

# Which Modern Trend Advertising Methods Are More Effective in Reaching Certain Outcome?: A Review on Internet Ads, Mobile App Ads, Video Ads, Stealth Ads and Outdoor Digital Ads

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## Abstract

Present paper attempts to examine the effectiveness of modern trend advertising methods in reaching certain outcome. In order to provide evidence for the effectiveness of modern trend advertisement methods, a number of past research studies has been used. The authors will focus on examining and comparing five major modern trend advertising methods, which include internet ads, mobile app ads, video ads, stealth ads and outdoor digital ads. This paper mainly contributes to the marketers and advertisers. It not only allows the marketers or advertisers to recognize the incorrect ways of advertising, but also the characteristics of the modern trend ad methods. At the same time, it can greatly enhance the effectiveness of advertising. Moreover, the objective is introduced with the support of past findings. Also, major studies are used to support the effectiveness of every main modern trend ad method. At the end, the paper is discussed and concluded with the inferences made based on past research. Lastly, the authors look forward for future research to examine the question and resolve the seemingly ineffective ad methods.

**Keywords:** Effectiveness, modern trend advertising methods, certain outcome, marketers, advertisers.

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## Introduction

In marketing field, advertising is a way that can forcefully instill the awareness of brand or product into audience minds unconsciously. Without our conscious realization, some brand names are more easily to be recalled than others. Some researchers have indicated that familiarity is able to generate liking (Aronson, Wilson, & Akert, 2013), and subsequently purchase intention. In this paper, the authors will find out the effectiveness of five major modern trend advertising methods, such as internet ads and mobile app ads, in reaching certain expectations. A lot of research and articles will be used to first examine the usage and outcome of these modern trend advertising methods. In most marketing and business related field, advertising appears to be one of the essential procedures of running a business. Numerous marketers or investors have done advertising, yet it is still unknown that whether the invested ads have reached the effect they expect at first. Some of them may just follow the new advertising trend and expect this new advertising method would bring them positive outcome. However, does investing in modern trend advertising methods always bring the positive outcome? Would all of these advertisements get the attention or the disregard from the audience?

Undeniably, the modern trend advertising methods are gradually dominating the advertising field in this era. A lot of marketers follow the trend because there are a huge number of audiences exposed to these circumstances. Yet, some studies argue that the outcome of new trend advertising methods like online banner ads is unsatisfactory (McDaniel, Lamb, & Hair, 2012). This may be probably due to the incorrect utilization of these advertising methods. When advertisements are not put in a right way and place, audience will not definitely be aware of them. Besides that, the effectiveness of ads is largely reduced mainly because of the high distraction level of other ads (McDaniel, Lamb, & Hair, 2012). Of course, there are ways to enhance the effectiveness of the ads. The premise is that the marketers should have a clear objective, targeted segment, ad message and advertising place (Bakshi, & Gupta, 2013). At times, advertising is just a part of planning for more significant marketing purposes like generating sales. Most of the marketers have ignored the fact that careful planning is also important for advertising.

In the following paragraphs, a lot of research studies have shown that billions of money expenditure is spent annually for merely advertising. The most incredible fact is that more than half of the expenses are wasted. One main reason is that most of the marketers do not understand the nature and the usage of these ad methods. In order to avoid the waste of money in the incorrect advertising ways, present paper will benefit the marketers or advertisers by finding out the more effective ways of utilizing these ad methods. This paper has reviewed several past journal articles about five modern trend advertising methods. More in-depth analysis and speculation about the effective ways of utilizing these ad methods are also discussed.

