ΟΙΚΟΝΟΜΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

Hybrid Pathways to Persuasion
Integrating Online and Offline Advertising and Consumer Behavior

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Lecture 4

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Hybrid Pathways to Persuasion
Integrating Online and Offline Advertising and Consumer Behavior

The lecture examines how advertisers can integrate online and offline advertising to improve consumer responses and advertising effectiveness.

It focuses on three main themes:

- Cross-media advertising: Combining different media channels.
- Location-Based Advertising (LBA): Delivering advertising based on consumers' locations.
- Customer journey integration: Connecting online and offline advertising across different stages of the consumer journey.



Hybrid Pathways to Persuasion
Integrating Online and Offline Advertising and Consumer Behavior

- Traditionally, advertising relied heavily on mass offline media:
  - Television
  - Print
  - Outdoor advertising
  - Digital technologies, smartphones, and social media have transformed media consumption.
- Consumers increasingly use online channels to search for information and make purchase decisions.
- Advertisers have followed consumers online, offering more:
  - Targeted advertising
  - Interactive experiences
  - Measurable results



- **2. Why Does Offline Advertising Still Matter?**
- Traditional media (TV, magazines, physical stores) remain relevant.
- Consumers use both online and offline channels in their everyday lives.
- Advertisers must integrate both environments to reflect consumers' changing media habits.

The Hybrid Consumer

Hybrid consumer:

A consumer who moves seamlessly between online and offline media and environments.

Consumers may, for example:

✓See a product on TV.

✓Search for it on their smartphone.

✓Visit a physical store.

✓Purchase it online.



Cross-Media Advertising

Todays focus is

on delivering a consistent and integrated customer experience across relevant advertising channels,

allowing the consumer to interact seamlessly wherever they choose, both online and offline.



hybrid consumption and media use

- The shift toward **hybrid consumption and media use** has made media selection more complicated than before.
- The following three challenges appear to be focal points in the literature:

(1) selecting the right media, the right place, and the right time to reach and persuade consumers,

(2) guaranteeing a synergetic effect of the cross-channel approach, and

(3) finding concrete means to operationalize the advertising integration across media.



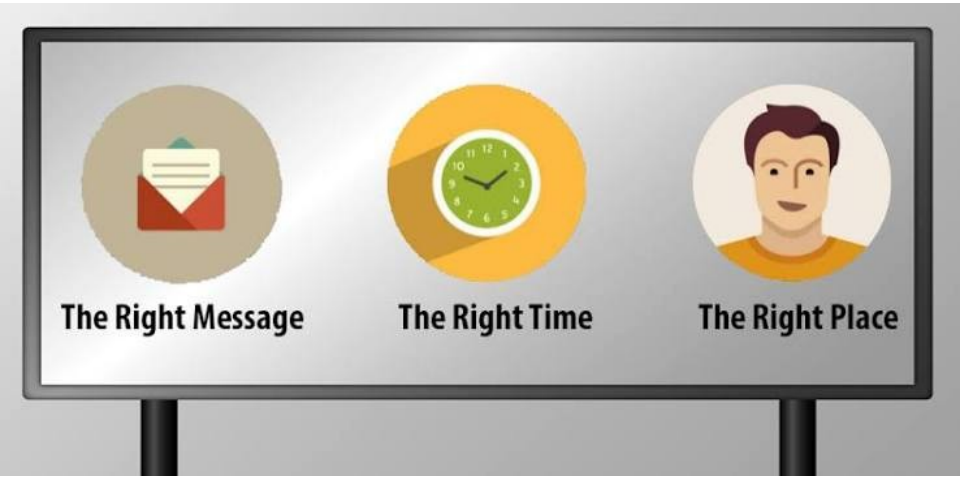


Selecting the Right Media, the Right Place, and the Right Time for Advertising









Selecting the Right Media

- Advertisers must decide which media to use (TV, online, print, outdoor).
- Total advertising expenditure is positively related to sales.
- TV and outdoor advertising positively affect short-term sales.
- The effectiveness of print and online advertising depends on factors such as:
  - Industry
  - Company size
  - Market growth opportunities
- TV advertising consistently boosts sales across different companies and markets.





