METHOD FOR RUNNING AN ADVERTISEMENT AS THE CONTENT (AATC) PLATFORM

DESCRIPTIONS:

FIELD OF THE INVENTION

[0001] The present invention generally relates to a method for advertising. More particularly, this invention relates to a method for running an advertising platform known as *Advertisement as the Content (AATC)*.

[0002] The invention serves to alleviate the difficulties faced by advertisers such as getting advertising messages across to consumers effectively. For users, it provides useful information on up-to-date sales promotional advertisements, and offers significant cash rewards over a period of usage.

BACKGROUND OF THE INVENTION

[0003] With the popularisation of social networking, the field of display advertising has become increasingly cluttered with advertisements. In less than a decade, social media has become one of the most commonly used platforms for advertisers. These platforms join their predecessors in bombarding consumers with overwhelming volume of information.

[0004] An average consumer is exposed close to two hundred and forty seven advertisements a day and typically do not even notice half of those. The close proximity between the consumers and the advertising message does not necessary dictate the former to take notice of the latter.

[0005] Throughout the years, consumers have unknowingly developed a habit of desensitising an advertisement whenever they are presented with it. This gives rise to *"Banner Blindness"*, a phenomenon in web usability where visitors to a website consciously or subconsciously ignore advertisements banners.

[0006] This phenomenon, whether offline or online has been trouncing the display advertising industry for many years. Existing advertising platforms such as newspapers, tabloids, magazines, billboards and online sites including social networking sites are not bringing the best out of the advertisements they published.

[0007] In the eyes of most consumers, advertisements serve merely as distractions to the actual content. They have never been the centrepiece on these platforms. A person does not purchase a newspaper to read the advertisements printed on it, his primary intention in making that purchase is to read the news articles. The same principle applies in the digital world in which it explains why existing display advertising platforms are never as effective.

[0008] Turning now to FIG. 1, a schematic process chart of a typical consumer's *(or user's)* behaviour towards advertisements on existing platforms, is shown. This behavioural process seeks to determine the effectiveness of the advertisements published on existing platforms. The process starts at step **101**, where the user entered into a platform.

[0009] At step **102**, the user is exposed to both the site content and advertisements. The diagram takes the example of an online site where the advertisements come in various forms such as leaderboard, skyscraper, centre of page, rectangle banner or half-page banner. The site content varies according to the primary purpose of the site.

[0010] The process proceeds to step **103**, whereby the effectiveness of the advertisements is questioned based on either the user's focus to the content, advertisements or both.

[0011] At step **104**, it highlights the effectiveness of the advertisements given a scenario that the user focuses solely on the content. The advertisements in this case are usually not effective as mentioned earlier. A user does not visit a food blog to read the advertisements on the side bars. In a food blog, the recommendations written by the blogger make up the site content. Therefore, the user's primary intention in visiting the blog is to read those recommendations.

[0012] At step **106**, the user shares its focus on the site content as well as the advertisements. The advertisements in this case are only partially effective. The advertisements are mainly on the side lines and are not given adequate exposure to create a lasting impression on the user.

[0013] At step **107**, the user focuses solely on the advertisements and the advertisements in this case will be effective. This is very unlikely to happen as mentioned in [0058].

[0014] The process terminates at step **105**.

[0015] The foregoing process clearly illustrate the ineffectiveness of existing platforms to communicate advertiser's message successfully to users.

[0016] Therefore, there is a need in the art for a method for providing a way to inspire users to take a genuine look at the advertisements through the use of incentives.

[0017] These and other features and advantages of the present invention will be explained and will become obvious to one skilled in the art through the summary of the invention, drawings, brief description of the drawings and detailed description that follows.

SUMMARY OF THE INVENTION

[0018] Accordingly, the present invention relates to a method for running an *Advertisement as the Content (AATC) platform*, designed to showcase only sales promotional advertisements. To users, the platform allows the user to view up-to-date sales promotional advertisements and be rewarded by doing so. To advertisers, the platform permits their advertisements to gain unadulterated exposure to users.

[0019] According to an embodiment of the present invention, the platform is configured to allow an advertiser to develop an advertising campaign that is customisable towards the advertiser's monetary and time limits.

