

Understanding Design Effectiveness: 3Dimensions in Marketing and Advertising Strategy Using (3D3A Strategic Marketing Model)

Nashwa Ahmed Ali

Assistant Professor, College of Media, Advertising Dept, City University Ajman, UAE.

E-mail: a.nashwa@cuca.ae.

Abstracts: 3D strategy is a new marketplace construct. That lies in the conceptual idea of 3D-advertising performance as central to effective marketing practice. The study aims to explore the different relations between 3D3A strategic marketing model and advertising strategy to reach effective design in campaign. A multi-methods investigation combines a survey with advanced expertise collected of over of 400 global agencies. The study examined three demographic features of advertising professionals (including but not limited to planning, selling, executing, and improving 3d design solutions in a crowded marketplace). Later, SPSS 26 does frequency analysis and descriptive statistics. As result, the percentage of (56.5%) from study sampling mentioned that 3D3A Marketing strategy is consider as accessible model. The significant effectiveness, constraints, recommendations, and future development were discussed.

Keywords: Design Effectiveness, 3-Dimensional Marketing, 3D3A Strategic Marketing Model, Advertising.

1. INTRODUCTION

Advertising is effective. Question about the effectiveness of advertising are not new. (Eisend, 2016. p. 519). The impact depends on the creativity of the advertisement content and identifying the boundary characteristics that influence the success of inclusive advertising campaigns (e.g., consumer self-identification, personality, product involvement). Based on literature reviews, various generalization methods were used to understand three-dimensional advertising design efficacy (e.g. Martin Eisend and Farid Tarrahi 2016). Creativity is usually defined and studied as an elusive phenomenon that defies adequate description and effective management. (Blasko & Mokwa, 1986, p. 43). Notably, new market growth advertisements are being produced by three-dimensional design efficiency phenomenon. Marketing creativity in advertising field has been decreasing steadily over the past ten years, in contrast to other areas of the marketplace. Consumers are constantly bombarded by numerous brands and advertisements. (Septianto, 2022, p. 369).

In other hand the turnout is lowest in the agencies which rule out the 3d concept on brand imaging. In 2015 the United States spent \$182.62 billion on advertising while China spent \$74.41, the second largest amount. However, marketers are faced with increasing challenges as well, including a squeeze on profitability, increased advertising clutter, and the complexities involved in communicating with diverse target audiences, not to mention the rise of digital advertising which has increased while all other forms of advertising have decreased changing advertising habits. (Minissale, 2017, p. 18)

Last decade there have been some effective attempts at engaging these brands in other strategy in design and marketing, therefore large agencies increased their campaigning efforts in using the 3dimensional marketing strategy. Minissale (2017), stated that there is a need to further develop our understanding of how art images differ from other visual stimuli, and to map out how the presence of art influences consumer perceptions of products and brands. Therefore, these efforts have unlikely to significantly impact turnout. White (1972), explored advertising creativity and suggested two key steps incubation and illumination to create it. Incubation and illumination explain how creative people absorb the issue and let "nature" take its course. The essay and suggested measures have sparked advertising creative conversations among academics and practitioners as recently as 2015. (White,1972, P.28) It is true that advertisements are "made" or "built" on a foundation of two factors - market opportunities and product functions. Many advertising problems in these two broad areas can be attacked with applied logic.

Organizations and advertising agencies are aided in their product marketing efforts by the use of the notion of innovation, which helps them break into new markets and increase the efficacy of their communication with their intended consumers in each new campaign. Due to increased competition, this idea is no longer confined to two-

dimensional forms in design or advertising; rather, it requires a more all-encompassing three-dimensional concept in order to properly highlight the creative aspects. The third perspective in advertising creativity, "Defining the Necessary Components of Creative, Effective Ads," provides a functional model of how creativity works in ads. (Bernardin et al. 2008). Given the level of competition, this concept is no longer restricted to stereotypical dimensions, whether in design or marketing. According to Ravi and Achrol (2022) argument that, rapid advancements in 3D printing have sparked a new phase of the transition as they shape what has been called the (Fourth Industrial Revolution). However, little works has been done on the relationships among marketing and 3D advertising strategies, no clear experience model has been laid out to merge these aspects, and thus address the specific culture needs of global marketing strategy in the field of advertising. From this perspective, it was necessary to enhance the innovative dimensions through the application of a new and more comprehensive three-dimensional concept; thus, the problem of the current study is to identify the mechanisms and systems of the three-dimensional strategy, either to reach deep understanding its effective in design and marketing. This research aims to explore the interaction between 3D-design in advertising and agencies experiences to enhance effectiveness of marketing strategy by using 3D3A Model as follows:

1. To observe the mechanisms and system`s data using a 3D3A model in 3D advertising design & marketing field.
2. To explore how 3D technology develops the potential to influence new marketplace.
3. To determine the efficacy of a 3D3A model in the mechanism of both 3d advertising design and marketing.

