



Digital Advertising

Andrew McStay

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The ever-evolving nature of the digital media is quickly re-writing the rulebook of advertising and marketing. Using technological innovations and our online habits, advertisers have a variety of new promotional opportunities at their disposal that bring products and services to the public's attention. This book examines the cultural, commercial, creative and regulatory practices of advertising in these digital environments.

From viral campaigns and in-game advertising, to audience profiling and dataveillance, this book gives a comprehensive exploration of digital advertising. It traces the growth of digital media uses, starting with its use as fringe advertising media and moving beyond the pop-up to become a dominant global advertising media form. Taking a look at the advantages, disadvantages and ethical dilemmas of using digital media, the text encourages readers to consider their own ideas about the field. The chapters combine industry and critical perspectives alongside inspiring example material and interviews with senior figures in the international advertising industry. Analysing key theories and emergent trends in the field, *Digital Advertising* explains complex ideas in a truly accessible way.

Insightful, intriguing and informative, this book offers the big picture on the world of digital advertising today and looks at its possibilities for tomorrow. It is ideal reading for students of Media and Communication Studies, Advertising, Marketing and Business Studies.

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