

以「印地安餐廳」廣告網站為例探討線上廣告

Exploration Online Advertising with “Indian Restaurant” Website as Example

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摘要：隨著全球資訊網路的盛行，線上廣告的日益活絡，廣告主意識到線上廣告將成為本世紀傳遞商品訊息與服務的強勢媒體，因此爭相投入線上廣告的宣傳，讓線上廣告醞釀成四大廣告媒體之外的第五大媒體，這意味著一個科技廣告的時代正悄然成形。正當線上廣告蓄勢待發之際，卻不幸遭遇到景氣低迷及網路泡沫化的雙重打擊，網路媒體產業隨之萎縮，廣告主開始質疑線上廣告的效益。本研究的範圍除了分析線上廣告模式的優缺點外，並針對線上廣告傳遞訊息時的障礙，以及廣告主質疑線上廣告效益的因素進行探討。至於增加網路使用者與線上廣告接觸率的最佳途徑，並對於網路媒體業者有實質助益，而且廣告主與網路使用者都能夠接受的廣告模式也將一併討論。然後依據理論的基礎以實際市場操作，架設「印地安餐廳」線上廣告網站，檢測這些廣告模式與途徑的可行性。本研究的目的旨提升線上廣告的效益，說服廣告主將資金再度投入網路媒體。本研究的結論包括：市場操作後的檢討與建議，同時提出最理想的媒體組合。在可預測的未來，線上廣告的應用將隨著科技的進步逐漸擴大，本研究希望網路媒體業者都能夠通過此次不景氣的考驗，迎接下一波的網路榮景。

關鍵詞：廣告主、線上廣告、強迫收視、可見度、誘因、接觸率、對映站、搜尋引擎。

Abstract: With the increasingly common application of Internet to our daily lives, entrepreneurs and advertisers have acknowledged the fact that online advertising would be the dominant source of medium for transmitting information of products and services this century. This signifies that an era of technologic advertising has arrived, and online advertising has formed into the fifth key media, an increase to the conventional four. Just as online advertising was on the brink of arise, it unfortunately coincided with the depression of the economy as well as the sudden downfall of Internet, causing entrepreneurs and advertisers to doubt the effectiveness of online advertising. The scope of this research ranges from the exploration of the characteristic of online advertising, obstacles during transmitting of information, and reasons for the uncertainty towards online advertising by the entrepreneurs and advertisers. It will be understood through research and analysis, the mode of online advertising expected by the entrepreneurs and advertisers, as well as various “enticements” that would induce Internet users to click on certain advertisements. The attempt is to seek beneficial aid to online media, an advertising mode acceptable to enterprisers and advertisers, and promote a superlative method for Internet users and contact rates of online commercials. With theoretical foundation, the “Indian Restaurant” website will be set up to examine the efficiency of this advertising mode. The main objective of this exploration is to promote the benefits of online advertising, and persuade enterprisers and advertisers to invest again in online media, and to meet another flourishing Internet era. The conclusion of this research includes the review and analysis of each market operation, and generate the best media combination plan. In the near future, the application of online advertising will expand with the advancement of technology, and hopefully, those in the online media business will outlast this current downfall, to be prepared for the upcoming prosperous online age.

Keywords: Advertisers, Online advertising, Forced view, Visibility, Enticement, Contact rate, Mirror site, Search engine