Advertising at the Right Time and Place

- Moment-based advertising is the practice of synchronizong online advertising with relevant offline TV ads or events.
- Technology detects TV ads and triggers related sponsored search ads in real time.
- Advertisers can immediately adjust:
  - Keywords and targeting
  - Bids
  - Advertising messages
- The goal is to reach the right consumers with the right message at the right moment.



Nike – “Phenomenal Shot” (2014 FIFA World Cup).



CHOOSE YOUR PERSPECTIVE

A lightweight, WebGL experience let fans explore 3D scenes of their favorite Nike athletes by moving their devices as if they were right on the pitch.



Nike

What did Nike do?

- During the 2014 FIFA World Cup, Nike developed a real-time digital advertising campaign.
- When a memorable event happened during a live TV match (e.g., a goal or an incredible save), Nike created and delivered digital ads within seconds.
- For example, when Neymar scored against Cameroon and when Tim Howard made several saves against Portugal, Nike delivered ads celebrating these moments.
- Consumers could interact with the ads on their smartphones and tablets, create their own images, and share them online.



Nike

- **Results**
- More than 2 million fans from 200 countries engaged with the experience.
- Consumers created over 500,000 remixed moments to share with others.
- The campaign was triggered by a specific live event.
- The advertising message was directly connected to what consumers were watching on TV.
- Digital advertising reached consumers immediately after the event, while excitement and attention were high.
- The campaign connected live sports, TV viewing, mobile interaction, and social sharing.
- Source: https://agency.googleblog.com/2014/07/kicking-off-latest-art-copy-code.html?utm_source=chatgpt.com



Cross-Media Effects and Consumer Behavior

- TV advertising can increase online search activity for both the advertised brand and its competitors.
- Consumers often use multiple screens (e.g., watching TV while checking their phones).
- TV ads connected to major events can encourage consumers to:
  - Search online for more information about a brand.
  - Share or discuss the ad on social media.
- Context-central ads (ads closely connected to the event or content) encourage more social sharing but less online searching.



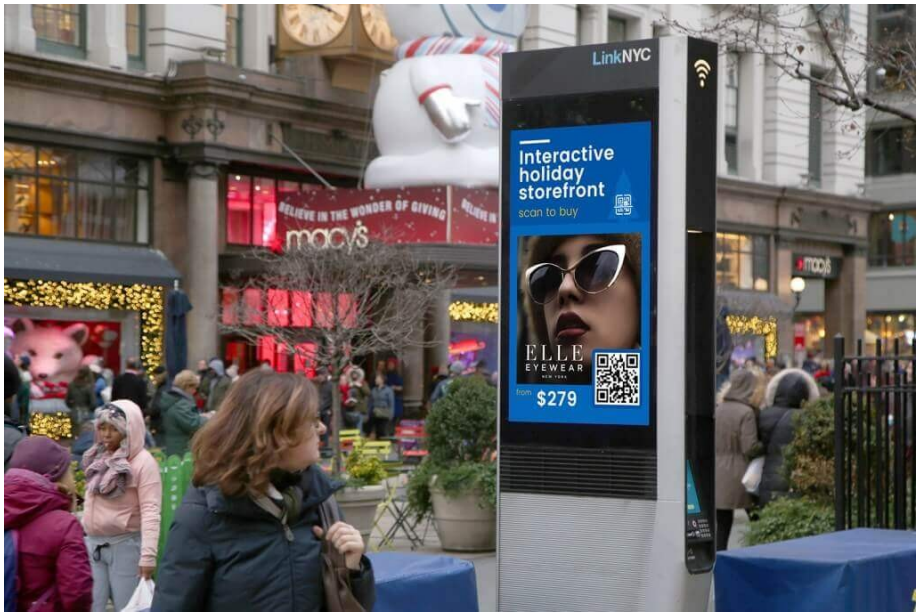
Effective cross-media advertising

Effective cross-media advertising requires

selecting the right media,

synchronizing messages with relevant moments, and

understanding how consumers respond across different channels.



