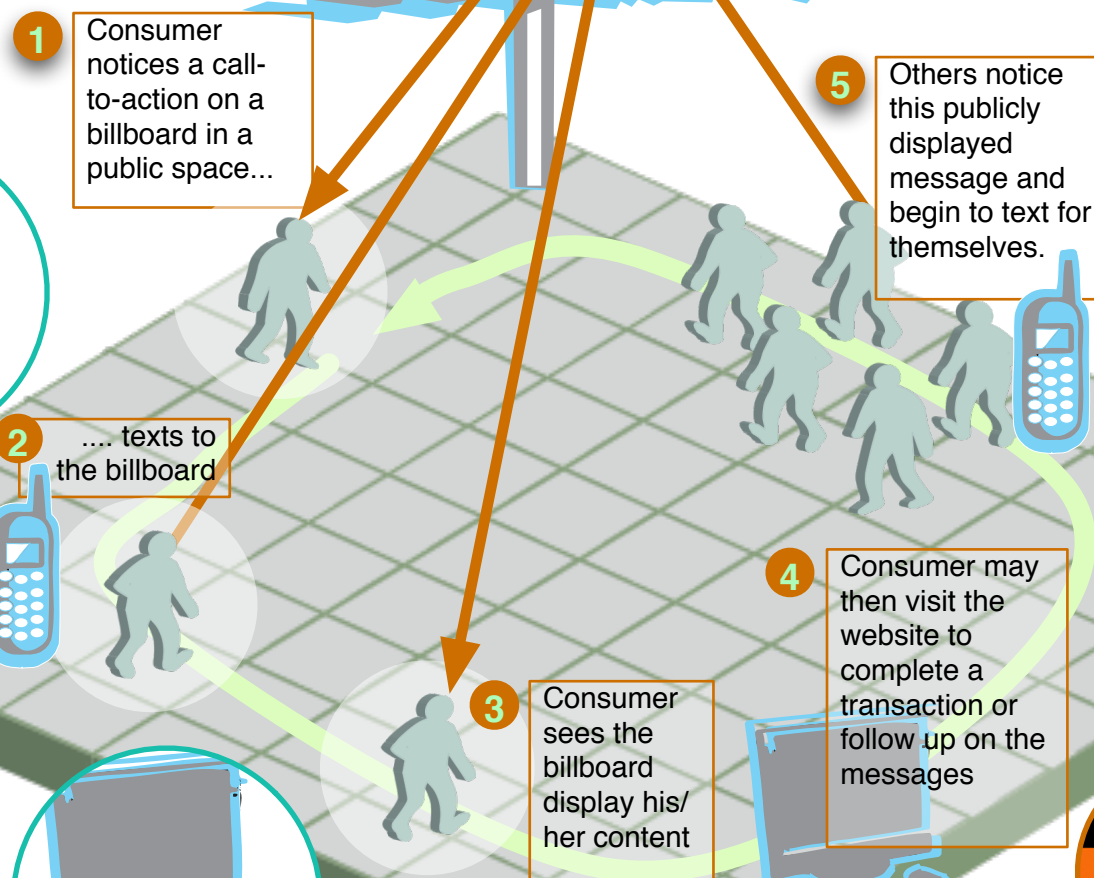
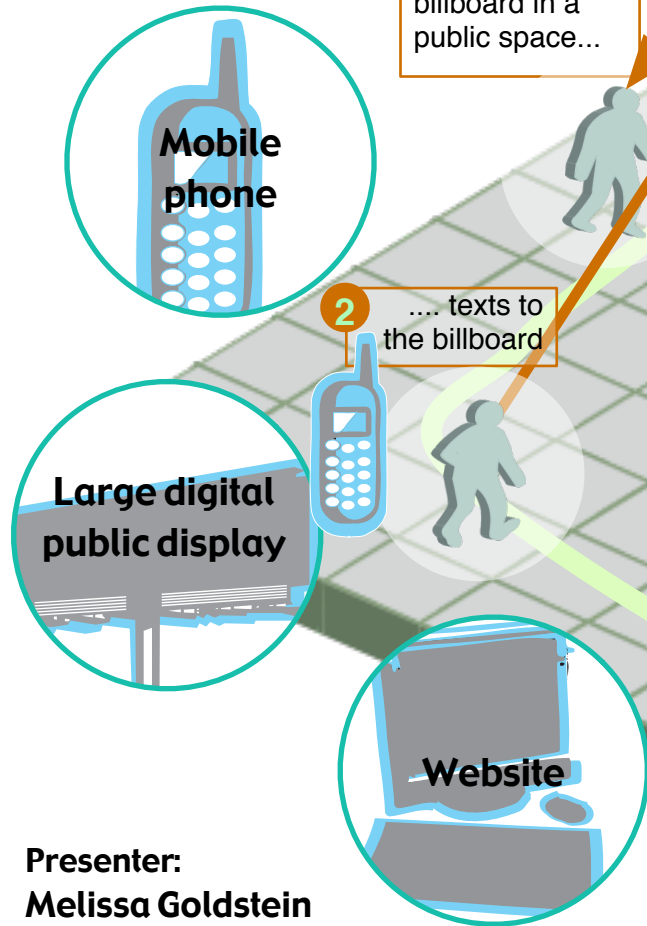


# The Changing Role of the Consumer in Interactive Brand Promotions

A new promotion environment exists that encourages consumers to interact with a digital medium in a public space. In this new dynamic consumers broadcast personal content to a large audience through a branded experience. By providing individuals with the control to influence and interact within a highly visible public display, consumers feel a new sense of empowerment that encourages them to engage with and consume the brand.

The environment typically consists of three elements:



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**Case Studies:**

**ntwrk Truth** promotes brand awareness by encouraging teens to speak the "truth" by encouraging them to post text messages to a public billboard. Users can also visit the website to customize the look and feel of their messages and see conversations taking place all over the country.



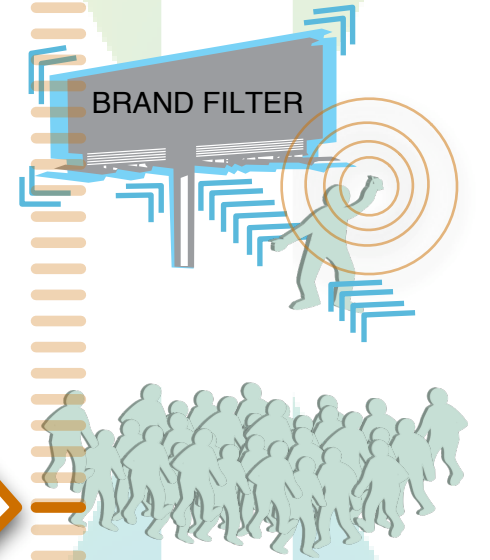
**Yahoo! Autos** used the 23-stories-tall Reuters sign in Times Square to promote the redesign of its automotive web site. The billboard displayed a live action video game allowing pedestrians to race cars via their cell phones.



**Nike iD** promoted the relaunch of its personalization Web site via an interactive billboard in Times Square. Pedestrians could use their cell phones to interact with the billboard, customizing the shoes displayed on the building. That user would then receive a text message containing a cell phone wallpaper of the shoe and a pin number allowing the user to retrieve and purchase the customized shoe from the web site.

## Consumer Empowerment?

Consumers are able to control and communicate with what is displayed on the public billboard. This environment empowers consumers to broadcast a message to a larger audience.



## Or, Consumer Exploitation?

Advertisers exploit consumers by capitalizing on the consumer desire to broadcast a message by making the consumer part of the vehicle that communicates the campaign messaging.