

ON-LINE ADVERTISEMENT METHOD USING ADVERTISEMENT WEBSITE

Field

[0001] The present invention relates to an on-line advertisement method, and more particularly, to an on-line advertisement method using an advertisement website.

BACKGROUND

[0002] Generally, an advertisement is a one-way communication with the aim of notifying potential consumers of information on products and services and purchasing methods, and has an object of directly reaching sales, that is, a commercial purpose.

[0003] Furthermore, a public relation is a propaganda by which a government agencies, companies, organizations, or individuals widely notify the purpose of business in order to obtain public confidence and understanding and attract attention, and has an object of constructing images and obtain awareness and preference, that is, a non-commercial purpose.

[0004] At the present day, a lot of candidates and information emerge in various media and global society, and among them, the acts of notifying themselves or their wills become increasingly intense. Accordingly, a public relation is comparatively lower in cost than the advertisement, it is required to make advertisement incurring a great expense in order to have a public relation effect for people.

[0005] However, these advertisements have many problems. There are problems in which, in the case of an advertiser, on-line or offline media with high advertising effectiveness has higher advertisement cost, it is difficult to know how advertisement effect occurs, and the recognition of the advertisement disappears from the consumers after the end of the advertisement contract.

[0006] Also, from the viewpoint of consumers who watch the advertisements, they don't like advertisements that are unnecessary to themselves or not interested, and there is a problem of distrust of advertisement thought as exaggerative advertisement.

[0007] Furthermore, there is also a problem that advertisements that have spent a lot of expenses and research by companies and individuals are not utilized as another valuable information besides temporary public relation means.

SUMMARY

[0008] An object of the present invention provides an on-line advertisement method using an advertisement website that provides advertisements of areas corresponding to an access position of a current user terminal when the user terminal is accessed to an advertisement website which offers advertisements for each area.

[0009] The objects to be solved by the present invention are not limited to the objects mentioned above but other objects which have not been mentioned can be clearly understood by a person with knowledge in the technical field to which the invention pertains from the description below.

[0010] A method for on-line advertisement using an advertisement website according to the present invention for achieving the above object includes accessing to an advertisement website in which advertisements of each area are posted, using a user terminal; providing the advertisement image to the user terminal so that a local selection menu for selecting at least one of an area to which the user terminal is accessed and at least one upper area including the accessed area, and an advertisement image including the advertisements are displayed on the user terminal; when a signal notifying that a specific area is selected is received from the user terminal via the local selection menu, searching for advertisements related to the selected specific area among the advertisements registered in the advertisement website; and providing searched advertisements to the user terminal for the designated time such that the searched advertisements are displayed on a screen of the user terminal for the time designated for each advertisement.

[0011] The on-line advertisement method using the advertisement website according to the present invention has an effect of providing advertisements available to the user terminal at the current position of the user terminal accessing the advertisement website, thereby providing advertisements that are substantially available at the current position to the user of the website.

BRIEF DESCRIPTION OF THE DRAWINGS

[0012] FIG. 1 is a schematic configuration diagram of on-line advertisement using an advertisement website according to an embodiment of the present invention;

[0013] FIG. 2 is a flowchart illustrating an on-line advertisement method using an advertisement website according to an embodiment of the present invention; and

[0014] FIGS. 3 to 9 are explanatory diagrams illustrating an on-line advertisement process using an advertisement website according to an embodiment of the present invention.

DETAILED DESCRIPTION OF THE INVENTION

[0015] The aforementioned objects, features and advantages will be more clearly understood from the following detailed description taken in conjunction with the accompanying drawings. Accordingly, those having ordinary knowledge will be able to easily carry out the technical idea of the present invention. In the description of the present invention, when it is determined that a specific explanation on known technique related to the present invention may unnecessarily obscure the gist of the present invention, a detailed description thereof will be omitted.