Creating Synergy in Cross-Media Advertising

1. What Is Media Synergy?

Media synergy occurs when using multiple media creates greater value for a brand than using each medium separately.

Stated differently: Media synergy occurs when multi-media campaigns create added value for the brand beyond the sum of individual executions

Four mechanisms explain cross-media synergy:

1. Multiple-source effect: Different media enhance information processing.
2. Differential attention: Switching media reduces advertising wear-out.
3. Forward encoding: Earlier exposures help consumers remember later messages.
4. Repetition-variation: Different media create stronger emotional responses than repetition in one medium.



Creating Synergy in Cross-Media Advertising

2. Combining Different Media

Consumers increasingly use multiple devices (TV, smartphones, tablets) and watch content non-linearly.

- Combining TV, mobile TV, and online video advertising can lead to:
  - Higher perceived credibility
  - More positive brand attitudes
  - Higher purchase intentions
- Combining media is more effective than repeating the same ad in a single medium.



Creating Synergy in Cross-Media Advertising

3. Synergy in Online and Offline Promotions

Price promotions can be supported by both online and offline advertising.

Digital ads increase sales of the promoted product, mainly by encouraging consumers to switch from competing brands.

Traditional print ads can increase overall category sales, benefiting retailers.

Combining online and offline advertising produces the strongest sales gains.



Key points

- Cross-media synergy means that the combined effect of different media can be greater than the effect of each medium alone.
- A successful campaign uses different media strategically to reinforce messages, improve consumer responses, and increase sales.



Case Study: Coca-Cola – Polar Bears (TV + Facebook)





Case Study: Coca-Cola – Polar Bears (TV + Facebook)

What did Coca-Cola do?

Coca-Cola launched its Polar Bears advertising campaign on television.

The campaign was also supported by Facebook advertising.

TV commercials built broad awareness and emotional connections with consumers.

Facebook provided additional opportunities for interaction and engagement.

Rather than simply repeating the TV commercial, Coca-Cola developed social media content specifically suited to the platform.



Results

- **35%** of purchases were influenced by the synergy between TV and Facebook advertising.
- TV created broad awareness.
- Facebook reinforced the campaign and encouraged interaction.
- The two channels complemented each other rather than simply duplicating the same content.
- Their combined effect influenced consumer purchasing decisions.

Cross-media synergy occurs when different advertising media reinforce each other and produce stronger consumer responses than individual media executions.



Pandora



Pandora

- Many people have heard of Pandora, but the jewellery maker wanted more people to recall them unprompted when thinking about jewellery.

- For its 2022 holiday campaign, Pandora wanted to test Meta in-stream video ads and document if adding more video placements to its marketing would improve top-of-mind awareness results.

- https://audienceproject.com/cases/pandora-documents-brand-awareness-effect-of-cross-media-campaign/?utm_source=chatgpt.com



Operationalizing Offline–Online Advertising Integration

1. Phygital Advertising

Phygital combines physical touchpoints (e.g., stores, billboards, packaging) with digital technologies (e.g., apps, QR codes, interactive screens, AR).

The goal is to create seamless consumer experiences between offline and online environments.

Main tools: QR codes, point-of-purchase (POP) advertising, interactive screens, AR and MR.



Garden Gourmet – AR Cooking Experience

- Shoppers scanned QR codes in supermarkets to access an augmented reality cooking experience, follow recipes at home, and share their experiences on social media.
- The campaign reported a 189.7% incremental sales uplift.



Operationalizing Offline–Online Advertising Integration

2. QR Codes: From Offline to Online

QR codes connect offline advertising to digital content (e.g., websites, coupons, apps).

Consumers actively scan the code, making engagement less intrusive and more interactive.

