



International Journal of Advertising - Special Issue

“The Future of Advertising”

The future of advertising is evolving rapidly as new types of media redefine message contents, timing, locations, and audiences.

Forecasters expect that advertisers will spend more than \$400 billion on digital advertising by 2022. Marketers conventionally applied demographics to segment highly fragmented populations into sub-target groups, but advertisers are now using hyper-personalized algorithms to reach consumers across the web and in mobile apps.

Measures of advertising campaign effectiveness will go beyond simple success/failure outcomes. Instead, marketers will be using AI, VR, and AR technologies to collect biometric data, recognize faces and voices, and provide immersive, continuous, interpersonal sensory and emotional experiences.

How should marketers use the new technologies to reach and engage with future generations? How will future consumers process advertising messages placed in various platforms? How will the new environment change communication dynamics between buyers and sellers?

In this special issue, we will feature some of the latest works examining the future of advertising. We particularly welcome papers combining theory and practice to offer new perspectives that may help academics, practitioners, and policymakers better understand and apply advertising research.

Suggested topics include but are not limited to:

- Social media and digital advertising (e.g., Google ads).
- Native advertising
- Programmatic advertising
- Artificial intelligence (AI) in advertising
- Augmented reality (AR) and virtual reality (VR)
- Mobile advertising
- Location-based advertising
- Influencer marketing (e.g., Instagram)
- Advertising on connected TV and streaming platforms (e.g., Smart TV, Netflix, Spotify)
- YouTube advertising
- Cookie-based targeting (e.g., content remarketing)
- Internet of things (IoT)
- Digital signage
- Branded entertainment & product placement
- In-game advertising
- Millennials and Gen-Z audience
- Guerilla advertising

- Transit advertising and street furniture (e.g., bus shelters, in-elevator advertising)
- Big data in advertising
- Search engine optimization
- Privacy and security issues

Submission information

We welcome submissions from non-GMC members but will give special consideration to manuscripts submitted to the 2020 Global Marketing Conference at Seoul .

Submission deadline for 2020 Global Marketing Conference at Seoul is **Jan. 15, 2020**.

Direct inquiries to the **Special Issue Editor**:

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For More Information:

International Journal of Advertising: <http://www.internationaljournalofadvertising.com/>

2020 Global Marketing Conference at Seoul: <https://2020gamma.imweb.me/>