A Suggestion of an Efficient Communication Method
of Automobile Internet Banner Advertisements

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ABSTRACT

Internet banner advertisement has become recognized as an important media, and its influence has been increasing. The merits of Internet banner advertisement are diversity and consumer immersion. Especially, by using various types and visual expression methods, the automobile Internet banner advertisement has evolved into what attracts curiosity and interest of potential consumers. Thus, to find efficient communication method for automobile Internet banner advertisement, this study, by comprehensively analyzing various advertisement methods in previous researches, suggested an advertisement type and a visual expression method suitable to automobile Internet banner advertisement. Four types of automobile Internet banner advertisement are production form, production purpose, expression form, and advertisement area. Four visual expression methods are action form, image, change form, and moving form. And, through case analysis, this study also examined the value of the newly suggested method.

Key words: *Automobile, Internet Banner Advertisement, Advertisement Type, Visual Expression.*

1. PREFACE

According to specialists of the Korea Internet Marketing Association, the volume of the Internet marketing market would be 1 trillion 500 billion won. It means that, as the size of Internet advertisement market has grown rapidly online advertisement medium has been recognized as an important advertisement medium. The final purpose of Internet advertisement is to attract consumers to buy the products, and what is needed here is creative strategy. Creative strategy in Internet advertisement can make a lifeless product a living thing, and creative and influential idea can move minds of consumers [1]. The core of such a creative strategy can be said to be efficient communication. Advertisement is communication medium where the company meets consumers for the final time, and it is the most efficient means by which the company can attract demands of consumers. On the other hand, with the diversification of advertisement media, creative strategy itself needs to be differentiated depending on each medium [2]. As part of differentiation strategy, recent Internet banner advertisements, to attract more consumers to participate in those advertisements, frequently provide exciting impacts or add game functions, leading consumers to be immersed in them [3]. The FCB (Foote, Cone & Belding) Grid model describes procurement behavior of consumers by two dimensions: involvement and reason(think)/emotion(feel). Automobile

banner advertisement belongs to the high involvement-think group. This group is characterized by need of information, and it understands consumers as rational beings. It is viewed that consumers, in making procurement decision of a product, consider function, price, and usefulness of it [4]. Consequently, it is necessary to develop the automobile banner advertisement type and visual expression method which reflect the characteristics of high involvement-think group.

This study, for efficient communication method of automobile banner advertisements, wanted to collect and analyze previous researches related with Internet banner advertisements, and suggested automobile banner advertisement types and visual expression methods which comprehensively summarize the characteristics of automobiles. And, to identify the values of suggested banner advertisement types and visual expression method, this study performed case analysis. The findings of such analysis are expected to be helpful in establishing efficient communication strategies in automobile Internet banner advertisements.

2. PREVIOUS RESEARCHES

2.1 Banner advertisement types

In the process of forming attitude on banner advertisement, consumers go through the sensing and understand it [5]. Researchers have classified types of banner advertisement which play important roles for customers to form such attitudes in various ways. Yu-gyeong Ko(2011) classified banner advertisement types depending on exposed types. As shown in Table 1, this study classifies types of banner advertisement into

four types: production form, posting method, expression method, advertisement scope [6].

Table 1. Classification of banner advertisements depending on exposed types

Production form	static banner, active banner, two-way banner
Posting method	fixed-type banner, key word-type banner, rotation-type banner, scrolling-type banner
Expression method	button-type banner, hot corner-type banner, billboard-type banner, rich media-type banner
Advertisement scope	expansion banner, roll paper banner

Ho-seon Lee(2009) classified banners by the ways they are generated. As shown in Table 2, he divided them into four types: expression method, technology method, position method, figure method [7].

Table 2. Classification of banner advertisements depending on generation types

Expression method	button advertisement, prepaid placement of Excite, rotation banner type, billboard type, offline advertisement, PointCast
Technology method	Java-using banner, static banner, artificial intelligence-type banner, interactive banner, key word banner, shockwave banner, active X banner, GIF banner
Position method	scroll banner, text banner, left menu button banner, box banner, middle banner
Figure method	CASIE & IAB standard banner

Ji-eun Lee and Ji-hyeon Kim(2003) classified banner advertisements depending on when they appeared. As shown in Table 3, they divided them depending on objective, form, production technique, headline, and expression method [8].

Table 3. Classification of banner advertisements depending on the time order of their having been developed

Objective	campaign, product sale, event, prize, image publicity, information provision
Type	fixed type, animation type, interactive type
Production technique	GIF banner, Java banner, shockwave banner, streaming banner
Headline	convenience type, information type, stimulus type, question type, order type
Expression type	benefit appeal type, action demanding type, emotion appeal type, humor appeal type, color emphasis type, sex appeal type, parody type, interactive type, new technology type

Previous researches classified banner advertisements depending on exposed types, generation types, the time order of theirs have been developed. But, it is difficult to find classification depending on characteristics of specific products. Thus, if Internet banner advertisements considering the characteristics of high involvement-think group automobile are developed, they will make it possible to efficiently communicate with consumers, and stimulate consumers' procurement of the product. That is, it is necessary to do research on banner advertisement types considering procurement actions of consumers and product characteristics, and develop suitable banner advertisements.

