Chapter 1
A Model for Interactive Advertising Narration

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ABSTRACT

Taking the interest shown by the audience into consideration, it is rather likely that interactive advertising would be more common anytime soon. As being one of the latest forms of advertising in the digital age, it is extending the creativity share of advertising. This chapter takes the award winning advertising "The Other Side" which is an interactive dual - story video for the Honda Civic and it's sportier version Civic Type R as a research object. In this advertising, two parallel stories take place and the audience is enabled to get involved by pressing and holding "R" on the keyboard which makes them shift between two stories. By analysing the narrative structure of the advertising, this chapter aims to set a model to explain the narrative structure of interactive advertisements.

INTRODUCTION

"Man only became an object of science when automobiles became harder to sell than to manufacture" says Galbraith (Baudrillard, 1998). As advertising is the very tool to sell things, one can comprehend the reason why advertising industry is seeking new ways and methods every single day, today, pushing the limits of creativity. Creativity is the fundamental parameter to characterize advertising. In today's world, new brands come onto the market everyday and consumers are exposed to numerous messages therefore it is rather difficult to stand out and convey a message without being distinct (Taşkıran & Yılmaz, 2013). As a result, dating back to ancient Greece and Rome, advertising has made a huge progress from barkers on. Initially, it was only a traditional recommendation. In time it was transformed into something more, that is ''persuasion and propaganda''. Since then, many different ways have been put into practice to persuade people to buy goods or services. Rhetoric, use of pictures, exaggerated and bold titles and use of celebrities are among some of the early methods of persuasion and propaganda in

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terms of advertising (Dyer, 2009). Today, these may sound rather ordinary as we are the members of the ''digital age''. Our lives are surrounded and also dominated by an invisible high-tech web. It can be said to be spinned by mainly our smart phones which provides us 24/7 internet connection. ''Internet'' is the key to ''interaction'' and interaction is what forces advertisers to seek new "interactive" methods to make commercials. In the past, it was easier to advertise as the target audience did not have a chance to get involved in anything offered by media conglomerates. They only watched on tv, listened on the radio, read on the paper or magazine or saw on a billboard. On the contrary, in our day, most people have easy access to both internet and the technology which provides it. To set an example, if you don't have a personal internet, just go out and sit in a cafe, you'll have it through wifi. Nearly most public buildings, cafes, restaurants, hospitals, university campuses and shopping centres have free wifi. It's that easy to have an internet connection and connect the world. In such an internet friendly environment, people can interact and get involved in anything offered by media. In other words, people are not passive consumers any more. In fact, they are an active part of the process. Web 2.0 formed a strong basis for interactive communication, leaving the one way style far behind. Along with many things in our daily lives, it has powerful reflections in terms of advertising, too. Today, interactive advertising can be seen as the crop of this type of communication. Interactive advertising is mainly used to attract attention to the new types of media and means of transmitting advertising messages. In other words, it is a form of media-based marketing that businesses and product manufacturers use to promote products, services and other announcements. Companies also use interactive advertising to build brand recognition and connect with consumers where they spend a considerable time researching products and services. There are many channels and ways to transmit interactive advertisements such as social media and networking websites, videos, pop ups and displays. That is to say it goes beyond simple banners and clickthroughs, using social media, branded polls and games, and many other approaches to engage the target audience. In this chapter, being one of the distinguished examples of interactive advertisements, the award winning advertising "The Other Side"' which is an interactive dual - story video for the Honda Civic and it's sportier version Civic Type R is analysed in terms of its narrative structure to set a model to propose the narrative structure of interactive advertisements.

A QUICK LOOK AT INTERACTIVE ADVERTISING

There is hardly any doubt that the Internet has experienced an exponential growth in the number of users in a short period of time. Along with this growth, interaction came to a climax with the help of the opportunities offered by high technologhy of the digital age. Hence, interactivity has become a promising research object for many scholars in many diverse fields such as advertising, marketing, communication, education, information science, computer science.

According to Rafaeli and Sudweeks (1997), interactivity is a process related, variable characteristic of communication settings. Like face-to-face communication, computer-mediated communication has the capacity of enabling high interactivity. Interactivity is not a characteristic of the medium. It is a process-related construct about communication. It is the condition of communication in which simultaneous and continuous exchanges occur, and these exchanges carry a social, binding force.

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