1.1. Theoretical Framework

The design effectiveness, which assesses the link between 3D advertising input and result factors in marketing using the 3D3A model, is the primary focus of our research and serves as the study's independent variable (e.g., the relationship between source characteristics and attitudes). Advertising input variables are developed by referring to the 3D advertising factors (process, material, creative ideas) while outcome variables are provided by 3D3A marketing strategy model (Attack, Acquisition, Analysis) which are relevant to advertising and reflect outcome variables often used in the field. Table 1 describe the Foundational Assumptions of 3D3A Strategic Marketing Theory in advertising field. Thru lists all of the variables, as well as more information about their data characteristics. Note that these variables are put together at an aggregate level. This fits with the advertising theoretical perspective, which looks for broad generalizations and relationships between ideas. For example, different source characteristics were put together under the category "war strategies" because the idea is of theoretical interest to our study as a major input (intelligence collection of 3D idea, Analysis of 3D idea intelligence, 3D Shaping attack strategy) that sets off a certain hierarchy of effects. Providing a three-pronged marketing strategy to go along with the three-dimensional design was relied on to stimulate the innovation process.

Data aggregation allows for higher inconsistency than in a main quantitative investigation, although it is comparable to or lower than other quantitative analyses (e.g., Pejic-Bach, Bertoncel, Mesko, and Kerstic 2019; Debbabi, Dassi, and Baile 2010). The current study answers the question of whether and to what degree of 3D advertising design affects consumers by applying 3D3A marketing strategy model. That is measure the strength of the relationship between major 3-D advertising input categories (source, message, and media strategy) and major 3D3A strategy outcome categories (Acquisition, attack, and analysis) in agencies experiences. Therefore, employ the principles, types, and theories explaining it, as well as relying on the entrance to stimulate product advertising to the public, which consists of (Attack axis - the Analysis axis - and the Acquisition axis) in dealing with societal ideas that will enhance the product to the audience.

Table 1. The Foundational Assumptions of 3D3A Strategic Marketing Theory in advertising field.

The idea of 3-dimensional marketing is inspired from war strategies. There are three phases of war:	There are 3 planes, composed of every axes pair.	If the author considers these planes in terms of war strategies;
- intelligence collection of 3D idea	- Acquisition Analysis: Analysis of acquired intelligence.	Acquisition Analysis: Analysis of acquired intelligence.
- Analysis of 3D idea intelligence	- Acquisition Attack: Attack decisions with regards to intelligence.	Acquisition Attack: Attack decisions with regards to intelligence.
- 3D Shaping attack strategy	- Attack-Analysis: Analysis of decided Attacks.	Attack-Analysis: Analysis of decided Attacks.

Source: (Zeren, 2022).

1.2. Three-Dimension Strategy

Despite the strategic and financial importance of advertising decisions in marketing channels, very little is known about manufacturers' decision to allocate resources to advertising activities. (Karray, Martín-Herrán, and Sigué, 2022, p. 102852) At the heart of the ad industry's adoption of all things technological lies something pegged as branded utility. It is the art of ditching overt marketing messages in favor of services. (Thomas and Paul Kemp, 2008,p. 131). Additive manufacturing's advantages suggest how readily companies will embrace the technology and additional savings in inventory, shipping, and facility costs will make the case even stronger. The clear implication is that managers in companies of all kinds should be working to anticipate how their businesses will adapt to the three strategic levels (D'Aveni, 2015) Attack axis - the Analysis axis - and the Acquisition axis. So, find a method of generating guidelines for the design of a technology to improve the diffusion of that technology in society. (Eggink, and Snippet, 2017, p. S196).

1.3. An Overview of 3D3A Strategic Marketing Theory

Zeren (2022), stated that 3D3A Marketing is marketing theory, developed to conceptualize marketing operations in a three-dimensional strategic approach. Zeren (2022) introduced the concept of (3D3A) as:

- "3D" stands for 3- Dimensional.
- "3A" stands for Initials of 3 axes in these 3 dimensions. Acquisition, Analysis, Attack.

This is a three-dimensional approach to Strategic Marketing (Zeren, 2022). From this definition advertising effectiveness is understood as an overall presentation concerning effective advertising in multiple space presenting for consumers in 3D output. Dimensions depend on three factors attaching, acquisition, analysis (Zeren, 2022). In order to develop a perfect strategy, all these (3) factors should be considered as a single asset. This is where 3-dimensional strategic marketing theory comes into consideration. With the help of this method, it's easy to develop a marketing strategy in a three-dimensional space (Zeren, 2022). Using 3D marketing has been shown to increase sales, according to a recent study published in Forbes (Caroline, 2022), using 3D marketing, advertisers may be able to create a more memorable experience than they could with 2D advertising.