QR codes can be combined with calls to action (CTAs) and incentives to encourage scanning.



Operationalizing Offline–Online Advertising Integration

- Positive CTAs (e.g., "Scan to win") increase engagement.
- Indefinite incentives (e.g., "Scan to discover your reward") encourage more scanning and clicking.
- Discounts work better with vague incentive, while gifts work better with definite incentives.
- QR codes are more effective when combined with:
  - Emotional appeals for low-involvement products.
  - Informational appeals for high-involvement products.



Operationalizing Offline–Online Advertising Integration

3. Using Online Data to Improve Offline Advertising

Social media data can help advertisers identify the best physical locations for outdoor advertising.

Geo-tagged data can reveal consumers' interests and movement patterns.

This allows advertisers to target interested audiences more effectively than simply placing billboards in crowded areas.



Operationalizing Offline–Online Advertising Integration

4. Point-of-Purchase (POP) Advertising

POP advertising reaches consumers in stores, close to the moment of purchase.

Location-based advertising can deliver customized promotions based on consumers' location.

More positive consumer responses occur when messages are:

- Customized
- Permission-based
- Less intrusive

Static in-store displays can still be effective compared with mobile messages.



Operationalizing Offline–Online Advertising Integration

5. Interactive Screens

Interactive screens connect physical stores with digital advertising experiences.

Highly interactive shop-window screens can increase:

- Impulse visits
- Impulse-buying urges

Interactivity enhances consumers' sense of control and engagement.



Operationalizing Offline–Online Advertising Integration

6. Augmented Reality (AR) and Mixed Reality (MR)

AR/MR integrate digital content into physical environments, creating immersive experiences.

Examples: virtual product previews in stores or interactive digital brand experiences.

Unlike QR codes or screens, MR can combine physical and digital elements within a single experience.



Key points

- Offline–online integration connects physical advertising with digital interaction.
- QR codes, location-based advertising, interactive screens, and AR/MR can extend consumer journeys, increase engagement, and encourage purchase behavior.
- Successful integration depends on choosing the right technology, message, context, and level of interactivity.



Location-Based Advertising (LBA)

1. What Is LBA?

Location-Based Advertising (LBA) delivers marketing messages to consumers based on their geographic location.

Smartphones and GPS enable advertisers to send location-specific messages in real time.

Ads can be delivered through:

- SMS/MMS
- Mobile websites
- Apps

Example: A store sends a discount coupon to consumers near its location.





Operationalizing Offline–Online Advertising Integration

2. Benefits of LBA

Targets consumers individually and in real time.

Makes advertising more relevant to consumers' current location.

Can increase:

- Attention
- Brand recall
- Positive brand attitudes
- Advertising effectiveness

Often aims to encourage in-store visits and purchases through incentives (e.g., coupons).



Location-Based Advertising (LBA)

3. Main Challenges

Research focuses on two key questions:

Consumer responses: How do consumers react to different LBA strategies?

Context dependency: How do contextual factors influence the effectiveness of location-based advertising?

Key Takeaway

- LBA connects advertising with consumers' physical locations, allowing marketers to deliver relevant, timely messages that can encourage store visits and purchases.



Seven Key Challenges

1. Selecting the right media to reach consumers.
2. Advertising at the right place and time.
3. Creating synergy between online and offline channels.
4. Finding effective tools to integrate different media (e.g., QR codes, interactive screens, AR).
5. Understanding consumer responses to different LBA strategies.
6. Optimizing LBA through contextual factors (e.g., relevance, timing, privacy).
7. Selecting appropriate gateways and data sources to support integration across the customer journey.



What Makes Integration Effective?

- Relevance: Advertising should match consumers' needs and current context.
- Personalization: Messages should be tailored to individual consumers.
- Timing: Reach consumers at the right moment.
- Trust and transparency: Consumers should trust the sender and understand how their data are used.
- Consumer control: Pull-based advertising and permission-based communication can encourage engagement.
- Seamless experiences: Consumers should be able to move easily between physical and digital environments.



