. (Janoschka 2004, 49)

The success and effectiveness of an ad can be measured by click through rate. A click through rate (CTR) can be calculated by dividing the number of users who clicked on the ad divided by "the number of times the ad has been presented to the user ". The Higher the click through rate, the higher it has been viewed by the users. This implies that, the banners are desirable by the users and the chance for the products or services to be bought become higher.

Before making a banner ad, it is essential to know what kind of products or services the company is going to be advertised, what the price range is going to be and what kind of target group is going to use the products or services, this topic will be discussed briefly in the middle of this thesis work.

It is important to know that, having a banner ad doesn't mean immediate solution to problems or immediate raise in sales, rather it gives a recognition and high expectation to meet the promised product or service. In order to achieve good results, it is important to present the ad in up-to-date, clear, and user friendly manner. Banner advertising is time consuming and delicate process, it needs sensitivity to small details, and should be made with patience.

Different sources had been used throughout this thesis but mainly: desktop researches of best practices, advertising books, internet marketing electronic books and marketing books have been used as primary sources.

2. INTERNET BANNER ADVERTISING

These days the World Wide Web is full of advertisements. Banner Ad is one of the first ads to be published in World Wide Web and still considered the best by many. Banners are often in the form of a rectangle at the top of an internet Page. When the viewer clicks the link, it directs the user to the main web page where there is more information.

Because of its graphic element, a banner ad is somewhat similar to a traditional ad you would see in a printed publication such as a newspaper or magazine, but it has the added ability to bring a potential customer directly to the advertiser's Web site. It stays in one place on a page, like a magazine ad, but it can present multiple images, include animation and change appearance in a number of other ways. (How stuff works, referred 2.11.2010)

Some of the reasons why companies should use internet banner advertising are: It increase sales and it is cheaper alternative to other advertising Medias such as printing or TV. It is also one way of advertising new products or services and special offers.

2.1 Types of banners

When we say banners, we are talking about; file types, file sizes and limitations. According to Banner works (2010), there are three common types of file type of banners.

- Static
- Animated
- Flash

2.1.1 Static web banners

Static web banners are cost effective and simple ads, containing graphics and text in one screen image. They have .jpg, .png or .gif file format. They are the most widely recognized and accepted file sizes. Since they have plain text and graphics they do not require big file size.

Though they have the good qualities, they are known to be un-interactive type of banners. Because of unattractiveness of the banner, they can easily be overlooked. Rather than that they are simple and can pass a message with simple text and graphics.

2.1.2 Animated web banners

Animated banners are types of banners which use animation in the text or images to transfer their messages. They came in as .gif file format. Because of the movement, it attracts viewers more than the static banners. Even though they have low file size and most users can view them in different types of browsers, they are non interactive and a little bit irritating types of banners.

2.1.3 Flash banners

A flash banner is a sophisticated animated banner that flows smoothly like a movie and can also include sound. They are usually come in .swf files format. They can also be interactive, and include rollover buttons, checkboxes, in-banner navigation systems, sound on/off buttons, play-pause buttons, close buttons and so on. Also interactive banners can often be expandable and/or retractable, which means they can change their size based on user action. (Banner works, referred 12.11.2010).

They are very professional, attractive, interactive types of banners. Even though they have many good sides, they also have down sides like: they are one of the most expensive types of banner ads, they require the viewer to have flash player and it takes more time to load. Despite of the above mention disadvantages flash banners are known to deliver higher click through rates.

The above mentioned three types of ads have their own weak and strong sides, but they are useful for delivering what the company wants to sell in different ways. It is important to determine what kind of people is the company trying to attract or what age group are most customers. For example young people prefer more motion, sound and color in other words flash and animated banners. Older people prefer plain text, some graphics or little movement.

After determining what kind of demographic type are most of the company's users, then it is important to apply the ads that can get highest click through rates. It is also important to remember that mixing different types of banners can attract both age groups so putting both simple and complicated at the same time will give both age groups a chance to get what they are searching for without any complication.

2.2 Rich media banners

Rich media are non static ads that contain multi-media components such as: audio, video or special effects using Shockwave, Flash or JavaScript. They provide animation, sound and interactivity. The Interactive Advertising Bureau (IAB) has defined rich media as "advertisements with which users can interact".

Rich media banners are like flash banners that employ images, text, sound and video. They are often interactive, inviting the user to play games, navigate through different "pages", turn the sound on/off, select an item from a drop-down, and stop the video. Also, a rich media banner can use several other technologies besides flash such as: Java, JavaScript, and DHTML. (Banner snack, referred 2.11.10)

There are different types of rich media ads. Such as: Floating, Expanding, Transitional, Interstitial, Video, and Peel back. (Sazbean, referred 12.11.2010) Even though People confuse flash banners and rich media banners, the truth is that, flash banner usually displays images and text, so they are classified as a multimedia banner.

2.2.1. Advantages and Disadvantages of Rich Media Banners

Advantages:

- Rich media banners give more than sufficient amount of information to the user in different forms of media such as audio and video.
- They invite the user to participate (user interaction) because of that they are known to gather more information from the user.
- They can also be great way for brand advertising because they are displaying over and over again even if nobody is clicking them.

Disadvantages:

- Rich media banners are sophisticated; therefore they require good knowledge and skill in making them.
- They also have big file size, so it is expensive to put them in the webpage.
- It takes a long time to download, so It is hard to see the ads if the user has slow internet connection.