[0020] According to an embodiment of the present invention, the platform is configured to provide user with the ability to view up-to-date sales promotional advertisements and be rewarded cash or any virtual compensation derived directly from a proportion of the advertising revenue received from advertiser.

[0021] According to embodiments of the present invention, the reward may be instantly rewarded, rewarded on a schedule, rewarded upon reaching a minimum monetary limit or any combination thereof.

[0022] According to embodiments of the present invention, an advertisement is considered viewed and chargeable to advertiser when it is being viewed by a user for a time that exceeds the payable time frame. For example, if the payable time frame is 10 seconds, the advertiser will only be charged

a fee if a user views the advertisement for at least 10 seconds, and the user will be rewarded cash or virtual compensation derived directly from a proportion of the chargeable advertising fee.

[0023] The foregoing summary of the present invention with the preferred embodiments should not be construed to limit the scope of the invention. It should be understood and obvious to one skilled in the art that the embodiments of the invention thus described may be further modified without departing from the spirit and scope of the invention.

BRIEF DESCRIPTION OF THE DRAWINGS

[0024] FIG. 1 is a schematic process chart of a typical user's behaviour towards advertisements on existing platforms;

[0025] FIG. 2 is a schematic process chart of a typical user's behaviour towards advertisements, in accordance with an embodiment of the present invention;

[0026] FIG. 3 is an exemplary process for generating an advertisement campaign, in accordance with an embodiment of the present invention;

[0027] FIG. 4 is an exemplary process for interacting with an advertising campaign, in accordance with an embodiment of the present invention;

[0028] FIG. 5 is a systematic diagram describing the concept of revenue sharing, in accordance with an embodiment of the present invention;

[0029] FIG. 6 is a schematic wireframe showing the home page of the mobile interface before logging in;

[0030] FIG. 7 is a schematic wireframe showing the home page of the mobile interface after logging in;

[0031] FIG. 8 is a schematic wireframe showing the advertisement displayed on the mobile interface.

DETAILED SPECIFICATION

[0032] The present invention relates to a method in running a platform which provides users with the ability to view up-to-date advertisement on sales promotions and be rewarded accordingly.

[0033] To advertisers, the present invention relates to a method in running a platform that permits their advertisements to gain unadulterated exposure to users. This method is known as *Advertisement as the Content (AATC)* and the platform that adopts the foregoing method is referred as an AATC platform.

[0034] The AATC platform is designed to showcase only advertisements, in particular sales promotional advertisements. Sales promotional advertisements refer to advertisements that fulfil the following criteria; explicitly contain specified discounts or giveaways; explicitly include the time span for which advertisement is valid; and be in compliance with the operating countries' advertising regulations.

[0035] The AATC platform adopts a method to inspire users to take a genuine look at the advertisements through the use of incentives or reward derived directly from the advertising revenue. The derivation of the incentive or reward is known as the revenue sharing concept.

[0036] By providing up-to-date sales promotional advertisements and the use of revenue sharing concept, the AATC platform permits advertisers to have unadulterated exposure on their

advertisements to users. This is further described in FIG. 2, a schematic process chart of a typical user's behaviour towards advertisements, in accordance with an embodiment of the present invention, is shown.

[0037] This behavioural process seeks to determine the effectiveness of the advertisements published on an embodiment of the present invention. The process starts at step **201**, where the user entered into a platform.

[0038] At step **202**, the user is exposed to advertisement as the content. Advertisements, in particular those pertaining to sales promotions are published as the site's only content. The present invention adopts a method to inspire users to take a genuine look at the advertisements through the use of incentives derived directly from the revenue sharing concept.

[0039] At step **203**, the process proceeds to question the effectiveness of the advertisements published on an embodiment of the present invention.

[0040] Given that the site's sole content is advertisement, at step **204**, the user has no choice but to focus entirely on the advertisement. By having an undivided attention on the advertisement, coupled with a minimum payable time limit, it gives adequate exposure to create a lasting impression on the user.

[0041] The process ends at step **205**.

