

New online advertising targets emotions

By Linekela Halwoodi

25 March 2011

The School of Information Technology recently held an online advertising research project seminar on personalised online commercial advertising which targets internet users' emotions to create picture generated advertisements suited to their interest.

The seminar was conducted by German Admotional Research Project Manager, Professor Manfred Meyer, of the University of Applied Sciences Gelsenkirchen, one of the Polytechnic's partner universities in Germany. He also contributed to the Master of IT programme which the School offers.

Professor Hippolyte Muyingi, Coordinator of the Master of IT programme, explained how personalised online commercial advertising worked:

"A set of techniques is used to understand the user's behaviour and needs. When one accesses the webpage, there are programmes beyond this webpage that will try to understand who the user is."

He described the seminar as "interesting and part of emerging web technologies and the future of advertising."

The Admotional Research Project is funded by the European Union and the State of Northrhine-Westphalia. The project aims to achieve a win-win situation for online advertisers and web users alike by optimizing the campaign target and creating personalized advertisements, thus delivering more relevant and less annoying advertisements for online consumers.

"The Admotional Project focuses on a new integrated approach for what we call emotional targeting. In the end,



Admotional Research Project Manager, Professor Manfred Meyer, of the University of Applied Sciences Gelsenkirchen.

the advertising success becomes higher, and when one visits an advertising site, there is relation to content," Professor Meyer explained.

He said there were different ways of targeting users with advertisements suited for the emotional state they were in. "Depending on what the user was searching for, the system should be able to look at upcoming events and have a picture generated advertisement for the user," he added.

He warned that this innovative approach of advertising should be used cautiously in order not to create bad advertising and to protect branding by avoiding misplacement of ads on the online world.