



## New Generation Mobile Advertising

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### ABSTRACT

*Mobile Advertising" is the fastest growing advertising formats. Mobile advertising is one of the most popular applications of mobile commerce, particularly in the form of text, images and graphics. Mobile advertising has novelty factor to attract customer for purchasing the products. The system provides ability to vendor for editing as well as publishing the advertisement. The implementation of this system is based on pull based approach. Pull based approach provides flexibility to the end user to select the preferred advertisement. Mobile advertising is a fast-growing part of marketing. The system proposed in this paper uses pull based approach instead push based approach to avoid two major issues like spamming and time limit. To eliminate the negative perception on mobile advertisement is necessary to increase the effect of mobile advertisement. This implementation can be proved very helpful in future.*

**Keywords: Substance abuse, Construction workers, Migrants.**

### INTRODUCTION:-

Mobile Advertising is a form of advertising via Mobile (Wireless) Phones or other mobile devices. Mobile Advertising involves displaying of text, graphic images and animated advertisements on data enabled mobile devices. Mobile advertising is coming of age. Advertising on devices like cell phones and tablets requires different approaches from advertising. It is a subset of mobile advertising. It provide great potential as it is able to send unique, personalised, customised advertisement as well as it engages the customer so as to negotiate with the advertisement.

The system provides a low cost and effective way to implement advertisement mechanisms. Advertisement is done for the purpose of sending information to the people, if interested he/she can see and in turn buy the products or services. It is growing rapidly now days.

Advertisements are done on moving from place to place and on your mobile devices i.e. advertisements displayed on moving cars, buses, trucks and taxis so on. Mobile phone's is not only used for phone calls but also for data services, transferring data, surfing the internet and for various multimedia applications. Mobile Advertisement is growing area of development.

The implementation of this system is based on pull based approach. Pull based approach provides flexibility to the end user to select the preferred advertisement, due to this implementation of project describes mobile based data broadcast architecture. It is suitable for organizations like bank, large

shopping mall, plazas, theatres, multiplex, insurance company, corporate bank, finance company, hospitals. The advertisement of data can be anything from latest offers offered by the shopping mall, detailed map for the mall, promotion sales available, free offers, seasonal discounts, advertisement of forthcoming movies etc. Any person entering inside the premises can download this data using Wi-Fi enabled services if he is interested.

### WHY ADVERTISEMENT IS NECESSARY?

- To keep pace with competition: To succeed, we must lead or keep pace with the change. This kind of planning is done with or without any retail competition.
- To get noticed: Get noticed promotions provide custom apparel, promotional ideas and innovative marketing for your business by providing best advertisement.
- To get customer: By planning your business marketing well, by best advertisement, you can get better results out of it. Attracting new customers is a never-ending effort.
- To make people aware of their needs: Customers are to be reminded about the product and the brand.
- To create and maintain brand image and brand loyalty: Advertising helps to build up brand image, brand loyalty, awareness and acceptance.
- To inform people about availability of products and services: To inform people in an attractive way to satisfy their needs.
- To introduce a new product: Advertising may be based on introducing a new product, new devices, new equipment's and new version of an old product.
- To retain or to improve sales: Advertising may be neces-

sary to publicize some changes in the marketing strategy.

- To create goodwill for the customer: Advertising helps to build good image of the concern.

**IMPLEMENTATION:-  
Architecture:**

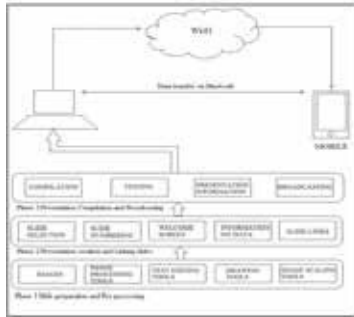


Figure 1: Architecture

The architecture of the system consists of total 3 phases:

- Slide preparation and Pre-processing: This part of the architecture is used for the purpose of preparing and editing slides, adding effects to images for making the advertisement more attractive and effective.
- Presentation creation and linking slides: It is used for creating presentation slides by linking the slides.
- Presentation compilation and Broadcasting: For compiling the presentation and broadcasting it using Wi-Fi.

**4.2 GUI:**

**a) Slide preparation and Pre-processing:** Used for the purpose of preparing the slides.



Figure 2: Slide preparation and Pre-processing

- Images
- Image processing tools
- Text editing tools
- Drawing tools
- Image scaling tools

**b) Presentation creation and linking purpose:** Used for building the slide presentation and linking the slides to one another.