## **Modern Trend Advertising Methods**

It has been decades that marketers try to publicize and communicate their products or brands to the public. There is huge amount of marketing research conducted just to find out the more effective ways of advertising. Besides that, more research studies have focused merely on the outcome of modern trend advertising methods recently. Still, handful findings made any inferences on present topic question with the evidence shown by research. It is important to find out which ads work in certain situations and which ads do not. This especially helps the marketers to be cautious when investing in advertising for reaching specific objective. Instead of advertising blindly, marketers or advertisers may at least get to know the nature of each modern trend ad method from this paper. Hence, present topic appears to be novel in seeking the more effective ads that can yield certain expected outcome by comparing five major modern trend ads. Reviewing the evidence shown by past research, this paper will examine and compare the usefulness of internet ads (Bakshi, & Gupta, 2013), mobile app ads (Cakir, & Eru, 2013), video ads (Yim, Yoo, Till, & Eastin, 2010), stealth ads (Kaikati, & Kaikati, 2004) and outdoor digital ads (Gillette, 2007).

### **Internet Ads**

In this cyber era, internet has been used as a powerful and viral tool to disseminate messages. Advertising field is also not an exception in utilizing the internet as a communicating and information searching tool. The trend of online advertisement was first started 1994 by HotWired with first banner ad shown in its website (Bakshi, & Gupta, 2013). The trend of online advertising starts to be popularized in different ways afterward. In past few years, marketers have spent a huge amount of money (and is increasing every year) in internet ads. Miller (2011) has found that worldwide internet ad expenses in 2010 are \$64 billion and are expected to increase by approximately twice in 2014 (as cited in Yeu, Yoon, Taylor, & Lee, 2013). However, these advertising methods' usefulness is still controversial. One of the biggest advertising companies, Google has also acknowledged the fact that more than half of the internet ads are not even appeared on screen (Wener-Fligner, 2014). Meanwhile, an ordinary internet user is exposed to more than 1700 ads monthly, yet half are viewed (Rudolph, 2014). Thereby, the fact indicates that increasing online ad expenses are wasted every year. Obviously, this also means that marketers do not know the effective way of doing online advertising.

In recent years, there are several subtypes of internet ads that are commonly seen. These subtypes include search engine ads, online banner ads, pop-up ads and pop-under ads. Search engine ad appears when users type specific keywords that match with the title of the ad in search engine. The ads will have higher chance to be viewed and lower chance to be hated because users search for it. It does not compulsively show in the sight of users. In one latest research, data reveals that search engine ads have great impact on participants' brand and ad recall, and purchase intention (Zenetti, Bijmolt, Leeflang, & Klapper, 2014). Also, the ad exhibits high specificity for targeted consumers since it only targets the potential consumers. This is because the displayed ad messages are in accordance with the interest of searchers. Another subtype, online banner ad is also a widely utilized modern trend advertising method. Yet, its outcome is

not seen positively. Statistics by comScore shows that only 8 in 100 of internet users take part in browsing about 85% of online banner ads (Lipsman, 2009). Additionally, early research has found only 30% response rate in online banner ads, and later has found the response rate to be lower (McDaniel, Lamb, & Hair, 2012). In fact, online banner ad is a good ad method. It is able to reach both mass audience and targeted audience. The negative outcome shown may probably be due to the lack of understanding on online banner ad usage. Some marketers may simply advertise the banners in any websites. Putting food advertisement in gaming website is totally a waste. It is important to advertise the banner in website that has same features with the ad content to help attracting potential consumers more effectively.

Unlike search engine ad and online banner ad, pop-up or -under ads appear to audience in a more forcibly way. Pop-up ads mostly appear to cover whole website content after user's click-in. One recent study shows about two thirds of online users view unrelated pop-up ads as the most irritating ad type (Carpenter, 2014). It is considered as spam or even virus when it is not utilized correctly. Marketers should first consider the ad content to be highly relevant to the website content (Carpenter, 2014). Also, the ad content should be more interesting than website content, or else users will immediately close the ad and continue enjoy seeing the website content. The ad should also pop-up 1 minute, rather than immediately, after the click-in, as tested by researchers (Carpenter, 2014). Similarly, pop-under ad also appears after user's click-in to website. It is, however, worse because it loads on another new page without user's permission. Users may find it very annoying because it uses up phone user's quota of loading a spam page. Some users may only realize its existence after closing other windows. The perceived trustworthiness is very low as users may feel anxious about the junk ads to be the virus invasion too.