2.2.2 IAB(Interactive Advertising Bureau) Rich Media Creative Guidelines

The IAB(Interactive Advertising Bureau) Guidelines cover standard Web applications including e-mail, static (e.g. html) and dynamic (e.g. asp) Web pages, and may appear in ad formats such as banners and Buttons as well as transitional and various over-the-page units such as floating ads, page take-over, and tear-backs.(AIB, referred 12.11.201).

Figure1 represents Format category, format, and maximum initial size and file Weight of different types of ad formats.

Format Category	Format (WxH)	Max Initial Load File Size *	Add'l File Weight (Polite Download)	Flash Specifics	Audio Initiation	Maximum Animation Length	Controls	Web Site Labeling & Other Items
In-Page Video Units	See IAB Ad Unit Guidelines, for example, 300x250	40 KB	1.2MB**	18 fps	User Initiated (on click)	Anything up to 15 seconds	<ul style="list-style-type: none"> Control = "Close X", Play, Pause, Rewind, Volume Font = 16 pt 	<ul style="list-style-type: none"> Label = "Advertisement" Font = 16 pt
Expandable/Retractable Units	User-initiated Expandable Ads: See IAB Ad Unit Guidelines.	40 KB	80 KB	18 fps	User Initiated (on click)	Anything up to 15 seconds	<ul style="list-style-type: none"> Control = "Close X" Font = 16 pt Location = On Edge of Original (non-expanded/expanded) unit Feature = Enable Mouse-Off Retraction 	<ul style="list-style-type: none"> Label = "Advertisement" Font = 16 pt
	User-initiated Retractable Ads: Maximum width of 600 pixels.					Expansion: <ul style="list-style-type: none"> • 3 seconds, if no user interaction • Up to 15 seconds within ad 		
Pop-Up or Pop-Under Units	Pop-ups: 250x250; 300x250	40 KB	80 KB	18 fps	User Initiated (on click)	Anything up to 15 seconds	Provided by Browser Window	See IAB Pop-Up Guidelines for more details
	Pop-up Large: 550x480							
	Pop-under: 720x300							
Floating Units	Variable	80 KB	160 KB	18 fps	User Initiated (on click)	Floating: <ul style="list-style-type: none"> • 10 seconds max, if no user interaction • Up to 15 seconds within ad 	<ul style="list-style-type: none"> Control = "Close X" Font = 16 pt Location = Fixed placement at the location of the first completely visible frame 	<ul style="list-style-type: none"> Label = "Advertisement" Font = 16 pt
	Landing Spots for Floating Ads: See IAB Ad Unit Guidelines					Not Applicable		
Between-the-Page Units	a.k.a., Transitional Ads: See IAB Ad Unit Guidelines	80 KB	160 KB	18 fps	User Initiated (on click)	Transitions: <ul style="list-style-type: none"> • 10 seconds max, if no user interaction • Up to 15 seconds within ad 	<ul style="list-style-type: none"> Control = "Skip Advertisement" Font = 16 pt Location = Above the Fold in Lower Right Corner of Ad 	<ul style="list-style-type: none"> Label = "Advertisement" or "Brought to you by" Font = 16 pt Location = Above the Fold and at Top of Ad

*300x250ads only need to expand to 500x250

**If Video is part of any other rich media units, polite download file weight should adhere to In-Page Video Limit of 1.2 MB.

Figure 1.Rich Media Creative Guidelines (AIB, referred 14.11.2010)

2.3 Banner sizes and limitations

IAB (Interactive Advertising Bureau) classified the below mentioned banner sizes as standard for marketers, agencies and media companies for use in the creating, planning, buying and selling of interactive marketing and advertising.

Note: Web banners and pictures are measured in pixels and they are referred to as a width x height dimension. Example 468*50 (full banner) is 460 pixels wide *50 pixels high. (AIB. referred 5.11.2010).

Table1 IAB banner size limitations

Banner types	Recommended Maximum Initial download File weight	Recommended animation Length(Seconds)
468 x 60 IMU - (Full Banner)	40K	:15
234 x 60 IMU - (Half Banner)	30K	:15
88 x 31 IMU - (Micro Bar)	20K	:15
120 x 90 IMU - (Button 1)	20K	:15
120 x 60 IMU - (Button 2)	30K	:15
120 x 240 IMU - (Vertical Banner)	30K	:15
125 x 125 IMU - (Square Banner)	40K	:15

IMU = Interactive Marketing Unit
(AIB, referred 5.11.10)

Even though the commissionaire company can define its own formats, the standard sizes set by IAB simplify the work that the company put up to create different sizes for different purposes.

It is hard to say that certain type of banner format will work for the commissionaire company, because what works for one company might not work for another, but there are ways to determine what kinds of banners might work for the company in the future. In order to do so, the company has to take the initiative to listen to its customers or viewers.

In order to determine what kind of banner ad size is suitable for the company, it is advisable by many ad companies that , posting different format of ads once at a time will gives the commissionaire company ability to monitor what kind of formats the users preferred to click on .

By doing so, the commissionaire company keeps an eye on different ad formats that are highly clicked by the users and gradually it will be clear for “Advertising Media Finland OY” what kind of banner format the company should be using in the future. In other words users/customers decide what kind of banner formats there is going to be in the future.