Challenges and Barriers

- Privacy concerns.
- Lack of consumer control.
- Intrusive or irrelevant advertising.
- Difficulty selecting and combining the right data sources.
- Need to coordinate messages across different channels.



Case Studies; Nike, Coca-cola, Ikea

Offline and online advertising work together across the cust

- How consumers move between physical and digital environments.
- How different media reinforce each other.
- How brands use QR codes, mobile apps, social media, or location-based advertising.
- How integration encourages consumer engagement and purchase behavior.

omer journey



Nike

- How online advertising can encourage offline visits.
- How QR codes connect different media.
- How gamification encourages consumer engagement.



Nike QR codes & AR





Nike QR codes & AR

Nike wanted to increase visits and sales in its stores in Vietnam. The brand created an AR game that connected social media with physical retail stores.

- Consumers first encountered AR filters and a game on Facebook.
- They were encouraged to visit a Nike store.
- In-store, they scanned QR codes to participate in an AR hunt and win.
- The campaign generated more than 3,400 participants and achieved in-store sales of over 140% compared with the previous period.



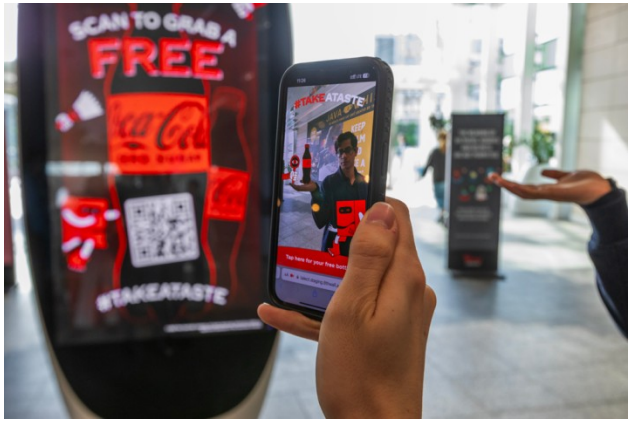
Nike QR codes & AR

Theoretic Approach	**Nike example**
Cross-media integration	Facebook + AR + physical stores
QR codes	QR codes scanned in stores
Customer journey	Online exposure → store visit → participation
Consumer engagement	AR game and reward
Advertising effectiveness	In-store participation and sales



Coca-Cola

- How outdoor advertising can become interactive.
- How AR creates a bridge between physical and digital environments.
- How an advertising campaign can lead directly to product trial.



DOOH and AR can create an interactive advertising experience.