Internet has, indeed, become a competitive virtual "real world" for advertisement. However, internet users do not surf internet to get advertised, but to get into their own matters. This also means that most of them have probably been exposed to numerous online ads and tend to habitually ignore most of these ads. In order for the ads to be effective, marketers should first consider the objective of advertising (whether publicize or sell). Next, they should consider whether particular subtype of internet ads is worth to invest for and able to reach their expected outcome. Since numerous studies reveal that most internet ad expenses have wasted, marketers should weigh the cost and outcome beforehand. Search engine ad and online banner ad may be more expensive, yet the ad contents highly match with user's search. It helps to target the potential consumer effectively. Also, online banner ad can reach both targeted and mass audiences if wisely utilized. On the other hand, marketers can invest in pop-up ads with low budgets. Yet, the response rate may not be as good as search engine and online banner ads. Moreover, careful analyses on its usage are required to avoid the backfired outcome. Lastly, pop-under ad is still not recommendable due to having more criticism than effectiveness that may cause imbalance between cost and outcome.

### **Mobile App Ads**

Smart mobile devices emerge to be one of the most utilized tools since last decade. The usage amount of various kinds of applications has dramatically risen. Also, people

tend to spend more time on different apps. One Nielsen statistics shows that time spent on apps has increased from 18 hours monthly in 2010 to 30 hours monthly in 2013 (Smartphones: So many apps, so much time, 2014). Besides that, Gupta (2013) has found that 82% of mobile use is with apps. This shows that more eyes are getting on mobile apps. An average user spends 10% of time on media with mobile, yet marketers spend only 1% of advertising money on mobile (Gupta, 2013). Still, the expenses in mobile ads are expected to continue boost from \$2.3 billion in 2012 to \$11 billion within four-year time (Gupta, 2013). Even Amazon, one of the biggest reputable online shopping companies is advertising on apps (Jopson, 2013). Amazon maximizes the return for the ad expenditure by giving out a maximum of six percent commission when consumers purchase a product through the apps (Jopson, 2013). Moreover, the ads should target more on specific age groups of users. Data in 2013 reveals that 18 to 44 year-olds spend significantly more time and use more apps than 45 to 55 or above year-olds monthly (Smartphones: So many apps, so much time, 2014).

There are several widespread use of mobile app ad subtypes, which include pop-up ads, banner ads, and free incentive ads. Mobile pop-up ads are mostly shown when users click in to particular app page. Similar to internet pop-up ads, the ad content must be attractive and highly relevant to the app. For example, Amazon will advertise nutrition or health equipment on fitness apps (Jopson, 2013). Moreover, the ads are suggested to appear at the end of the use of apps. Unlike internet, most of the apps are highly functional. Users may not want to leave the moment for other irrelevant purposes if they have not done their work, such as playing games or checking message, with the apps. In turn, the ad will be closed immediately if it pops up at the beginning or shows suddenly in the middle. In app banner ads, they are especially useful in creating brand awareness. However, a lot of app banner ads are small in size. Study indicates that 80% of users do not like them (Gupta, 2013). Since mobile screen is not as big as computer screen, app banner ad may not be really effective due to its unclear visibility. Also, the information has to be very brief due to its limited size. It is likely to be ignored and forgotten if the content is too complex. Rather than simply advertising on an app banner ad, marketers can offer enduring engagement between their brand and users (Gupta, 2013). The brand or product can be advertised in free incentive ads. In free incentive ads, users may get rewards by clicking in the ads. The method is utilized in a lot of mobile app games. These gamers get free incentives by interacting with the advertisers or downloading advertiser's apps. In addition, users will continue to use the advertiser's apps if they are satisfied. It not only promotes the brand, but also the brand commitment.

The growing of mobile apps has rendered a good, but complex advertising way. Advertising in mobile apps is found to have an effect to promote brand awareness and engagement. Yet, mobile ads may not really effective all the time. People find that mobile is a more personal place than computer (Gupta, 2013). Also, users may find the ads that occupy visible space annoying (Gupta, 2013). In order for the mobile app ads to be more effective, marketers should be mindful about the small mobile screen. Marketers should keep the ads simple and compelling. Most significantly, incentives should be used to attract the user's engagement with the advertiser. Lastly, mobile app ad's effectiveness is still questionable. Most advertisers may fail to recognize that high

number of ad's click-in as effective as users may click in the ads unintentionally (Gupta, 2013).