2.4 Colors

One of the important things that companies have to consider in the making of banner is the color. The combination of colors and shapes brings highest-impact on the product or services that the company is trying to sell. If colors are used properly it can attract and invite the user to clicking on the banner but if it is used incorrectly, it can bring confusion and misunderstanding for the viewers.

According to Grantastic designs, the interpretation of colors depends mainly on:

- Culture
- Color and human eye
- Psychology of color

2.4.1 Culture

If the commissionaire company is planning to sell products or services outside of Finland, it must consider what kind of colors it is using, because different colors have different meanings in different countries. For example black is symbolizes funeral or death in general, but in china white symbolizes funeral. In order to have success in different parts of the world, it is important to choose colors that have less cultural controversy.

2.4.2 Color and human eye

It is important to consider how the human reacts to different colors before using random colors for making a banner. For instance, if you want to attract the users' attention, yellow can be an excellent color choice. Some colors such as purple are the hardest color for the eye to discern, so it is not recommended to use such kind of colors on making banner ads.

2.4.3 Psychology of color

The line of work that you are doing persuade you to use a certain kinds of colors for the banner. For example using colors like blues, teals, and greens is safe color because many of the psychological interpretations implies security, professionalism, reliability, conservatism, and technology. (Grantastic Designs, referred 5.11.10)

2.5 Using pictures of product or people

Using images in banners which complement the product or services helps in getting higher clicks. When people read a plaintext they forget, but when they see a picture it stays in their mind for a long time. If the picture of the product is as good as the real product and services, it is recommended by many to use pictures in banners.

One of the most popular banner pictures are beautiful ladies and cartoon figures. It is important to remember slight miss-information might cause the company to lose its customers, so always it is necessary to keep an eye on smallest details.

2.6 Location of web banners on the web page

Each and every site has its own way and principle on where they wanted to place different types of banners in different locations and pages. By doing so, the website might have success or failure.

Here are a few questions to ask yourself when considering where to position your ads:

- What is the user trying to accomplish by visiting my site?
- What do they do when viewing a particular page?
- Where is their attention likely to be focused?
- How can I integrate ads into this area without getting in the users' way?
- How can I keep the page looking clean, uncluttered and inviting? (Google Ad sense, referred 5.11.10)

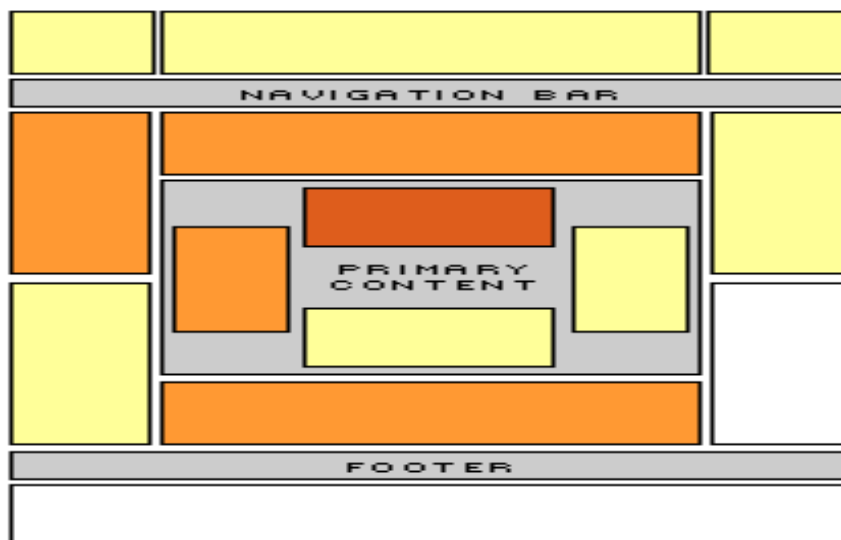


Figure 2. Banner ad places
(Google Ad sense, referred 15.11.10)

According to Goggle's Ad Sense ad locations heat map:

Dark orange colored banners in the picture have a good chance of getting more clicks than the light yellow and white. Placing a banner ads near to center of the page, at the top of the fold or at the end of articles tend to perform well. Also ads near to navigation, nearby images or other rich content tend to do well, too.

Placing in the above mentioned positions might work for different types of companies including “Advertising Media Finland OY”.

Also it is important to remember that customers play the part in deciding where banner ads should be placed, so by placing different ads in different places and checking the customer’s feedback might be one of the best ways to know exactly where you have to place the ads in the future.

2.7 Timing

In this hectic world, people do not have enough time to sit down for minutes to look at one ad; they want to see short but well build ads that can cut to the chase within a matter of seconds. It is important to deliver that kind of banner add in order to keep the viewer interested on the product or services you are providing.

Studies have shown that a typical web surfer spends less than 10 seconds looking at the top of a web page. Thus, a web banner has to display all its content in this time. The call to action, which would usually be in the last frame of an animated banner, should be displayed within this time frame; else the banner loses its efficacy. (Web Developer Notes. referred 05.11.10)

2.8 Ad Copy

Ad copy is a term that refers to the main text of a clickable advertisement, whether it is a contextual or a pay per click ad. The text of the ad copy is generally the second and third lines of an ad displayed on a search engine results page or any other web page, and is between the title and the display URL. (Brick marketing, referred 29.12.10)

There are many phrases that can attract the viewers to click on the ad such as:

- A good welcome statement
- Questions that directly connects to customer needs

- Proactive statements

2.8 .1 A good welcome statement

A good welcome statement captures the user attention because it is the first thing they will see next to the pictures if there is one. Common welcome statements are: Welcome to ..., Attention! , Greetings! Or dear valued customers!