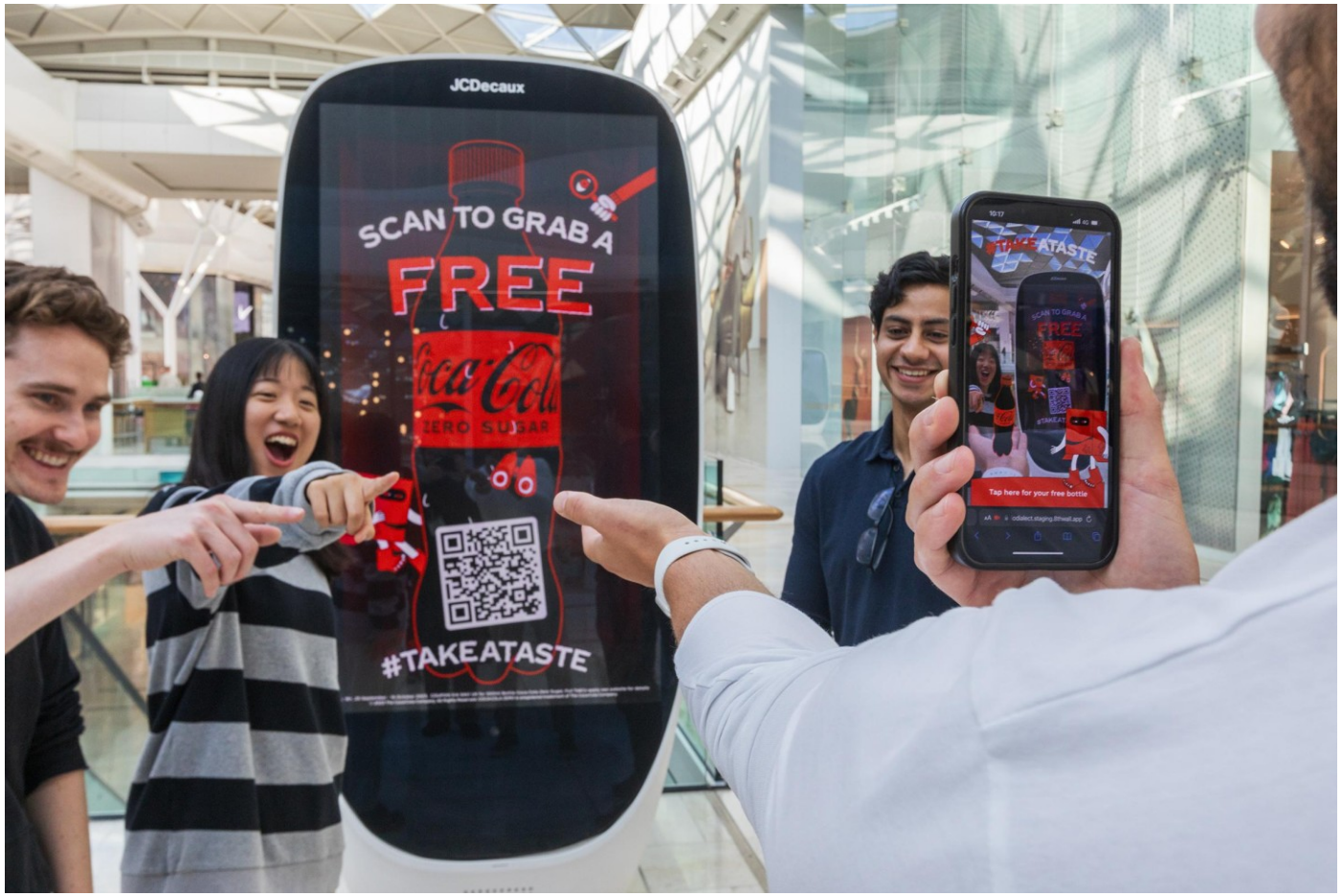
Coca-Cola DOOH

- Coca-Cola created an interactive digital out-of-home (DOOH) campaign for Coca-Cola Zero Sugar.
- Consumers saw the campaign on digital outdoor screens.
- They could use their smartphones to interact with the billboard creative in real time.
- They scanned a QR code to claim a free bottle at Tesco.
- The campaign connected outdoor advertising, mobile interaction, and in-store product trial.

- https://changemakers.jcdecaux.co.uk/content/case-studies/coca-cola?utm_source=chatgpt.com



Coca-Cola – Out-of-Home + AR




#TAKEATASTE
ZERO SUGAR
#takeataste
Search or enter website

Ikea From Frakta Bag to a Brand Icon

- How a brand can integrate TV, outdoor, social media, QR codes, and AR.
- How a campaign can drive both online and offline visits.
- How a consistent brand message can be reinforced across multiple touchpoints.

Hybrid Consumer



Ikea From Frakta Bag to a Brand Icon



Ikea From Frakta Bag to a Brand Icon



Ikea From Frakta Bag to a Brand Icon

- IKEA used its recognizable blue FRAKTA bag to create a campaign that combined traditional and digital media.
- The bag appeared in TV and online video advertising.
- A QR code on the bag unlocked an AR experience and an in-store coupon.
- Social media and digital advertising directed consumers to a campaign landing page.
- A giant replica of the bag was displayed in public spaces.
- The campaign achieved 20.8 million impressions and increased in-store and online visitation by 4 percentage points.