## Video Ads

Communicating and displaying the information of certain products or brands in video form have also emerged as another modern trend of advertising way. In recent years, the use of video as an advertising tool has drastically increased (Hong, Tang, Hu, Li, & Jiang, 2013). The investment in video ads is gradually rising with billions of expenses each year. A latest marketing statistics by eMarketer has revealed that the expenditures of video form ads in 2014 are approximately 6 billion dollars with the rise of 1.76 billion dollars expenses from last year (US TV ad market still growing more than digital video, 2014). This video advertising trend has gone viral mostly by the marketers. The reason is because some media productions have found its better outcome than internet banner ads, and sometimes TV ads (NewTube; online video and advertising, 2014, May 3). Furthermore, a lot of marketers or investors have prospected the great growing potential of investing in video ads. Even the globally famed movie production, Walt Disney, is willing to own Maker Studio with the price of 500 million dollars (NewTube; online video and advertising, 2014, May 3). Research also indicates that Americans will averagely watch online videos using an hour per day (NewTube; online video and advertising, 2014, May 3). Apparently, investment on video ad appears to be beneficial, especially for the American investors, in achieving effective advertising.

In order to gauge the effectiveness of video ads, marketers have thought of different metrics. However, there have been sayings and arguments over the standard measurement on the video ad effectiveness. In 2006, Interactive Advertising Bureau (IAB) measures the effectiveness as when the ad starts to show up to the users (Maddox, 2006). Yet, this measurement seems not useful since users may skip the ads. Subsequently, other marketers have developed numerous efficacious standard measurements (Bloom, 2008), including viewing rate and brand recall. Certainly, it is difficult to find out its real effectiveness since video ad is similar with other form of ads. Still, a brand measurement in the video ads of Hewlett-Packard (HP) Company shows 11% increase in brand awareness in the viewers (Maddox, 2006). Also, the comparison in the perceived content novelty and believability between TV ads and video ads reveals a very close result in one research by HP (Maddox, 2006). This implies that online video ads are having positive response rate as high as TV ads.

Ostensibly, most of the video ads produce favorable outcome, yet merely releasing video ads may render useless. Past articles have revealed that putting video ads in video stream like Youtube appears to be effective (Pashkevich, Dorai-raj, Kellar, & Zigmond, 2012). Meanwhile, Krishnan and Sitaraman (2013) have conducted a contemporary research and indicated that the ad that is placed in longer durational non-ad videos, such as reality show and movie series, is more likely to be completed than in short durational non-ad videos. These researchers also find that shorter video ad length has higher completion rate (Krishnan & Sitaraman, 2013). In the same study, empirical data reveals that playing the ad in the middle, rather than the beginning or the end, of a non-ad video has the highest completion rate (Krishnan & Sitaraman, 2013). This is because viewers are unlikely to leave the unfinished non-ad video in the half way. Moreover, the

marketers should insert the most useful and interesting content in the beginning of the video ad. This is to ensure a higher completion rate since research shows that the leaving or skipping rate is the lowest in the first quarter of the ad (Krishnan & Sitaraman, 2013).

Also, Katz (2010) proposes that ad selector is the most likable type of video ad. Despite the audiences need to watch a video ad, the right to take an initiative allows them to feel of having freedom to choose what they want to watch from several ads. More significantly, the importance of video ad characteristics also should not be ignored. A study points out that video quality influences the advertising outcome (Moon, Jung, & Lee, 2011). Displaying a bad quality of video ad will not only lower the completion rate, it will also lower the audience's bad perception towards the unprofessional advertiser and advertised company.

