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## SUMMARY OF DOCTORAL THESIS

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### MODEL OF MARKETING COMMUNICATIONS WITH THE APPLICATION OF ONLINE ADVERTISING GAMES

The purpose of this study was to investigate cutting edge marketing communications in respect of relationships with consumers who have gained access through the Internet not only to a wide spectrum of information but also to a multitude of peer consumers. This gave birth to a new type of a conscious consumer – a prosumer. As a result, business entities require a paradigm shift in their approach to a client. Therefore, the research subject matter of this dissertation constitutes a certain kind of further search for effective communications tools pertaining to a contemporary approach to a customer and their satisfaction. Current marketing communications solutions are still not correlated enough with consumers' requirements. Awareness of the importance of mutual relationships quality is constantly rising, however, this does not always work in practice. The author set to seek innovative communications solutions between a company and a consumer has reached for an online advertising game as a tool allowing a number of possibilities which are discussed in the theoretical part of this study.

Based on the survey examination it may be concluded that the advertising game combined with state-of-the-art technologies is likely to create a powerful integrated system of marketing communications.

The aim of this study was to build a marketing communications model with the use of online advertising games.

To achieve this, several indirect goals have been set:

- to justify the game's role as a marketing tool due to its importance in life and development of a human being;

- to define the trend of changes and potential capabilities of the examined marketing communications tool on the basis of new technologies entering the market;
- to recognize the space in which said communications instrument is applied that is the Polish consumer's market, through source documents.

The model is based upon cutting edge solutions such as artificial intelligence, personal mobile appliances (eg. smartphones) broadband connected which collect information on a consumer to allow for maximal multi-level personalization of relationships. The model is destined to promote marketing communications where contact with a consumer through game is crucial. Such communications channel provides non-intrusive and unimposing advertisement broadcast in a friendly manner – a consumer is offered stress-releasing entertainment and personalized products and services. The model monitors consumers' reaction to an advert and the way it was transmitted (for example through wearable devices like a fitness band synchronized with a mobile device) in order to alter through appropriate algorithms certain communications components in case of a negative reception of the advert's form or contents. This is tailor-made communication. A consumer will thereby not be exposed to ads whose form, contents and product are either of no interest or irritating to them, they will not be compelled to receive commercials in their most imposing form as it is often the case today.

According to theoretical studies and empirical research conducted a game as a marketing communications means is confirmed to be a tool with great potential.

It has enabled to positively verify a hypothesis that an online advertising game is a powerful marketing communications instrument since through its multidimensional effect on a player it strengthens the player's relationship, and also supplies unique and unforgettable experiences and memories linked with the brand.