2. STRATEGY DEVELOPMENT

In below image, 3-Dimensional Marketing strategy was illustrated, source of illustration Zeren (2022).

Developing strategy in 3 dimensions is handled in two steps (research analysis phase, and strategy development phase), in this phase, a research and analysis work are done on Acquisition and Analysis axes, this research and analysis phase are done on a two-dimensional matrix (Zeren, 2022).

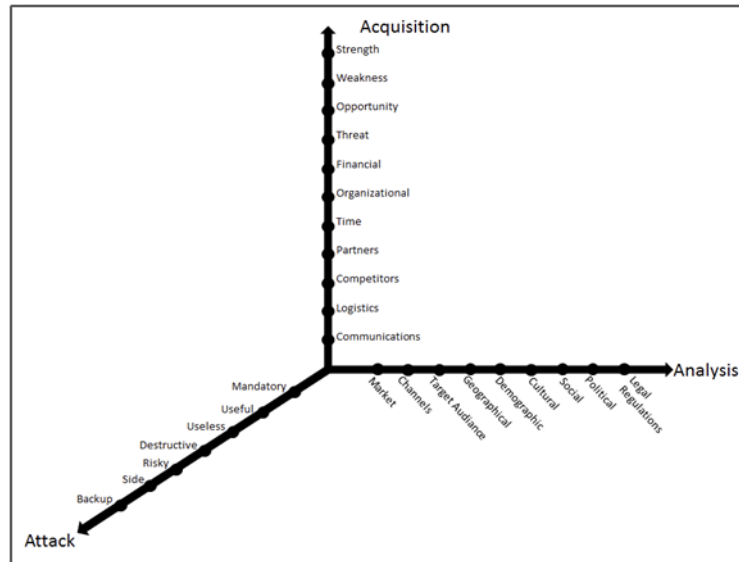


Figure 1. 3D3A STRATEGY DEVELOPMENT (Zeren, 2022).

NOTE: THE AUTHOR HAS ONLY CHOSEN FOUR PARAMETERS FROM EACH AXE TO REFLECT THE MENTIONED HYPOTHESES.

2.1. Strategy Development Phase

In this phase, all possible attacks are considered with respect to the research and analysis results (Zeren, 2022). Strategy development is done on 11 2- dimensional matrixes which are built on top of previous findings. On every single matrix another research area’s attack strategy are developed with respect to its research findings (Zeren, 2022).

Table 2. An Overview of ATTACK axes in advertising field.

ATTACK TYPES	APPLICATION
MANDATORY ATTACK	Mandatory attack identifies an action, which must be needed to be undertaken, strategically.
USEFUL ATTACK	Useful attack identifies an action, which may create an added value marketing strategy.
USELESS ATTACK	Useless attack identifies an action, which does not have any added value in marketing strategy.
DESTRUCTIVE ATTACK	Destructive attack identifies an action, which helps you gain competitive advantage in the market, against your competitors.
RISKY ATTACK	Risky attack identifies an action, which may increase or decrease the effectiveness of your marketing strategy.
SIDE ATTACK	Side attack identifies an action, which indirectly impacts and increase effectiveness of your marketing strategy.
BACKUP ATTACK	Backup attack identifies an action, which you planned to undertake in case of a failure.

Table source: Zeren (2022).

2.2. Analysis as Advertising Effectiveness

The effective size in the advertising design determines the success of the three-dimensional advertisement's content. Eisend and Tarrahi (2016) argued that, an effect size is a statistical indicator of the degree to which two variables (in this case, source and attitude) are related or dependent on one another in advertising studies. The better the association between advertising input and result measurements, the greater explanatory power of the advertising research concepts and the effect size. In contrast, “Advertisement involvement and effectiveness are measured as response to changes in message design”. (Namin, Hamilton, and Rohm, 2020, p 115). Based on an in-depth understanding of the phenomenon of interest and design effectiveness, and the latter, which is data-driven, has the potential to be utilized to analyze the influence of advertising components and the interactions among them

(Yanwu Yang; Yinghui Catherine Yang; Bernard J. Jansen; Mounia Lalmas, 2017). Analysis comes to an applied area of investigation such as advertising, effect sizes show performance and effectiveness, both of which are essential components. Larger impact sizes point to robust linkages between advertising input and outcome measurements and as a result, high levels of effectiveness and relevance in the market. For instance if the effect size that measures the relationship between source characteristics and attitudes, “(e.g., 3D printing techniques and special materials)” is larger than other effect sizes, then the source is an advertising tool that provides better opportunities to change attitudes than other promotion techniques (Eisend, 2016).