[0042] The foregoing process clearly illustrate the effectiveness of the embodiment of the present invention, to communicate advertiser's message successfully to users.

[0043] A Cycle of Advertising Campaign

[0044] According to an embodiment of the present invention, the platform is configured to allow an advertiser to develop an advertising campaign that is customisable towards the advertiser's monetary and time limits.

[0045] Turning now to FIG. 3, an exemplary process for generating an advertisement campaign, in accordance with an embodiment of the present invention, is shown. The process starts at step **301**, where the advertiser has logged into the online interface or software and chosen to initiate a new advertising campaign.

[0046] At step **302**, the advertiser submits the advertisement to be published on the platform into the prescribed online interface or software. However, the advertiser can also choose to submit a copy of the advertisement via e-mail or any available channels.

[0047] At step **303**, the advertiser has to define the time limit for the advertising campaign. An advertising time limit refers to the duration for which the said advertisement stays on the platform. This is denoted by the start time and end time of the advertisement campaign. The said advertisement will be removed from the platform when the time limit expires.

[0048] At step **304**, the advertiser has to define the monetary limit for the advertising campaign. An advertising monetary limit is the maximum amount that the advertiser set for the advertising campaign. As mentioned, a variable advertising fee will be charged each time the advertisement is being viewed for a duration that exceeds the payable time frame. The said advertisement will be removed from the platform when the total chargeable fee meets the specified limit.

[0049] At step **305**, the platform will check the said advertisement against all the necessary criteria to

launch the campaign. The criteria include, but not limited to, the said advertisement must explicitly contain specified discounts or giveaways; explicitly include the time span for which advertisement is valid; adhere to stated dimensions; and be in compliance with the operating countries' advertising regulations.

[0050] At step **306**, the platform will generate a campaign which is to allow the said advertisement to be viewed by user.

[0051] The platform will constantly perform step **307** and **308** to determine whether if the monetary or time limit has been met. The advertising campaign will continue to run until one of which is met.

[0052] At step **309**, one of the limits have been met and the platform will remove the said advertisement.

[0053] At step **310**, the process terminates. The steps are not required to be executed in this order, and one of ordinary skill in the art would appreciate that these steps could be executed in a variety of different manners as well as having two or more of the steps executing simultaneously.

[0054] User Interaction

[0055] According to an embodiment of the present invention, the platform is configured to provide user with the ability to view up-to-date sales promotional advertisements and be rewarded accordingly.

[0056] Turning now to FIG. 4, an exemplary process for interacting with an advertising campaign, in accordance with an embodiment of the present invention, is shown. The process starts at step **401**, where a user has logged into the platform and desires to interact with a campaign.

[0057] At step **402**, the user has requested for an advertisement. The request can be made via the interface of the platform. This will trigger the platform to randomly send out an advertisement to the user's screen.

[0058] At step **403**, the user may begin to view the requested advertisement. The platform is configured to track the duration for which the advertisement is being viewed by the user.

[0059] At step **404**, the platform will check the duration for which the advertisement is being viewed by the user against the payable time frame. At this point, the user may be returned request for a new advertisement if he did not view the advertisement long enough to trigger the reward component.

[0060] At step **405**, the user has viewed the advertisement for a duration that exceeds the payable time frame. This will render the advertisement chargeable such that a variable fee will be charged to the advertiser's account. The advertisement will not be rendered chargeable if the user had viewed it for more than once in a twenty four hours' time period.

[0061] At step **406**, the user will be rewarded cash or any virtual compensation derived directly from a proportion of the advertising fee charged to advertiser. This derivation is carried out through the adoption of revenue sharing concept. The reward may be instantly rewarded, rewarded on a schedule, rewarded upon reaching a minimum monetary limit or any combination thereof.

[0062] At step **407**, the process completes and the same advertisement will not reappear in step **403** for the next 24 hours.

[0063] Revenue Sharing Concept

[0064] As mentioned, the revenue sharing concept is a method to inspire users to take a genuine look at the advertisements.

[0065] Referring to FIG. 5, a systematic diagram describing the concept of revenue sharing, in accordance with an embodiment of the present invention, shown in. The diagram begins with step **501** whereby the user performs a specific task on the platform. On the AATC platform, the specific task refers to viewing an advertisement for a duration that exceeds the payable time frame.