**Figure 3: Presentation creation**

- Slide selection- Selecting the proper slides that are necessary for advertisement to attract users to purchase the products.
  - Slide numbering-Arranging the slides and numbering is necessary according to customer's point of view.
  - Welcome screen-Attractive and effective welcome screen is very important part of advertisement.
  - Information on data- It may contain text, graphic, pictures, images etc.
- c) Presentation compilation and Broadcasting: Used for compilation and •• broadcasting the advertisement.
- Compilation
  - Testing
  - Presentation information
  - Broadcasting



Figure 4: Compilation and Broadcasting

Data can be transferred via Bluetooth (premises), via internet(GPRS) but we are implementing it via Wi-Fi to overcome the 2 issues i.e. short distance and economy.

**BENEFITS OF ADVERTISEMENT USING Wi-Fi:-**

**a) The Right Advertisement at Right Place at Right time:**

- Helps in getting advertisement at right time.
- Advertisement is sent on their mobile devices to attract their attention when they are outready for shopping.
- Discounts and offers attract customers to purchase the products.

**b) Novelty:**

- To gain the “wow” factor and attract public and media interest towards the product that to be sold.

**c) Mobility:**

- Pictures, text, graphics, bright color, backlighting will attract to your audience.

**d) “Really There?”:**

- Mobile Advertising is firmly in the real world now days.

**e) Outdoor Advertising:**

- 1) Excellent way to build two keys to successful advertising and they are
  - Familiarity.
  - Trust factor.

**Control Factor:**

- It is more effective if you can control when and in what situation the message is received.
- It is more efficient if your advertisement is closer to the point of purchase, where the customer is ready to buy.

**Affordable Advertising Rates:**

- Mobile advertising is cheaper than any other medium.
- Comparing to advertisement that is done on internet is much higher than advertisement done using Wi-Fi.
- Cost of advertisement using Radio, Print, Spot TV, you will surely agree that there is no one more affordable eans.

**ANALYSIS OF CASE STUDY:-**

For study of Advertising using Wi-Fi analysis of case study is as follows:

Name of the Project- NEW GENERATION MOBILE ADVERTISING

SR. NO.	FUNCTIONALITY	B-MAD	Targeted Distributed Advertisement	Proposed System
1.	Push Based Approach	YES	NO	NO
2.	Pull Based Approach	NO	YES	YES
3.	Direct	NO	NO	YES
4.	Dynamic Advertising	NO	NO	YES
5.	Interactive GUI	NO	NO	YES
6.	Permission For GUI	NO	YES	YES
7.	Time limitation for Response	YES	NO	NO
8.	Spamming Issues	YES	NO	NO

Table 1: Comparison of existing system with proposed system

**RESULT:-**

- Affordable Advertisement Rates.
- For longer distance=100 meters.

SR. NO.	PARAMETERS	BLUETOOTH	Wi-Fi
1.	Security.	It is less secure.	It is more secure.
2.	IEEE Standard.	IEEE 802.15	IEEE 802.11
3.	Hardware Requirement.	Bluetooth adaptor on all devices connecting with each other.	Wireless adaptor is required on all devices of the network and a wireless router and/or wireless access point.

4.	Bandwidth.	Low(800Kbps)	High(11 Mbps)
5.	Primary devices.	Mouse, mobile phones, keyboards, office and industrial automation devices.	Notebook computers, desktop, computer, servers, TV, Latest mobiles.
6.	Range.	10 meters	100 meters
7.	Latency.	200 ms	150 ms
8.	Bit-rate	2.1Mbps	600Mbps

Table 2: Comparison of Wi-Fi with Bluetooth

**CONCLUSION:-**

This paper concludes that mobile based advertisement system is a next generation advertisement system as large number of customers can be targeted and each of customers can be given a "personal attention" as in like visiting a shop itself. The advertisement using Wi-Fi not only saves money of the vendors but also it can be done at longer distance whereas not possible due to Bluetooth. This will ultimately be the best advertisement nowadays in our day to day life. So the advertisement using Wi-Fi concept should be widely utilized to best discounts, offers, and it will be a boon to the future generation.

The proposed system is able to provide vendors a convenient way for editing and a low cost and efficient ways to implement digital advertisement publishing mechanisms. Major issues like spamming and time limitation has been resolved.

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