These welcome statements are the most popular once that we see in different kinds of ads. Depending on the kind of target group that the commissionaire company wishes to target, it can be simple or sophisticated. Either ways, these welcome statements are necessary part of internet banner ads.

2.8.2 Questions that directly connects to what a customer needs

Provocative and relevant questions provide an effective means of opening a paragraph or any other large block of copy. Questions are the most effective way to build conversational rapport with the reader.

- Did you ever ask yourself...?
- What's the best investment you could make?
- Wouldn't you like to try...?
- Isn't it time you...? (Search wraps, referred 29.12.10)

2.8.3 Proactive Statements

Proactive statements are a statement that boosts what the company is doing. It is meant to give a good impression to the viewers, Statements like:

We're committed to..., we believe in... , We serve..., we provide..., we're familiar with... are few of proactive statements that are used widely. Using the above mentioned types of statements and questions at the right time, place and target group gives the company the picture what it wanted to project and lead the user to click on the ads.

2.8.1 Creative copy

It is the text in the ad and on a landing page. Creative copy on a landing page should be in keeping with the company's voice, but should also be informative and persuasive. Text ad copy must be succinct and compelling.(The search agency, referred 29.12.2010)

2.8.2 Call to Action

Words that urge the reader, listener, or viewer of a sales promotion message to take an immediate action, such as "Write Now", "Call Now" or "Click Here". A retail advertisement or commercial without a call-to-action is considered incomplete and ineffective. (Business Dictionary, referred 29.12.10)

Having an effective call to action is an essential part of any website. A call to action is not just limited to ecommerce sites. Every website should have an objective it wants users to complete whether it is filling in a contact form, sign up for a newsletter or volunteering their time.

A call to action focus to your site, it is one way to measure your sites success and direction to your users. (Boag World, referred 29.12.10)

According to Boag world (2010), there are 10 rules that a company is recommended to follow in order to have a successful call to action.

1. The first step is to assure the viewers that the company acknowledges the needs and problems, and then it offers a solution to the problem. In that way it is easier for the customer to click knowing that he/she will get solutions.

2. In some cases it is good to offer discounts sales, free ad space during holidays and special discounts for orders that fail to ship on the delivery date. By doing so, the company will show the customers how much the company is valuing its customers and it will give the company good customer relationship.
3. If a user has too much choice they won't make a choice at all, so the best way to have a successful call to action is by limiting the variety of choices that are there. In that way the company is directing the user in to one step at a time throughout the webpage.
4. Call to action should specify what kind of actions the user should be doing. For example if you are asking them to buy a product there has to be a text that says "BUY". By doing so, the company is encouraging the viewer in to buy the product.
5. Placing the call to action is the most crucial thing. In most pages it is placed high on the page and in the central column, so that people can notice that and take action.
6. It is important to remember that cluttering the call to action surrounding area with text or pictures is not the way to go because the call to action will look like one of the texts or pictures around it and it loses its main purpose. So the right thing to do is surrounding the call to action with empty space so that it attracts the attention of the users.
7. Making sure that the company uses recognizable colors for its call to action will help it to stand out from the rest of the text. Colors like orange and red are recommendable.
8. The bigger the size of the call to action, the higher the chance of getting noticed and clicked.

9. In every page of the company's website there should be a call to action so that the viewer can perform the task in any place of the web page.
10. If the user responds to the call to action then it is necessary to avoid asking unnecessary personal information because nobody likes to give excess information.

2.8.3 Teaser vs too much information

Teasers are used as a frontrunner of an advertising campaign, a teaser ad reveals only a little about the advertiser or the product. Its purpose is to arouse widespread attention, and build excitement and expectations through consumer curiosity. For teaser ads to succeed, they must be widely publicized through several or all media vehicles. (Business Dictionary, referred 24.12.2010)

Teasers are meant to raise curiosity in upcoming events, movies, products, services, so that the customer will be curious enough to use the intended product or service in the future. If it is not used properly, for example if it is used in already existing products or some services that have already been existing, it might be considered as lack of information or clumsiness.

Information is a crucial part of buying and selling transactions. The more there is for the user to know, the more he/she is likely to purchase the product or services from the designated company. But sometimes too much information might lead the users into hesitation or loss of nerve. For example, people above the age of 60 prefer to use computers without knowing all the very small technical details about computers, but young people, especially teenagers, prefer to have as much information as possible about the technical parts.

If the ad company happens to advertise about computers and it happens to have too much information about the technical part than functionality, it is more likely that they lose the older people's interest. At this point, too much information ruined the chance of buying a product.

In the other way round, the technical information that the company provided will gain the young buyers attention and might lead the company to high sales. Generally, it is important to determine what kind of target group the company is having before placing any kind of information on the ads.

3. PRODUCT DECISIONS

A product is goods or related services that a company offers to its customers. As a media selling company, "Advertising Media Finland OY" has so many product choices from electronics, clothing, and accessories to sport utilities. Selling an ad place for particular product or a service on the company's webpage is a very challenging and time consuming process.

Some questions to keep in mind while selecting products for resale are:

- Would you buy it and use it yourself?
- Can you see yourself getting excited about this product or service?
- Is there a real need for the product in today's market?