The majority of the video ads discussed above is about internet usage, however, video ads are only not limited for online usage. A systematic study indicates that video ads displayed in stores are useful to help shoppers to remember ad content, increase brand familiarity and buying intention (Yim, Yoo, Till, & Eastin, 2010). Video ads may also be used in other platforms including outdoor digital billboard (will be further discussed), showroom and et cetera. The study also demonstrates the usefulness of video ads in targeting different consumer segments. However, one major problem of the investing the video ad is its high cost. It is not cheap to produce a good quality of video ad.

Still, video ad is probably more worthy to be invested than other ads, especially the unanimated online ads, due to its vividness that can better grab attention. Even one Cable News Network (CNN) study shows that the use of video ads tends to create brand awareness up to three times more than normal online billboard alone (Lafayette, 2006). Nevertheless, marketers should be aware that some video ad ways are inappropriate, or even adverse towards the brand. For example, users will associate the hatred of video buffering with the pop up ads during the buffering period. Such video advertisements are not encouraged at all. On the whole, video ads appear to be one of the most effective advertising methods. It is especially useful for market segmenting and mass publicizing dependent on the platform used like grocery store or digital board. Consideration on video ad characteristics, displaying platform, appearing timing and more aspects should be taken into account when investing in video ad.

### **Stealth Ads**

Stealth advertising is one of the modern trend ad methods utilized to market the consumers through their participations, or merely attention without their awareness (McDaniel, Lamb, & Hair, 2012). In recent years, this method is widely adopted by the marketers due to its lower budget than other forms of advertising methods, especially traditional advertisement (Kaikati, & Kaikati, 2004). Moreover, stealth ads can help to lower the aggressiveness of advertising to avoid the consumers to be aware that they are marketed. Most people may not be conscious, yet this type of ads is actually present in the surrounding of our life. It could also be said as one of the ad types that people have

mostly exposed to. However, little is known about stealth ads because lack of related research has been conducted.

Where stealth ads can be found? The most common stealth ads are mostly seen in sponsors of events or activities. This method is especially useful to familiarize the brand name in audience. Without publicizing the brand, audience may be curious and wanted to know more about the brand if he or she is attracted to the name or logo. This is advantageous to the company because the audience takes an active role to know about it, which are more likely than the passive audience to become the potential customer. Some people may still find the brand interesting, even if there is negative news about the brand. Suppose a person first finds the brand matches his or her self-concept. The person may tend to emphasize more on positive information about it and overlook the negative one. This is because the person is less likely to recognize the fact that he or she makes a wrong judgment. The psychological reason reveals that people tend to find reasons to support their initial behavior to reduce cognitive dissonance and preserve self-esteem (Aronson, Wilson, & Akert, 2013). Moreover, one important aspect the marketers should also pay close attention is the event or activity they sponsor. If the outcome of the event or activity they sponsor is unsatisfactory, it may influence the perception of participants towards the sponsor's brand fame too. People may think that the event or activity is carried out by the sponsors, and thus feel the poor outcome is linked to them. Hence, the marketers should be aware of the quality of collaboration, and especially the outcome when doing stealth ads as a sponsorship.

Besides that, some marketers advertise their brands by holding meaningful community activity, such as philanthropy, competition or research that contributes to society (Kaikati, & Kaikati, 2004). Some present themselves as major organizer, whereas others present themselves as sponsors. Still, all of these roles will be benefited from their expenditures anyways. Carrying out meaningful social service not only builds the positive image for the brand, but also informs the public that the company also contributes to society rather than earns money. Furthermore, stealth advertising is also frequently seen in movies, TV series, TV shows and videos. Stealth ads in these vivid platforms appear to be more useful in promoting the characteristics or functions of products. In movies, videos and TV series, however, the audience may miss out the ad due to its very short period and non-focus of appearance. Thus, the advertisers should create an impressive ad to highlight the product's usefulness. The problem may also occur in TV shows, yet the advertised brand name is more likely to be recalled since the same brands will be appeared repeatedly in every episode of TV shows. Some critics say that movie audiences may become alert and shield themselves as they find out they are the marketed group (Kaikati, & Kaikati, 2004). Yet, the alertness may not necessarily create shield or negative emotions in audience. In turn, the alertness may increase the audiences' attention.