[0016] FIG. 1 is a schematic configuration diagram of an on-line advertisement using an advertisement website according to an embodiment of the present invention, which includes an advertisement website 200 on which advertisements of a large number of areas are posted, a user terminal 20 accessible to the advertisement website 200, an advertisement provider 30 of each region accessed to the advertisement website 200 through the user terminal 20 to post advertisements, an advertisement viewer 40 which accesses to the advertisement website 200 via the user terminal 20 to watch and use advertisements posted in each area, and an operator server 100 which manages and operates the advertisement website 200.

[0017] At this time, the advertisement in the present invention means an act of making explanation, purchase information, public relations, or the like of at least one of a specific product, a specific government agency, a specific person, and contents.

[0018] Surveys on specific themes may also be included in the above advertisements. That is, in the advertisement in the present invention may include an act in which the

advertisement provider notifies the commercial situation, and all the acts of notifying the advertisement provider to others by news, SNS messenger, etc. may also be included in the advertisement.

[0019] Further, the user terminal 20 may be accessed to an advertisement website 200 such as a computer, a laptop, a wired/wireless phone, a mobile terminal, and a smart phone, and all the electronic devices on which the application providing the advertisement website 200 can be installed and used may be included.

[0020] In addition, the advertisement website 200 is served to the user terminal 20 in the wireless Internet or mobile Internet standard via the operator server 100, or can be installed and used in the subscriber terminal 20 in the form of application generated and managed by the operator server 100.

[0021] Hereinafter, the present invention will be described in detail with reference to FIGS. 2 to 9.

[0022] Referring to FIGS. 2 to 9, when the operator server 100 detects that the user terminal 20 is accessed to the advertisement website 200 (S110), the operator server 100 provides the advertisement image to the user terminal 20 such that the local selection menu for selecting at least one of the area to which the user terminal 20 is accessed and at least one upper area including the accessed area, and an advertisement image including the advertisement are displayed on the user terminal 20.

[0023] In other words, as illustrated in FIGS. 3 to 9, the advertisement image provided to the user terminal 20 is a configuration of advertisement webpage 200 displayed on the screen of the user terminal 20. The operator server 100 grasps an area in which the user terminal 20 is accessed to the advertisement website 200, generates the advertisement website 200 including the local selection menu 300 capable of selecting two or more areas including the grasped area, an advertisement display region 400 in which the advertisements are displayed, and a bulletin board region 500 including the bulletin boards of various purposes in the advertisement website 200, and sends the generated advertisement website 200 to the user terminal 20 so that the accessed user terminal 20 is displayed.

[0024] Further, if the signal notifying selection of a specific area is received from the user terminal 20 accessed to the advertisement website 200, via the local selection menu 300

(S130), the operator server 100 searches the advertisements related to the specific area corresponding to the signal among the advertisements registered in the current advertisement website 200 (S140).

[0025] At this time, the advertisements related to the specific area may include at least one of the advertisement posted on the advertisement website 200 by the advertisement provider 30 located at the same area as the specific area among the advertisements registered in the advertisement website 200, the advertisement to be promoted in the specific area, and an advertisement which advertises a product to be sold in the specific area.

[0026] The operator server 100 provides the searched advertisements to the user terminal for the designated time such that the searched advertisements are displayed on the screen of the user terminal 20 for a time designated for each advertisement (for example, a specific time zone) (S150).

[0027] That is, all members of the advertisement website 200 include an advertisement provider 30 that posts the advertisement, and an advertisement viewer 40 who watches the advertisement, and the members who post or watch the advertisement may be advertisement providers 30 and advertisement viewers 40 at the same time.

[0028] At this time, when the advertisements are posted on the advertisement website 200, the advertisement provider 30 may set the advertisements such that the advertisements can be seen by the advertisement viewers for the designated time for each advertisement (for example, a specific time zone).

[0029] Hereinafter, the present invention will be described in more detail with reference to FIGS. 3 to 9.

[0030] FIGS. 3 to 9 illustrate the advertisement website 200 including the local selection menu 300, the advertisement display region 400, and the bulletin board region 500 according to the present invention.

[0031] As an example, as illustrated in FIG. 3, if the user terminal 20 located in Korean is accessed to the first advertisement webpage 200, within the advertisement website displayed on the screen of the user terminal 20, the local selection menu 300 includes the area items indicating the above-mentioned Korean area, Korean upper area items (Asia),

and a plurality of lower area items in Korea.