(About.com, referred 30.12.2010)

Also, the Company has to know beforehand the product quality; price and brand of a product in order to pre determine if it is going to be suitable to give it ad space.

3.1 Product Quality

A quality is the collection of features and characteristics of a product that contribute to its ability to meet given requirements. (The free Dictionary, referred ,29.12.2010). Product quality increases Company's reputation, helps to gain customer satisfaction and revenue, changes the organizations thinking towards quality, and inspires the company to produce quality conscious products or services.

If the company focuses too much on quality, the employees are going to spend majority of their time in solving problems. It also requires the company to have very high skilled employees and usually the more high skilled the employee is the higher it is going to be his/her salary. If the company suddenly changes its status to product consciousness, it might be considered by the customers as a change of attitude.

As much as there are many advantages of quality, there is also a disadvantage, so it is important to choose a product or service that is quality oriented and that can deliver the product or services in time without any complication.

3.2. Price

Pricing involves constructing a demand curve, finding the optimal price, and then managing the anxiety of wondering whether their price is indeed optimal. (Mohammed, 2005, 18)

Before setting a price for your product, you have to know the costs of running your business. After that all prices must cover costs and profits and Prices must be established to assure sales. If the price for the product or service doesn't cover costs, the company's cash flow will be cumulatively negative, the company will exhaust financial resources, and the business will ultimately fail. (Mohammed, 2005, 25)

The first major step in the development of a pricing plan is to establish your pricing objective, whether you intend to implement a lower, higher, or parity pricing approach relative to the competition. (Hibbing, Roman & Scott, 227)

In all businesses, the amounts of money you charge your customers make or break your business. In today's tough to break business, companies should know customers thinking when it comes to price, especially with many competitor companies around the corner. No matter how good is the product or the service, it is mandatory to assess the price and make a compromise to get a better sale. In general the most effective way to lower prices is to lower costs.

3.2.1 Price Review

Price review is when a company reconsiders its price range. It can be caused by the sudden lowering or rising in price of Competitor Company's price range or the company stopped gaining profit. Sometimes when companies decide to lower their price, other things will suffer, so lowering a price is not a solution to everything. Instead the company makes a commitment to go back to the previous price range and make adjustments.

There are many other reasons why the company reviews its price. Some of the reasons are: When the company is trying to introduce new product, when different costs that relate to products or services change, when the company is thinking about entering a new market, and when the economic situation of the country or the world changes.

3.3. Branding

A brand is the idea or image of a specific product or service that consumers connect with by identifying the name, logo, slogan, or design of the company who owns the idea or image. Branding is when that idea or image is marketed so that it is recognizable by more and more people, and identified with a certain service or product when there are many other companies offering the same service or product. (Brick marketing, referred 22.12.10)

Generally speaking, branding is when the user used the product or service for some time and considers it to be better than the others. It will give the brand a big reputation and acknowledgment, and lead to Brand loyalty.

3.3.1 Brand loyalty

In marketing, consists of a consumer's commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeated buying of a product or service or other positive behaviors such as word of mouth advocacy. (Wikipedia, referred 31.12.2010)

Once you achieve the brand loyalty, it is easy to expand and introduce new type of products and services. For example: Chanel and D&G are known for their clothing line, fragrances and other accessories for a long time. These brands are a sign of luxury, high class and originality. If they wish to expand their line in to something completely different, they sure will have followers that are going to follow them through their new line.

Strong brands can lead to financial advantages through the concept of Brand Equity in which the brand itself becomes valuable. The brand by itself worth millions, so, if they decided to sell the company and move to another business, they will be profitable sale because the brand by itself worth more.

Most importantly, placing popular brand ads in the company's webpage will increase high click through rates because people consider these brands as quality and trust worthy.

3.3.2 Generic brand VS name-brand

Generic brands are No-name or non-decrepit brand that is not advertised, and is sold at a price substantially lower than the comparable branded products. Generic brand products are more popular in recessionary times, but largely in case of tangible products such as aluminum foil, recording media (CD/DVD), hand tools, paper products and small appliances.(Business Dictionary, referred 31.12.2010)

Generic brands are produced by less known companies or companies that produce named products. It is hard to know if they have as good quality as brand produces but they are cheaper than the name products. Their quality changes without any change in the package so it is hard to know if they have the same quality as the previous package. You can find generic brands widely in the supermarkets or stores.

Named brands are brands that have a name and they have all the characteristics what I have discussed in branding. To generalize what name-brands have an advantage over the generic brands, named brands expand their businesses because of brand loyalty, but generic brands do the same product over and over again and they might be stuck in low cost production for a long time. When it comes to “Advertising Media Finland OY”, it is recommended by many advertising agencies to advertise or sell ad space to name –brand rather than generic once because of the above mentioned reasons.

3.4 Targeting

Customer targeting or simply targeting refers to the seller of a product or service going through the steps of specifically and clearly profiling the types of customers who will likely want to buy that product or service. (Ezine articles, referred 29.12.10).

In other words, it is dividing a market in to different groups or segments and from different groups, the company has to choose which particular groups they wish to concentrate their market on. Targeting minimizes overall cost and makes it easier to set a price. There are five most popular ways to target online:

- Contextual targeting
- Demographic targeting
- Geographic targeting
- Registration targeting
- Behavioral targeting (Dirkshaw. referred 26.01.2011)

3.4.1 Contextual targeting

Contextual targeting is a form of targeting that the ad servers use to target a user for showing ad units based on the context of the page they are viewing. (devand.com, referred 16.02.2011). Search engines like Google and yahoo are quite popular.

