

New paper from eModeration examines the rise of interaction in advertising and its impact on brand reputation

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Brands are starting to focus their advertising efforts on consumer interaction and need to consider how this will impact their brand, according to a new paper by moderation and community management company eModeration. The report, *Interaction in Advertising* [<http://www.emoderation.com/about/publications>], discusses the evolution of online advertising from its roots in intrusive display adverts, such as pop-ups, to the more collaborative and interactive community creation and engagement that is becoming popular today.

The paper details several ways in which brands can engage consumers in their advertising campaigns, and lists examples of brands that have successfully put these ideas into practice. The benefits that a more engaged approach brings to a campaign, such as the positive impact on brand reputation, are also discussed.

The report recommends that companies should consider several factors before launching an interactive campaign. How prepared are they to listen to negative as well as positive feedback? Do they have the ability to respond quickly to participants? Do they have a solution in place to moderate user-generated content? These are just some of the questions that brands must consider prior to a campaign launch.

Tamara Littleton, CEO, eModeration, comments: "Advertising campaigns are changing from simple display based ads that demand no more user interaction than a click through, to sprawling, multi-platform interactive campaigns that use a variety of techniques to engage the consumer and ultimately aim to create a stronger form of brand loyalty and generate word-of-mouth. The issue that brands have to face if they choose to engage people, rather than simply try to sell to them, is a complex one. How can they open up to community feedback, listen, and respond to their users, without risking their brand reputation?"

"Companies that have the desire to engage online should allow their users to express their opinions, whilst protecting them from others who are not there to participate, but cause damage.

In short, they need to have enough faith in their brand to open up to critical comments, but enough loyalty to their members to provide them with as safe a community as they can. Done correctly, and with the right safeguards in place, community engagement can be a fantastic way to promote brands.”

To download the paper, or for more information visit www.emoderation.com.

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About eModeration

Founded in 2002, eModeration Limited is an international, specialist user-generated content moderation company. It provides 24-hour community management and content moderation to clients in the entertainment and digital publishing industry and major corporate clients hosting online communities and consumer-driven projects.

eModeration's CEO and founder, Tamara Littleton, has an established background in editorial quality control, fault escalation and process management gained from previous work as the Product Delivery Director for Chello Broadband and Online Operations Manager for BBC Online, where she managed the world's first ISO 9000-accredited team for digital publishing management and monitored over 400 BBC websites. Tamara Littleton is a member of the Home Office Internet Taskforce for Child Protection on the Internet which brings together government, law enforcement, children's agencies and the internet industry, who are all working to ensure that children can use the internet in safety. She was also the Chair of emint, the online community for community professionals from 2006-2007.

eModeration's team of moderators and staff are the key to eModeration's success and excellent client list. eModeration draws on the expertise of carefully recruited and trained moderators located mainly in the US and Europe with specialist editorial and community moderation skills, which are matched uniquely to the client. The company can moderate 24/7 in more than 30 languages. All its moderators are managed online from eModeration's headquarters in London, United Kingdom.

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