[0032] Also, in the advertisement display region 400, the advertisements in which at least one of the number of viewing times of and preference is greater than or equal to the reference value for subscribers of the advertisement website among advertisements posted in the Korean area are preferentially displayed. Here, the preference indicates the reaction by the subscriber obtained by buttons such as “good” and “empathy” displayed on the advertisement, and is determined on the basis of the cumulative number of times for pushing the button.

[0033] On the other hand, a hashtag may also be used to preferentially display advertisements to be interested by the subscribers in the advertisement display region 400. The hashtag means a type of metadata which is formed to facilitate classification and search of the posts.

[0034] In the on-line advertisement method according to an embodiment of the present invention, when an advertiser posts the advertisement, it is possible to input a keyword representing the contents of the advertisement by the hashtag. At this time, a plurality of hashtags may be added in accordance with the attributes of the advertisement.

[0035] Furthermore, it is also possible to allow a subscriber to input keywords to be interested in advance.

[0036] Through the aforementioned process, the hashtag added to the advertisement is compared with the keyword input by the subscriber, and the advertisement to which the hashtag identical or similar to the keyword input by the subscriber is added may be preferentially displayed.

[0037] For example, if an arbitrary advertiser adds hashtags “a” and “b” to his/her advertisement, the advertisement may be preferentially exposed to the subscriber who inputs “a” or “b” as the keyword interested among the plurality of subscribers.

[0038] According to an embodiment of the present invention, when the user displays an advertisement to which the same hashtag as the keyword registered in advance is added, as illustrated in FIG. 3, the advertisement may be displayed in the form in which the background color or the frame of the advertisement is colored in an arbitrary color. In other words, advertisements to be interested by the users can be displayed to be seen more

clearly in the eyes.

[0039] Therefore, it is possible to achieve the effect that the advertisement effect can be maximized in consideration of the preference of the subscriber.

[0040] At this time, as illustrated in FIGS. 3 to 5, the number of advertisements displayed in the advertisement display region 400 is set such that the number of the areas selected through the local selection menu 300 decreases as ascending to the upper area, the number of selected areas increases as descending to the lower area, and the number of the advertisements of each area may be limited.

[0041] As an example, three advertisements are displayed in the advertisement display region 400 in the Korean area of FIG. 3, but as illustrated in FIG. 4, when Seongnam area item is selected in the local selection menu 300 and the area zone descends to the lower area from Korean area to Seongnam area, advertisements related to the selected Seongnam area are searched and displayed in the advertisement display region 400, but five advertisements greater than the Korean area are displayed.

[0042] Further, as illustrated in FIG. 5, when a Bundang area item is selected in the local selection menu 300, and the area zone descends to the lower area from Seongnam area to Bundang area, the advertisements related to the selected Bundang area is searched and displayed in the advertisement display region 400, but eight advertisements greater than the Seongnam area are displayed.

[0043] Of course, unlike FIGS. 3 through 5, the setting can also be provided such that as the number of advertisements increases as ascending to the upper area, the number of advertisements decreases as descending to the lower area, and it is also possible to set the same number of advertisements of the upper area and the lower area.

[0044] According to an embodiment of the present invention, it is possible to utilize the population living in each area in order to determine the number of advertisements displayed in the advertisement display region 400 of the upper area and the lower area.

[0045] To this end, the on-line advertisement providing method according to the embodiment of the present invention can be provided so that the number of advertisements corresponding to the population is displayed, using the regional population database.

[0046] For example, the number may be determined such that eight advertisements are

displayed in the advertisement display region 400 of an area with a population of 500,000 or less, and five advertisements are displayed in the advertisement display region 400 of an area of exceeding 500,000 and less than one million.

[0047] As described above, if the number of advertisements displayed in the advertisement display region 400 is automatically determined by utilizing the population living in each group, it is possible to automatically determine the number of advertisements without inconvenience in which the administrator needs to determine the number of advertisements displayed in the advertisement display region 400 for each area one by one.