Let's say a certain person Googled "basketball" based up on the content he/she is searching, Google will send that person ads related with basketball tournaments, equipments and other sport related ads.

It is possible that contents might or might not match the advertising business, if it does the company that is trying to advertise its ads will place the ads on WebPages that have the same context.

Let's say a certain company wishes to put an ad about new kind of medicine; the ideal place to put the ad would be in medical related blog or WebPages. When people go and visit medical related issues, they would also find the ads with new kind of medicine. It is also possible that, there might be other similar ads next to it but if the context of the ad is better than the other, and then the ad with the better content stands out the most.

If the same type of ads is cluttering the webpage, people would be too confused to choose, in that case, it can be disadvantageous. There are limited number of WebPages that display similar contexts, so it might be hard to place ads in them because of the lack of space and high competition.

3.4.2 Demographic targeting

Demographic information may include professions, industry, company size, gender, age, and household income. Online demographic targeting is determined by user's demographic profile or particular type of information the user provided. It is highly advantageous for mass-marketing consumer package goods and constantly used products and services for certain type of demographic group.

The commissionaire company can be advantageous of demographic targeting because; ads doesn't necessarily have to be placed on the same context ads, so different product and service providers can use the commissionaire company to place their ads.

3.4.3 Geographic targeting

This type of targeting ads focuses on particular geographical location. By using IP addresses, zip codes and the contents the user are viewing. They determine where the users are living and they will start placing ads in that particular place and hope for best results.

This type of targeting help to sell products and services for a specific geographical area and, it offers companies to test if a specific market and location is profitable for them or not.

If everything goes well, it can work and it might even be easier to get many customers form particular area, but if something goes wrong due to technological difficulties, then it can be a waste of money and time.

3.4.4 Registration targeting

Registration targeting ads work in the way that, a certain person gives certain type of information while registering a form online, based up on that information they will be targeted for online ads.

This approach might be very effective in finding exact target groups without any waste of time or resource, but the information that are provided by the target group might be wrong or outdated. So it is important to check if the information resources are correct and up-to-date.

3.4.5 Behavioral targeting

Behavioral targeting ads target people, who have different online activities like, Visiting an online store for a specific product or services or purchasing something online. Histories of the visits and the purchases will be used as a reference in sending similar products or services.

It provides an atmosphere where companies are communicating with consumer and reach them based up on their interest. But if it is not properly analyzed and used, it might lead to bad outcome.

4. CAMPAIGN IDEAS

In this chapter there is going to be some suggestions on the features that can add values for “Advertising Media Finland OY” internet banners. Among many add values, four best have been selected from AIB (Interactive Advertising Bureau) and different sources that can help the commissionaire company to enhance its ability in the future.

These features are:

- Mobile advertising
- Social media advertising
- Search advertising
- In game advertising

4.1 Mobile Advertising

Mobile advertising is any form of advertising on a mobile device that requires the internet. This can include websites designed for phones, search engine marketing, traditional banner adverts, video adverts and ring tone downloads. (AIB, referred 29.01.2011)

Nowadays, mobile advertising become one of the main choices for banner advertising. For “Advertising Media Finland OY” it is advantageous because, it connects it with customers while they are at home, working or while they are on-the-go, in different kinds of platforms and devices. Because of its broad medium and affectivity, it has high demand.

According to a Statistics Finland survey (2000/2), nearly all Finns aged between 15 and 39 used the mobile phone, whereas only some 40 percent of the men and 20 percent of the women aged over 60 had a mobile phone of their own. (Statistics Finland, referred 26.01.2011)

The above statistics showed us how mobile phones are playing a big part in Finnish society. If “Advertising Media Finland OY” uses this opportunity and use mobile advertising as one means of advertising, then it can achieve high click through rate and profit.

Regarding the future of mobile advertising, IAB (interactive Advertising Bureau) predicted that, it is going to be the main access point in the future as long as the hardware and price of the mobile is improving. It is possible to see them in every person possession within few years.

One of the biggest challenges in using mobile advertising is, it focuses on brand advertising rather than click through rates. That might be a bit problematic, but as long as it is possible to build a strong brand image, then it is possible to achieve click through rates gradually. Even though it is a slow process, it is one of the most current and profitable kind of advertising.

4.2 Social media advertising

Social media advertising is one way of internet advertising, which the advertisements sent to the users of social media services are based up on what the users provided. For example if the user indicated an ideal vacation place as Hawaii and his/her hobby as surfing, he/she will get ads related on “surfing shops in Hawaii” or “surfing lessons in Hawaii”.

One of the most important and initial stages of social media advertising is getting to sign up people in a certain social media. It can be social networking sites like face book, Twitter, MySpace or video sharing site such as YouTube, photo sharing site such as Flickr. (Wise geek, referred 31.01.2011)

The second important stage is getting as much information as possible, so that this information can be used to categorize the user into a certain demographic target group. Then the information provided by the users will be kept in a server and matched with a particular demographic type, and then the social media will send ads based on that.

Even if the user provides very little information, the social media finds the way to target that information. For example, if the user provided information only his/her gender, then the social media uses gender as one target group and send ads that are appropriate for the specific gender.