Moreover, game like Grand Theft Auto (GTA) contains a vast number of stealth ads. Advertised logos, brand names, and even features of products in game can be effectively impressed in players. One study reveals that college students are able to recall the brands shown in the video games (Yang, Roskos-Ewoldsen, Lucian, & Laura, 2006). Nelson (2002) found that video gamers can instantly recall about 30% of brands. Game is more effective than any other mediums because the players are the part of

game and highly participate themselves with the advertised products (Kaikati, & Kaikati, 2004). For example, the players in GTA are unwittingly interacting with different brands by driving cars, consuming restaurants and buy clothes in the game. Also, the stealth ads in games tend to have guaranteed number of audiences since gamers will not only play a game once. In addition, there is another stealth ad type of interactive activity that can impress the audiences in creative ways. It is held in people's surrounding without their awareness that they are being advertised. Additionally, it requires people's interaction with the set up most of the time. For example, designing the shower machine in water theme park to look like a real dispenser of any drinks company design may impress the brand in people who use the machine. Yet, it may not be effective to induce purchasing behavior since people may simply find it interesting to join.

Most importantly, stealth ads are also very effective in reaching specific segment of audience. The people in an event or activity, such as computer fair or fashion event, may at least have some similar consumer behavior. The company as a sponsor may attract this group of people through exposure. Usually, the role of the sponsor company is in accordance with purpose of the event or activity. Also, the gamers of games like GTA are mostly constituted of teen and young adult males. The stealth ads, thus, are mostly by brands of male fashion shops and fast-food restaurants. In summary, not all stealth ad types are worth to invest. Marketers should first clarify their expected outcome before advertising. Investing stealth ads in events or activities is useful for new company to promote brand familiarity. Comparatively, positive brand image is more likely to be built in meaningful social events than normal ones. Marketers must also be mindful about the performance of the events they sponsor. Stealth ads in movies, TV programs and videos, however, are useful to promote not only brand familiarity, but also the product's features. One major consideration is its brief appearance may cause the ads to be not effective. As for stealth ads in games, they are effective in both promoting brand name and product because of gamers' active participations and high repeated engagement rate. Findings also show that high relevance between ad and game can generate positive attitude (Huang & Yang, 2012). Furthermore, the marketers should predict whether the gamers' characteristics are matched with their targeted audience. For stealth ads in interactive activity, passer may simply enjoy participating the activity, but not interested in the product. Still, they are very effective to promote brand name and usage of the product too.

### **Outdoor Digital Ads**

In these years, outdoor digital ads are gradually becoming significant for advertisements. Recent years, outdoor ads tend to grow continuously mainly due to digital billboards (Gillette, 2007). Comparatively, its vividness has triumphed over traditional outdoor billboard ads. Within three-month time in 2010, outdoor digital expense is about 27.2 million dollars (McCabe, 2010). Recently, a largest and most costly 24 million LED pixels digital billboard is built on New York Times Square (Steel, 2014). The first exclusive advertiser is Google Company with a quarter million expenses for one month on it (Steel, 2014). Surely, the high expenditure on it should be in proportion with the outcome. Steel (2014) has addressed that over three hundred thousand walkers may pass to see the digital board daily. However, McCabe (2010) also

finds that overall expenditure on outdoor digital ads only accounts for nearly 13% of total outdoor ad expenditure. This indicates that outdoor digital ads still have a wide room for growth.

Outdoor digital ads should also be designed carefully according to cultural differences. Some cultures like Danish people utilize the outdoor ads as reminder for their purchasing behavior (RESEARCH - OUTDOOR ADVERTISING: The great outdoors, 2006). Also, statistics shows that high percentage of French people prefers entertaining ads than China people, who prefer ad contents (RESEARCH - OUTDOOR ADVERTISING: The great outdoors, 2006). Outdoor digital ad is also especially useful in urban area, rather than rural area. People who live in urban area tend to spend lesser time on television. And so, outdoor digital boards are a better way to advertise them. Yet, its utility in rural area may not be effective because the crowd on rural street is not as much as on urban street. Rather, rural residents who mainly composed of elderly people prefer listening radio or watching television.