[0048] Furthermore, the posting retention time of the advertisements displayed in the advertisement display region 400 may be gradually shorter as the area selected through the local selection menu 200 descends to the lower area.

[0049] As an example, in the Korean area of FIG. 3, advertisements related to the Korean area are posted for two hours and then exchanged with other advertisements. However, as illustrated in FIG. 4, if the Korean area descends to the lower area toward Seongnam area, the advertisements related to Seongnam may be posted for one hour shorter than the advertisements related to Korean area.

[0050] Further, the advertisements displayed in the advertisement display region 400 may be gradually moved toward the upper area than the posted area and posted in that area, when the number of viewing times or preference becomes higher than the reference value by the subscribers in the advertisement website 200.

[0051] As an example, when the number of viewing times or preference of a specific advertisement becomes higher than the first reference value among the advertisements related to Bundang area in FIG. 5, the specific advertisement is moved to the advertisement related to Seongnam area and posted in the area. When the number of viewing times or the preference of the specific advertisement moved to the advertisement related to the Seongnam area becomes higher than the second reference value (the second reference value > the first reference value), the specific advertisement may be moved to advertisement related to Gyeonggi area and posted in the area.

[0052] Further, the advertisement contents of the advertisements displayed in the advertisement display region 400 may gradually summarized and displayed, as the area

selected through the local selection menu 200 descends to the lower area.

[0053] As an example, in the South Korean area in FIG. 3, advertisements related to the Korean area are displayed including images, text etc related to the public relations. However, as illustrated in FIG. 4, when the Korean area descends to the lower area toward the Seongnam area, some advertisement contents of the advertisements related to Seongnam are gradually displayed in smaller sizes than the advertisements related to the above-mentioned Korean area. As illustrated in FIG. 5, when the above-mentioned Seongnam area descends to the lower area toward the Bundang area, some texts of the advertisements related to Bundang are summarized and displayed to a gradually smaller size than the above-mentioned advertisements related to Seongnam area.

[0054] On the other hand, the advertisements displayed in the advertisement display region 400 in FIGS. 3 to 5 are advertisements capable of paying the points displayed when the first bulletin board 510 is selected and activated in the bulletin board region 500. That is, when the first bulletin board 510 is selected and activated in the bulletin board region 500, the advertisements capable of paying points are searched and displayed in the advertisement display region 400.

[0055] That is to say, the first bulletin board 510 is a bulletin board on which the advertisements that pay the points to the user terminal 20 when the user terminal 20 selects (or watches) an advertisement of another subscriber displayed in the advertisement display region 400.

[0056] Further, the user terminal 20 can post a free advertisement in the first bulletin board 510, using the paid point in the first bulletin board 510.

[0057] At this time, the user (one of the advertisement provider and the advertisement viewer) of the user terminal 20 can purchase the area for posting the advertisement on the advertisement display region 40 in the first bulletin board 510, the posting time, and the position in the advertisement display region 400, using the points paid to the user terminal 20, by auction.

[0058] Also, the points paid by the advertisement related to the upper area may be larger than the points paid by the advertisement related to the lower area among the advertisements displayed on the first bulletin board 510. As an example, the points paid

by advertisements posted in the Seongnam area may be greater than the points paid by the advertisements posted in the Bundang area.

[0059] In addition, although the user of the user terminal 20 tries to post the desired advertisements, if the saved points of the user are insufficient, the user may purchase the points by cash via the advertisement website 200 or may receive the points of other users, thereby purchasing the area for posting the advertisement, the posting time, and the position in the advertisement display region 400 by auction.

[0060] In other words, the first bulletin board 510 is an SNS platform having a global advertisement (or questionnaire) function in the form of a website and an application and a commercial transaction function. The first bulletin board 510 is a platform which provides the function of a bulletin board that allows the users (advertisement providers or advertisement viewers) to post advertisements or questionnaires for free or with fee for a guaranteed period of time in a desired area and at a desired time zone anywhere in the world, and provides market functions for allowing customers of the desired areas to sell products and purchase products of the desired areas.