Since social media is growing rapidly year after year and millions of people are using it every day, it is the most effective and easy way of advertising. But there is one downside to the popularity of social media that is information privacy. There has been a major concern about identity theft, spamming and other illegal activities, but with a right setting and careful usage, it can be a very profitable way of putting ads.

4.3 Search Advertising

When you are thinking about finding a product or service, the first place you look for is online. Especially people tend to go to search engines such as Google, Yahoo, and Microsoft Live Search, to know more about the product and services and later on make purchasing decisions.

I used Google search engine and I Google “Advertising companies in Oulu” and then come a list of advertising companies and one of them is “Advertising Media Finland OY”. This type of search engine result is called natural search engine, those results are most of the time main results and they do not require any kind of payment.

advertising companies in oulu - Google Search - Windows Internet Explorer provided by OULU UNIVERSITY OF APPLIED SCIENCE

http://www.google.com/search?hl=en&source=hp&q=advertising+companies+in+oulu&aq=f&aqi=&aql=&oeq=

advertising companies in oulu - Google Search

Web [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) [Web History](#) | [Search settings](#)

Google advertising companies in oulu

About 8,320 results (0.11 seconds) [Advanced search](#)

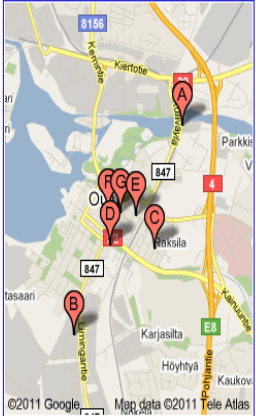
Everything
[Images](#)
[Videos](#)
[News](#)
[Shopping](#)
[Places](#)
[More](#)

All results
[Related searches](#)
[More search tools](#)

Places for advertising companies near Oulu, Finland

- A** [Darwin Oy - Place page](#)
www.darwin.fi - Kasarmintie 15, Oulu - 020 780 6200
- B** [Advertising Media Finland Oy - Place page](#)
www.wasala.fi - Kempeleentie 7, Oulu - 050 058 6737
- C** [Avi Studio Oy - Place page](#)
www.avistudio.fi - Puutarhakatu 13, Oulu - 044 312 3154
- D** [Logidive Oy - Place page](#)
maps.google.com - Kansankatu 47, Oulu - 040 547 2399
- E** [Intranze - Place page](#)
www.intranze.fi - Asemakatu 28, Oulu - 045 639 8664
- F** [Pakkahuone Oy - Place page](#)
www.pakkahuone.com - Isokatu 16 B 18, Oulu - 040 820 3773
- G** [Laboratorio Uleåborg Oy - Place page](#)
www.uleaborg.com - Hallituskatu 22-24, Oulu - 050 349 4807

[More results near Oulu, Finland »](#)



Oulu, Finland, Attracts New Business in Wireless Technology ...
 "We have experience in relocating foreign companies to Oulu. ... Advertising agencies offer a growing variety of digital marketing communication services ...
[www.pnewsire.com/.../oulu-finland-attracts-new-business-in-wireless-technology---where-inspiration-turns-into-innovation-79788607.ht...](#) - Cached

Mainostoimisto Cartano - Oulu, Finland - Advertising Agency
 Mainostoimisto Cartano - Sahantie - Oulu, Finland reviews and experiences by real locals. Discover the best local restaurants, bars, cafes, salons and more ...
[tupalo.com/en/oulu/mainostoimisto-cartano](#) - Cached

Companies Oulu - Company database
 There are hundreds of high tech companies operating in Oulu. Advertising agency in Oulu, offering digital marketing and creative solutions, ...
[www.investinoulu.fi/index.php?...companysearch...companysearch...](#) - Cached

Ads

Google AdWords
 Tee markkinoinnista tehokkaampaa. Aloita nettimainonta Googlessa!
[adwords.google.com/fi](#)

Marketing Agency Ezpa
 Looking for a best in class marketing partner in Nordic area?
[www.ezpa.fi](#)

FunkyMonkey
 Ihan tavallinen mainostoimisto The ordinary marketingagency The Province of Oulu
[www.funkymonkey.fi](#)

[See your ad here »](#)

Figure 3 Google search result
 (Google, referred 01.02.2011)

4.3.1 Search engine optimization (SEO)

Search engine optimization is the practice of improving the visibility of a website to search engines for keywords that are relevant to your business. The goal of SEO is to achieve good ranking in natural search results. (AIB, referred 02.02.2011)

One of the basic truths in SEO is, even if you do all the things that are necessary to do, this does not automatically guarantee you top ratings, but if you neglect basic rules, this certainly will not go unnoticed. Also, if you set realistic goals, that are to get into the top 30 results in Google for a particular keyword, rather than be the number one for 10 keywords in 5 search engines, you will feel happier and more satisfied with your results. (Best rank internet presence management, referred 01.02.2011)

Finding a set of keywords that are going to be bringing up the company's website is quite crucial. These words play the major role in directing the traffic to a website. It is important to put emphasis on what people usually use to search the product or services. Key word is more effective if it is short and precise, and if this is done properly, then it leads to high click through rates.

