

12.E: Online advertising(Exercises)

Case study questions

1. Why did users find this banner ad campaign so engaging?
2. Which elements of best practice did Proximity Russia follow?
3. How did understanding the audience play a role in this campaign?

Chapter questions

1. Online banner advertising and outdoor display advertising both use images to try to increase sales. In planning, both need to consider placement so as to be seen by their most likely audience. What are the key differences?
2. Is display advertising an effective acquisition channel? Why or why not?
3. Go to www.thetimes.co.uk and www.forbes.com. What advertising can you find on the front page of these two websites? What products are being advertised, and how are they being advertised? What can you deduce about the target market for these products?

Further reading

www.adrants.com – Commentary on online advertising campaigns. US focused. econsultancy.com/uk/blog – UK industry-focused advertising articles.

www.bannerblog.com.au – Have a look at BannerBlog for rich media examples.

<https://blog.optimizely.com/tag/display-advertising/> – Optimizely's Display Advertising section, with articles on best practice and case studies.

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