[0061] Next, the second bulletin board 520 selected and activated in the bulletin board region 500 in FIG. 6 is a "Power Board" which is a bulletin board that displays advertisements capable of saving cash at the time of selecting or viewing the advertisements in the advertisement display region 400.

[0062] In other words, the second bulletin board 520 is a bulletin board which receives the accumulation of cash provided by the advertisement provider 30 when the user terminal 20 completes the mission (at least one act of advertisement viewing, participation in survey, and installation of the application) posted by the advertisement provider 30. At this time, the user terminal 20 may receive the saved cash from a fifth bulletin board 550 as a market board to be described later, purchase the product advertised on the fifth bulletin board 550 with the saved cash, or exchange the cash for points of other cyber money.

[0063] Next, the third bulletin board 530 selected and activated in the bulletin board region 500 in FIG. 7 is a "My Board" which is a bulletin board for managing personal information of the user terminal 20, advertisement/questionnaire posted by the user terminal 20, advertisement/questionnaire of other subscribers scrapped by the user terminal 20,

cash/points saved by the user terminal 20, and the like.

[0064] As an example, FIG. 7 illustrates a configuration in which the user's personal information of the user terminal 20, the number of advertisements scrapped by the user terminal 20 in the advertisement website 200, the number of questionnaires scrapped by the user terminal 20 in the advertisement website 200, the cash and points etc. saved by the user terminal 20 are displayed in the third bulletin board 530.

[0065] As another example, an advertisement with a hashtag identical or similar to the keyword input by the user may be displayed on the third bulletin board 530. In other words, since the advertisements to be interested by users are automatically collected and provided, the advertisement effect can be maximized.

[0066] When the advertisements to which the hashtag identical or similar to the keyword registered by user in advance are displayed on the third bulletin board 530, an optional identifier may be added to the advertisements.

[0067] Here, the identifier is used for displaying the advertisement corresponding to the keyword registered by the user in advance, and may be added to a partial region of the advertisement. Or, the identifier may be added in the manner of displaying the background color of the advertisement or the color of the frame line to be different from the general advertisement.

[0068] At this time, the identifier may be displayed in a darker color as the similarity between the hashtag added to the advertisement and the keyword registered by the user in advance is higher, or may be added in such a manner that the size of the identifier increases.

[0069] Next, the fourth bulletin board 540 selected and activated in the bulletin board region 500 in FIG. 8 is a "Friends Board". In the fourth bulletin board 540, information (including at least one of personal information and greetings of other subscribers) of other subscribers registered by the user terminal friend 20 as friends is displayed. The advertisement registered by the friends on the advertisement website 200 may be arranged and displayed in a recent time zone. When specific other subscriber information is selected by the user terminal 20, the bulletin board moves to the above "My Board" of the friend and the advertisement posted by the friend can be watched.

[0070] Similarly to the third bulletin board 530, the fourth bulletin board 540 may display advertisements with the added hashtag matching the keywords registered by the user in advance. For example, it is possible to display an advertisement to which a hashtag matching the keyword registered by another subscriber registered as a friend is added. Therefore, it is possible to check advertisements to be interested by another subscriber registered as a friend.

[0071] At this time, the advertisement displayed on the fourth bulletin board 540 may also be provided to the user in the state in which an arbitrary identifier is added as displayed on the third bulletin board 530.

[0072] On the other hand, the on-line advertisement providing method according to an embodiment of the present invention can also provide a function of sending a message to another subscriber registered as a friend as illustrated in FIG. 8.

[0073] According to an embodiment of the present invention, when sending a message to another subscriber registered as a friend, an advertisement to be interested by another subscriber may be displayed in a partial region to be sent.

[0074] For example, when sending a message to a friend A, it is possible to send an advertisement with the added hashtag matching the keyword registered by the friend A in advance together with the message. At this time, the advertisement may be sent so as to be included in a partial region of the message.

[0075] Therefore, even if the user is not accessed to the local advertisement bulletin board, it is possible to achieve the effect capable of automatically providing advertisements to be interested by the user.

