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Interactive Advertising in The Age of Digitalization: A Contextual Study on Design Characteristics of Print and Web Media Advertising

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1. Introduction

1.1 Background

Designs of advertisement have changed dramatically in the digital age, with interactive designs becoming more and more popular. Compared to other types of advertisement, interactive ones require the audience's participation and thus increase information awareness and provide a more personalized experience (Kim, 2021). With the increased adoption of digital platforms, all firms related to designs are now seeking new ways of engaging individuals and interacting with brands actively. It is important to understand in detail how each type impacts advertising outcomes because print and web media are different in many ways.

Although interactive advertising is steadily gaining more acceptance in the “*design*” market, there is limited information on the antecedents to interactive advertising today. Additionally, designs frequently find it difficult to decide whether digital or print media better serves their marketing objectives (Venkatraman *et al.*, 2021). This research aims to assess the effectiveness of interactive ads, identify key characteristics of print and online media, and analyze the components that exist to help designs with their interactive advertising campaigns.

