

Name \_\_\_\_\_ Date \_\_\_\_\_

**Marketing Essentials**  
**Chapter 19 Advertising**

**eMarketing Worksheet Activity: Online Interactive Advertising**

**Directions** Online interactive advertising gets customers and potential customers involved with a product or a company brand through active participation. Work alone or in small groups to complete this two-part worksheet on online interactive advertising.

**A. Discussion Questions**

1. Have you ever participated in a virtual game or contest sponsored by a company? If yes, please share your experience with classmates. What did you like and dislike about your experience?

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2. From a company's point of view, what are the pros and cons of interactive advertising?

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**B. Design an Interactive Advertising Campaign** Work in groups of three or four to design an online interactive advertising campaign for a product or company of your choice. The aim of the interactive experience is to have customers involved for more than one day and to offer some type of reward for participation. Think about other companies or social media platforms that complement your chosen product. Those links may help create a meaningful interactive experience. You will be evaluated on the content and mechanics of your written and oral presentation of the interactive ad campaign you design. Use the following questions to help you focus on your assignment.

1. What criteria will you use to select a company or product for this assignment?

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2. What other company or social media platform might you want to have as a partner?

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3. What type of interactive experience will be included in the ad campaign and what makes it interesting for the target market?

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4. How will you get visitors frequent the interactive experience on more than one occasion?

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5. What reward(s) will you offer?

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