[0066] At step **502**, the platform receives revenue from the performance of the specific task. For instance on the AATC platform, an advertising revenue is received by the platform when a user viewed an advertisement for a duration that exceeds the payable time frame.

[0067] Following that, at step **503**, part of the revenue received will go to the platform.

[0068] At step **504**, the remaining part of the revenue received will be rewarded to the user who performed the specific task described in step **501**. For example, if the advertising fee per advertisement viewed on the AATC platform is 4 cents, and 50% of the revenue goes to users, the user will receive 2 cents for each advertisement viewed. This serves as an incentive to inspire user to perform the specific task.

[0069] A way of carrying out present invention

[0070] According to an embodiment of the present invention, end users may access the platform on either a desktop computer or a mobile device such as mobile device **600**. Mobile device **600** may be any suitable type of mobile device capable of running mobile apps, including a smart-phone, tablet, slate, or any other type of device that runs a mobile operating system *(e.g., iOS, Android, Symbian, BlackBerry OS, Windows mobile, Windows Phone).*

[0071] As shown in FIG. 6, a schematic wireframe showing the home page of the mobile interface before logging in, is shown. The home page displayed through mobile device **601** may include modules for user log-in **602**; and, in the form of a button, requesting of advertisement before logging in **603**.

[0072] The module for user log-in **602** requests for key information such as username and password, to log the user into his user account. The logging in process is required such that incentives or rewards can be pegged accurately to the user who has completed the process for interacting with an advertising campaign, as illustrated in FIG. 4.

[0073] The module for requesting of advertisement before logging in **603** allows the user to send a request for an advertisement. This will trigger the platform to randomly send out an advertisement to the user's mobile device **601**. User will not be rewarded or incentivized however, by performing the act of viewing advertisement as he had not successfully logged into the platform. Therefore, in accordance to **602**, incentives or rewards cannot be pegged accurately to the user due to his anonymity.

[0074] As shown in FIG. 7, a schematic wireframe showing the home page of the mobile interface after logging in, is shown. The home page after logged in displayed through mobile device **601** may include modules for displaying reward points **604**; displaying number of advertisements **605**; and, in the form of a button, requesting of advertisement after logging in **606**.

[0075] The module for displaying reward points **604** will display the cumulative points pegged to the user's account for the complete performance of steps **403-406**.

[0076] As stipulated in the step **407**, the same advertisement will not reappear within 24 hours. The module for displaying number of advertisements **605** will display the remaining number of advertisements available for the user to view, on that particular day.

[0077] The module for displaying reward points **604** will display the cumulative points pegged to the user's account for the complete performance of steps **403-406**.

[0078] The module for requesting of advertisement after logging in **606** allows the user to send a request for an advertisement. This will trigger the platform to randomly send out an advertisement to the user's mobile device **601**. Unlike **603**, users will be rewarded and incentivized by performing steps **403-406**.

[0079] Referring to FIG. 8, a schematic wireframe showing the advertisement displayed on the mobile interface, is shown. The advertisement displayed through mobile device **601** may include modules for displaying reward points **604**; displaying advertisement **607**; displaying countdown timer **608**; in the form of a button, requesting of advertisement **606**; and, in the form of a button, requesting to home page **609**.

[0080] The module, in the form of a button, for displaying advertisement **607** will display any random advertisement sent out from the platform.

[0081] The module for displaying countdown timer **608**, will show a countdown timer indicating the time remaining, for a user to be incentivized or rewarded for viewing the advertisement. The timer will halt and notify the user of the reward after exceeding the payable time frame.

[0082] The module, in the form of a button, for requesting to home page **609** will bring the user to home page of the mobile interface after logging in as illustrated in FIG. 7.

[0083] While multiple embodiments are disclosed, still other embodiments of the present invention will become apparent to those skilled in the art from this detailed description. The invention is capable of myriad modifications in various obvious aspects, all without departing from the spirit and scope of the present invention. Accordingly, the drawings and descriptions are to be regarded as illustrative in nature and not restrictive.