4.3.2 Paid for search or pay-per-click (PPC)

Search engines will place the company's website in search engine results, but the place they will be having depends on the amount of money the company is willing to pay for a click on the listing. In order for the company to have top place in the search engine result, then the company has to bid against some particular keywords. (AIB, referred 03.02.2010)

In many businesses "paid for search" has known to boost businesses. If "Advertising Media Finland OY" decided to use paid for search, then it must carefully plan what kind of keywords it is going to bid to, how the payment is going along with its business and if it really needs paid for search even though it is highly recommended.

4.3.3 Social search

Social search focuses on the content resulting from opinions, blogs, sharing, reviews and ranking. Websites such as Yahoo! Answers and Wikipedia are good examples of user-generated contents.

According to interactive Advertising Bureau (2010), the combination of pay per click and search engine optimization gives the greatest chance of consumer clicks, resulting in higher click and conversion volumes.

4.4 In game advertising (IGA)

In game advertising, also known as IGA is simply the placement of different brands within games. This technique started with billboard advertisements along race tracks, a standard visual ad for the consumer to be exposed to. It has evolved into an actual brand experience while playing; consumers can actually interact with products. More than half a billion dollars was spent globally on ads in video games in 2006. It is expected that nearly two billion dollars will be spent in 2011. (suite101.com, referred 01.02.2010)

It gives out of the ordinary atmosphere for the ad companies to attract the target group in buying their products or services. While the customers are playing the game they can at the same time watch the ads. Even though they are not buying at that moment it is one way of brand advertising. Most gamers agree that seeing an ad while playing a game is not appealing, but it is one of the most effective places to put an ad.

The ideal demographic type for IGA is male, because men are known to play more games than watching TV, if “Advertising Media Finland OY” design ads for male demographic group, then it would be very successful way of putting ads.

5. CONCLUSION

There is an assumption in people's minds that having a banner ad gives immediate solution to problems or immediate high in sales, but internet banners introduce the products or services and raise high expectation from customers.

After determining what kind of target group type the company wishes to represent, it is important to apply the ads that can get highest click through rates. There are different file types of banners, such as static, animated and interactive. Animated and interactive types of banners tend to attract young audiences, whereas static and slightly animated banners tend to attract elderly people. If the commissionaire company is planning to attract all age groups, mixing three file types of banners is the way to go. This can be the most effective way to determine which type of ads can work for "Advertising Media Finland OY".

The best way for "Advertising Media Finland OY" to place different IAB (Interactive Advertising Bureau) standard sizes is, to place them once at a time and see what kind of ad sizes are clicked by the users. This will help in determining what kind of banner size the company is going to place in the future. One thing that the commissionaire company must remember to do is keeping the webpage in use while placing different ad sizes so that it is easy to observe.

When making banners, great emphasis should be placed on what kind of colors the company is using for its ads. Different colors have different meaning in different culture, the line of business the company is in and human eye. In order to have success in different parts of the world, it is important to choose colors that have less cultural controversy, where as colors like purple are the hardest color for the eye to discern so it not recommended using it in the banners. Colors like green and blue represents success, so they are considered to be safe colors for any line of work that the company is doing.

Many ad companies recommend placing banners near to center of the page, on the top of the fold, at the end of an article and near to navigation or by images or other rich content tend to be clicked more by customers. The best thing for the commissionaire company to do in this case is placing different ads in different places. And see how the customers are reacting to it and decide where it should be placed in the future.

People prefer to see ads that use images, because it complements the product or services and helps in getting higher clicks. Also they prefer to see short and effective ads, thus, a web banner has to display all its content in a matter of seconds.

A call to action texts should specify what kind of actions the user should be taking. Placing the call to action high on the page or in the central column is the best place for the call to action to be noticed by the users.

Mobile advertising, social media advertising, search advertising and in game advertising have been suggested as the best campaign ideas for the commissionaire company.

Mobile advertising can be used for brand advertising and as long as it is possible to build a strong brand image, it might be an effective way of advertising. As social media is growing rapidly year after year and millions of peoples are using it every day, it can be considered as an easy way of advertising once you get to sign up the customers.

The combination of pay per click and search engine optimization is considered to be the best approach when it comes to search advertising. If “Advertising Media Finland OY” were planning to advertise in games, the male demographic group would be the best demographic group.

6. DISCUSSION

At the beginning of this thesis, I had high expectations and motivation. I was very much interested in internet advertising so I assumed that it is going to be an easy thing to do. After sometime, it became clear to me that, more work and dedication will be expected from me. Gathering relevant information has been a little bit challenging, but I manage to get majority of the information by using desktop research.

The requirements of the thesis work have changed a lot throughout the whole process. But after my first face to face meeting with commissionaire, I realized that there will not be any change in the requirement anymore, so I collected my attention and start working on it with good motivation.

Just before my second seminar, my computer crushed and I lost some of my work, because of that, I had to postpone my seminar to another time, but I manage to do it all over again in a few weeks time and presented my work.

The whole thesis process has been highly educational experience. I get to learn a lot about internet banner advertising, how they work, types, how and where they should be placed. I had to look for many places for my information, mainly on internet, so it gives me a knowhow on how to search for information and incorporate it in the thesis.

I believe that, suggestions and tips that I gave in this thesis will help the commissionaire company in the future. Because I have tried to look at it from different angle and suggested the best ways, I also point out alternative ways so that it can help in the long run.

For future research based up on my thesis work, I would recommend that further research can be done on different types of ads that can be incorporated in the commissionaire's webpage.

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