2.2 Visual expression of banner advertisements

Visual expression of banner advertisements affects procurement decision of consumers. In his paper, "Influence of Expression Elements of Internet Banner Advertisements on Advertisement Attitude," Seung-whan Park, Chul-jae Choi(2009) proved that visual expression has effect on advertisement attitude and procurement intension [9]. Yeon-jeong Kim(2000) also emphasized that in banner advertisement selection of proper media and visual expression of banner product are more important than other factors [10]. Previous researches on visual expressions which play very important role in Internet banner advertisement are as follows. Aran Kim(2003), considering that banner advertisement is posted in limited space called web page, classified banner advertisements by size, form, color, condition, layout, and typography [11]. Ho-seon Lee(2009), considering figurative elements that can attract attention of users, visual expressions into typography, color, form, and illustration, etc. [12]. On the other hand, Jeong-eun Lee(2005) argued that, in Internet banner advertisement design, visual and typography, etc. should be arranged clearly to make information understood quickly and clearly, and that the message intended to give should be clear to achieve effective communication, and classified visual expressions into position, color, image, and video [13]

Recently, Internet banner advertisement is evolving into sympathizing type, and the research on visual expression should go beyond color and layout, and consider movement and changing forms, etc [14]. Especially, as mentioned before, since Internet banner advertisement needs to make consumers understand the characteristics of the product, it is necessary to do research on visual expression method considering characteristics of products.

3. AUTOMOBILE INTERNET BANNER ADVERTISEMENT TYPES AND SUGGESTION OF VISUAL EXPRESSION

Examination of existing researches revealed that it is difficult to classify Internet banner advertisement types and visual expression methods. This study, for more efficient communication with consumers, suggests automobile Internet banner advertisement types and visual expression methods as follows. Fully considering the characteristics of automobile products such as FCB Grid model high involvement-think, and its evolvement into sympathetic type, this study suggested a banner advertisement type and visual expression method suitable for automobile banner advertisement, and also have experts in the field do face validity test. Automobile internet banner advertisements this study suggests are classified into four types as shown in Table 4: production form designed to attract consumers' attention; production purpose depending on the purpose of sending the message to consumers; expression types stimulating emotion of consumers; advertisement scope attracting consumers. More specifically, production form was classified into fixed banner, two way banner, and artificial intelligence banner; Production purpose was divided into event, image publicity and information provision; Expression type was sorted into emotion appeal type, interactive type, new technology type, and impact type; advertisement scope was differentiated into non-expansion, simple expansion, and multi-expansion.

Table 4. Suggestion of automobile internet banner advertisements types

Types of banner advertisements	Production form	fixed banner, two way banner, artificial intelligence banner
	Production purpose	event, image publicity, information provision
	Expression type	emotion appeal type, interactive type, new technology type, impact type
	Advertisement scope	non-expansion, simple expansion, multi-expansion

Visual expression of automobile Internet banner advertisement was divided, as shown in Table 5, into movement form depending on mouse use behavior; image which has strong impact or implied message; changing forms of banner advertisement over time; moving form asking whether adjustment depending on the willingness of consumers is possible or not. More specifically, movement form is divided into mouse click, mouse over, mouse drag; Image is into photo, illustration, and composition; changing form is divided into simple form, complex form, and deviating form and moving form is into one-way form and adjustable one.

Table 5. Visual expression of automobile Internet banner advertisement

Visual expression of	Movement form	mouse click, mouse over, mouse drag
automobile Internet banner advertisement	Image	photo, illustration, composition
	Changing form	simple form, complex form, deviating form
	Moving form	one-way form, adjustable one

4. CASE ANALYSIS AND FINDINGS

4.1 Analysis overview

Case analysis was done by the following procedure. First, top ten automobile banner advertisements were selected from related sites. 8 domestic and foreign automobile brands which are the most popular among users were selected as shown in Fig. 1. In selecting banners, this study took care that forms and expression methods of them were not overlapped. And, among the banner advertisements of the same brand automobile, what looks monotonous one was excluded, and what is creative in expression method was chosen. For case analysis, 100 students majoring in design were given a special space where they could watch banner advertisements. To secure reliable results, the data for only 93 students were used, excluding those of other students who did not fill out the form sincerely.
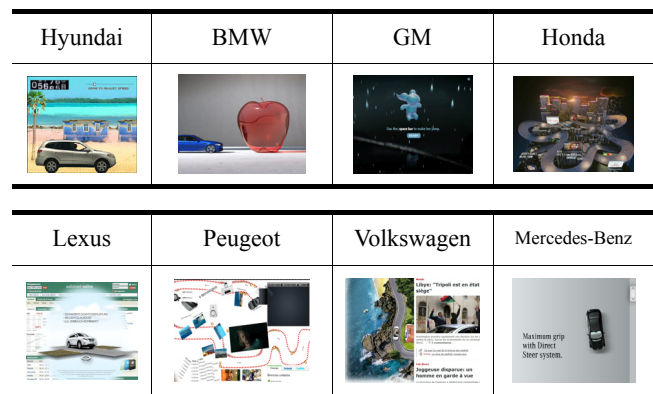
Hyundai	BMW	GM	Honda

