

MASTER'S THESIS

Online advertising: why or why not ?

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ONLINE ADVERTISING – WHY OR WHY NOT ?

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**A Dissertation Submitted
in Partial Fulfillment of the Requirements for the
Degree of Master of Arts in Communication**

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Abstract

The purpose of this point in time exploratory study is to understand how marketers and advertising agencies have sought to incorporate the Internet in their marketing strategy and media mix in Hong Kong. Also, we can interpret the current online advertising situations from the agency professionals' perspectives. Based on the in-depth interviews with ten key managers and executives regarding internet strategy, the key research question is "How does Internet strategy evolve over time, and what factors drive or hinder this evolution?" By examining issues of online advertising strategy over time, we can begin to understand how specific internet initiatives are evolving and how marketers' and media planners can help to achieve an organization's overall strategic objectives.

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