[0076] Finally, the fifth bulletin board 550 selected and activated in the bulletin board region 500 in FIG. 9 is a "Market Board". The advertisements of the products that can be purchased at the cash/point saved via the advertisement website 200 are displayed on the fifth bulletin board, and the user terminal 20 can purchase the products at the cash/point saved by the user. In addition, the user terminal 20 may apply for payment of the saved cash in the fifth bulletin board 550 or exchange the saved cash for points of other cyber money.

[0077] Although the present invention has been illustrated and described in relation to a

specific embodiment, a person having ordinary knowledge in the industry will be able to easily know that various modifications and changes can be made within the scope that does not depart from the spirit and scope of the invention indicated by the appended claims.

CLAIMS

1. An on-line advertisement method using an advertisement website, comprising:

accessing to an advertisement website in which advertisements of each area are posted, using a user terminal;

providing an advertisement image to the user terminal so that a local selection menu for selecting at least one of an area to which the user terminal is accessed and an upper area on an administrative region including the accessed area, and the advertisement image including the advertisements are displayed on the user terminal;

when a signal notifying that a specific area is selected is received from the user terminal via the local selection menu, searching for advertisements related to the selected specific area among the advertisements registered in the advertisement website; and

providing a limited number of advertisements among the searched advertisements to the user terminal for the designated time such that a limited number of advertisements among the searched advertisements are displayed on a screen of the user terminal for the time designated for each advertisement,

wherein the advertisement image further includes a bulletin board on which the advertisements for paying points to the user terminal are posted, when the user terminal selects an advertisement of another subscriber, and the user terminal is capable of posting a free advertisement on the bulletin board by utilizing the paid points.

2. The on-line advertisement method using an advertisement website of claim 1, further comprising:

moving and posting the advertisements displayed on the advertisement image to upper area of the administrative region on which the advertisement is posted when the number of viewing time or preference of other users increases beyond a reference value.

3. An on-line advertisement method using an advertisement website of claim

1, further comprising:

searching for an advertisement to which the same hashtag as a keyword input by the user in advance among the advertisements registered on the advertisement website, when a signal notifying that a specific area is selected is received from the user terminal through the local selection menu; and

coloring and displaying a background color or a frame color of an advertisement to which the same hashtag as the keyword input by the user in advance by an arbitrary color.

4. The on-line advertisement method using an advertisement website of claim 1 or 3, wherein the number of advertisements displayed on the advertisement image decrease as the area selected by the local selection menu is an upper area, and the number of advertisements displayed on the advertisement image increases as the selected areas is a lower area.

5. The on-line advertisement method using an advertisement website of claim 1 or 3, wherein a posting retention time of the advertisements displayed on the advertisement image becomes shorter as the areas selected through the local selection menu is a lower area.

6. The on-line advertisement method using an advertisement website of claim 1 or 3, wherein the advertisement contents of the advertisements displayed on the advertisement image are gradually summarized and displayed as the area selected through the local selection menu is a lower area.

7. The on-line advertisement method using an advertisement website of claim 1, further comprising:

purchasing an area for posting advertisement in the advertisement image, a posting time, and a position in the advertisement image by auction, using the points paid to the

user terminal,

wherein, when the points are insufficient, by purchasing the points by cash or by receiving points of other users, the area for posting the advertisement, the posting time, and the position of the advertisement image are purchased by auction.

8. The on-line advertisement method using an advertisement website of claim 1, wherein the points paid by the advertisement related to the upper area are larger than the points paid by the advertisement related to the lower area.

9. An on-line advertisement method using an advertisement website of claim 1, further comprising:

receiving an input of at least one keyword from a user;

searching for an advertisement to which the same hashtag as the keyword is added among a plurality of advertisements registered on a website; and

displaying the searched advertisement on a dedicated bulletin board capable of being checked only by the user.

10. The on-line advertisement method using an advertisement website of claim 9, further comprising:

generating a message to be sent to another subscriber registered as a friend with the user;

searching for an advertisement matching the keyword registered by the another subscriber in the message; and

adding the detected advertisement to the message.

11. The on-line advertisement method using an advertisement website of any one of claims 1, 3, and 9,

wherein the advertisement is for notifying other users of at least one of a specific product, a specific government agency, a specific person, news, and contents.