Lexus	Peugeot	Volkswagen	Mercedes-Benz

Fig. 1. Automobile internet banner advertisement

4.2 Findings of the analysis of automobile banner advertisement types

Table 6 shows the findings of the analysis of automobile Internet banner advertisement types. Among the production forms, artificial intelligence banners took up 50% of them, followed by fixed banner (37.5%) and two-way banner (12.5%). Artificial intelligence banner is equipped with artificial intelligence, and, when the user shakes the mouse on the banner, the image changes into another image or disappears. Such a special technique can make the user immerse himself or herself in it, so it is used widely by those companies. Among the choices of the production purposes, 75% of banners were related with image publicity, and remaining 12.5% of banners were related with event and information provision. It seems to reflect the reality that automobile companies consider banners advertising brand images as more important than those on event or information provision. Among different expression types, 37.5% of them were impact, followed by emotional appeal

(25%), and interactive and new technology (12.5%). Compared with other items, various expression types were found to be used rather equally. Among the types of advertisement scope, multi-expansion took up 50%, non-expansion did 37.5%, and simple expansion did 12.5%, which can be understood that those companies prefer non-expansion to simple expansion, and multi-expansion which means variety to non-expansion.

Table 6. Analysis result of automobile internet banner advertisement

Production form Production purpose	fixed banner	two way banner		artificial intelligence banner
	37.5%	12.5%		50%
Expression type	event	image publicity		information provision
	12.5%	75%		12.5%
Production form Production purpose	emotion appeal type	interactive type	new technology type	impact type
	25%	12.5%	25%	37.5%
Expression type	non-expansion	simple expansion		multi-expansion
	37.5%	12.5%		50%

4.3. Findings of the analysis of visual expression in automobile internet banner advertisements

Table 7 shows the findings of the analysis of visual expression in automobile Internet banner advertisements. In movement types, the overwhelming majority of them (62.5%) was the mouse drag type, and 37.5% were the mouse click type. There was no mouse over type. Among the image types, 50% of them were illustration, and photos and compositions were 25% respectively. Those companies seem to favor illustration technique where one can use various visual expressions and a wide range of graphic treatments. As changing forms, simple form and deviating form equally took up 37.5%, larger than complex form (25%). Such results seem to show that consumers favor changing form with clear purpose rather than what changes in complex ways. In moving forms, 62.5% were adjustable ones, and one-way things were 37.5%. Consumers favor those banners they can adjust.

Table 7. Analysis result of Visual expression for automobile internet banner advertisement

Movement form	mouse click	mouse over	mouse drag
	37.5%	0%	62.5%
Image	photo	illustration	composition
	25%	50%	25%
Changing form	simple form	complex form	deviating form
	37.5%	25%	37.5%
Moving form	one-way form	adjustable one	
	37.5%	62.5%	

5. CONCLUSION

This study was to suggest an efficient communication method of automobile Internet banner advertisements. It started with the examination of findings of previous researches. Then, this study summarily suggested what is not sufficient in those researches. What was suggested considered sufficiently the evolution of automobile Internet banner advertisements into sympathetic one, and the characteristics of FCB Grid model high involvement-think group of automobiles.

This study divided automobile Internet banner advertisement types into production form, posting method, expression method, and advertisement scope, and analyzed cases. Visual expression of automobile Internet banner advertisements were classified into 4 types: movement type, image, changing form, moving form, and cases were analyzed using the classification. First of all, the findings of banner advertisement type analysis showed that artificial intelligence banner, image publicity, impact type, and multi-expansion were found to be high. Such results were highly correspondent with the elements used in automobile banner advertisement type suggested considering the characteristics of FCB Grid model high involvement-think group of automobile. In analytical results of visual expression showed that mouse drag, illustration, adjustable type was high. The fact that mouse drag of movement form and the adjustable of moving form were high in case analysis demonstration that the suggested method is meaningful.

Such findings seem to show that Internet banner advertisement will play a more vivid role in the rapidly changing online advertisement market. And, it is expected that Internet banner advertisement produced on the basis of understanding of the trend of the market and characteristics of the product will play the role of efficient communication more highly.

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