



Uncovering the Myths of Interactive Media

*Think*Interactive!

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ThinkNoLimit

Marketing Coaching

Simple logic. Limitless results.





Outline

- What is interactivity in the first place ?
- Are interactive media better than traditional media ?
- How interactive media can be best used ?
- The do's and don't's in using interactive media.




What is Interactive Media ?

Internet

SMS

Email...



Interactive media, a type of collaborative media, refers to media that allows for active participation by the recipient, hence interactivity.

互動媒體



The best Interactive Medium is
NOT the Internet.



What is Interactivity in the context of Internet ?

Freedom to choose what to
view !



Internet is about information provision like magazine, newspaper, TV and other traditional media.

But it's more user-friendly.
Information is easier to search.




Introducing the concept of involvement

High involvement = the need
for information search before
purchase



Interactive media also have the advantage of direct response.

直接反應



Member registration
Sharing with friends
Sample request
Couponing
Purchase
etc...

Responses are measurable.



Get, Keep, Grow customers with
database

INTEGRATION with other
media.



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Simple logic. Limitless results. Hope you would enjoy this Blog. Everyday, I put my observations on the recent marketing and advertising campaigns that I'm aware of. However, all comments are hypothetical and should only be treated as learning aids for thought stimulation.

THURSDAY, OCTOBER 29, 2009

➔ Redoxon TVC



Vitamin C is quite a generic product. How can you make your brand of Vitamin C differentiated from others? Redoxon just adds an extra ingredient, Zinc to Vitamin C saying it's more effective. Simple, isn't it? The strategy is simple and effective as the communication is very single-minded. It's a good example yet there is one thing to note. For any marketing strategy, it takes commitment and resources. This Vitamin C + Zinc is better proposition has been communicated for a long time with a lot of money. It's not easy to hold onto one strategy as it can be changed, forgotten or given up due to change of management.



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