A lot of research has found the outdoor digital ad to be effective in advertising field. It is especially effective in reaching mass number of audience. In Manhattan's Times Square, nearly 1.5 million of walkers are exposed to outdoor ads daily (McDaniel, Lamb, & Hair, 2012). Still, it is useful in targeting specific market segment. Marketers simply need to display their digital ads on places which targeted consumers will frequently pass through. In comparison with traditional outdoor ads, outdoor electronic ads are able to catch the eyes of audience better. More importantly, the lifelike ads provide visual and auditory sensation that allows better ad recall. Furthermore, the design of digital ads can be more creative than traditional ones. Unlike traditional outdoor ads, digital ads are able to be both attractive and informative. Outdoor digital advertising may require higher costs, yet scholars believe that the cost will be decreased as increasing marketers invest on it (Gillette, 2007). Although the messages in digital ad are needed to be simple and short, it is still the best way for outdoor advertisement. In sum, outdoor digital ad method is found effective to create brand awareness in mass audience and product awareness in targeted segment of market.

## Discussion

In various modern trend advertising methods, each ad method has its own usefulness in certain situations. Based on the comprehensive evidence by past researchers, this paper has made inferences on these ad methods' usage. Some ad methods are found to be more effective in certain conditions, whereas other ad methods are found to be less effective in those conditions. The overall findings from previous studies show that several ad methods are good at targeting both mass and specific segments of consumers. Such modern trend advertising ways as online banner ads, stealth ads, video ads, and outdoor ads are especially good in mass and specific market segmentation. At the same time, marketers should especially be mindful about their targeted audience and ad placement. Moreover, there are some advertising ways, such as search engine ads, stealth ads, and outdoor digital ads, appeared to be more effective to target segmented market. Search engine ads are very effective in targeting potential consumers. This is because only the interested users will be exposed to related ads. Stealth ads and outdoor media are also effective in promoting product awareness to specific group of

consumers. One consideration on stealth ad is the characteristic congruence between advertised platform and ad content. Additional research may be needed to find out the potentially exposed audience since the platform is usually limited to specific population. In overall, video ads and outdoor digital ads are found to be more cost-efficient than other ad methods. Yet, high budgets are still needed for them. Marketers can choose to advertise in other ad methods with low budgets.

Not only that, there are ad methods, such as pop-up or pop-under ads, in internet and mobile found ineffective most of the time. Although there have been research supporting the use of pop-up ads, it is not recommendable to be used. As for pop-under ad, very handful research has discussed about its effectiveness. In turn, it is least favored by the audience. Another reason also points out that pop-up and pop-under ads may induce unpleasant feelings if audience sees them as irrelevant. The effectiveness of mobile app ads is also doubted. Even though free incentive ads appear to have good response rate, the focus on incentives is suspected to be higher than the ad itself. Marketers can avoid investing into the ineffective advertising methods. Rather, they can use their money for the better supported advertising methods. Other modern trend ad methods appear to be more effective in replacing the use of these seemingly ineffective advertising methods. Although this paper has made inferences about five modern trend advertising methods, more future research should be carried out to answer the question. More importantly, future researchers should find out ways to replace or improve the effective usage of the inferred ineffective ad methods.

## Conclusion

The effectiveness of all five modern trend advertising methods has been analyzed, compared and inferred in this paper. The paper has also reviewed a lot of past research studies regarding the five modern trend advertising methods. Additionally, authors have answered the topic question by using these past studies in making inferences regarding the usefulness of internet ad, mobile app ad, video ad, stealth ad, and outdoor digital ad method. All in all, the inferences made in this paper are not conclusive. In turn, it is advisable for the readers to regard this finding as a reference of advertising. Present study is still useful to provide knowledge and understanding for modern trend advertising. Therefore, future research findings and arguments are required to provide newer information to support or oppose present inference.

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