Hypothesis 1. The application of the three-dimensional concept and strategy positively affects both the marketing and design mechanism as follows:

H3a: Analysis competitiveness of brand is associated with 3dimensional design strategy in situational marketplace.

H3a: Analysis competitiveness is associated with the degree of comprehensiveness in 3d printing techniques.

H3a: Analysis competitiveness associated positively with the emphasis on marketing and design capabilities in 3d printing.

H3a: Analysis competitiveness is associated negatively with communication quality in strategy of 3dimensional design and marketing.

Fast tool for analysis of job advertisements is needed (Mirjana, Bertonce, Meško, and Krstić, 2020, p 416). 3D printing is the next frontier in marketing management, resulting in various improvements in the e-commerce context. Because technology has impacted all sectors of production and is altering the standard method of doing things, advertising must alter its approach to transmit a new message and sustain that transformation.

3. DESIGN EFFECTIVENESS

3.1. Acquisition as Advertising Effectiveness:

As the impact of traditional advertising weakens, brand marketers are seeking new and more effective means of achieving their marketing communication goals (Secunda, and Eugene.1995, p. 163). New marketplace acquiring new attract factors in 3D- advertising. This set of highly flexible, digital production techniques offers many opportunities sets. This set of highly flexible, digital production techniques offers many opportunities (Caviggioli, and Ughetto, 2019). Acquisition forms within quality performance (e.g. 3D printing techniques, and special materials). In practice most advertisements focus on subjective quality perceptions rather than objective attributes (Abernethy, and Butler.1992, p. 398). Influenceive advertising is advertising that has a value. Advertising value describes the value consumers receive from advertising. Upon exposure to advertising, consumers form expectations regarding whether they expect to receive value in the form of acquiring information or being entertained (Ducoffe R. H., 1996, p. 21). advertising innovativeness on brand positive competitiveness based on research results (Valenti, Yildirim , Vanhuele, Srinivasan, and Pauwels, 2022).

The increasing adoption of three-dimensional printing (3DP) technologies in a variety of industries necessitates strategic decisions on how to use them (Mellor, Hao, and Zhang, 2014; Weller, Kleer , Frank , and Piller, 2015).

Hypothesis 2. Propose that acquisition of the 3D printing conditions is consistent, such as the material used, printing design techniques, reflect the visual message concept, while printing throughout the investigation as follows:

H3a: Acquisitive individuality is associated positively with situational analysis in brand marketing.

H3a: Acquisitive individuality is associated negatively with comprehensiveness in brand marketing.

H3a: Acquisitive individuality is associated positively with the emphasis on 3dimensional design concept and acquisition in brand marketing

H3a:Acquisitive individuality is associated positively with cross functional integration in brand marketing.

4. DIMENSIONS IN MARKETING AND ADVERTISING STRATEGY

4.1. Attacking as Advertising Effectiveness

The advertising design strategy and marketing strategy are linked to a sequence of influences that are reflected in the strength of its impact on the consumer audience. For all the attention that advertising's sequence of effects on the consumer mindset has received in the marketing discipline in the past decades by both academics and practitioners (Valenti, Yildirim, Vanhuele, Srinivasan, and Pauwels, 2022; Talbot, 2019; Weilbacher, 2002), the lack of empirical evidence is surprising. While researchers agree that "Brand" performance is a complex multi-dimensional phenomenon (Day, Reibstein, and Shankar, 2009). There are three dimensions of advertising value, (Ducoffe, 1995a, 1996b). Accordingly, in current study the brand value can address the gap between market -place and increase its influential performance accessibility thru connect 3 dimensions in a brand and its relevant marketing strategy model (3D3D).

Hypothesis 3. Propose that there was not enough attack on the 3D3a printing strategy during the marketing of the 3D printing product, nor a visual message being sent to the public that would affect the accuracy of its results. Besides, it is assumed that the 3D printed objects contained in the ads are closely related to the printing performance as follows:

H3a:Attack Innovation culture is associated positively with situational acquisition in advertising marketplace.

H3b:Innovative culture is associated positively with comprehensiveness in marketplace

H3c:Attack Innovative culture is associated positively with emphasis on marketing assets and capabilities in advertising marketplace.

H3d:Attack Innovative culture is associated positively with cross functional integration in advertising marketplace.

4.2. 3D Printing Marketing Plan

Morgan, Slotegraaf, and Vorhies (2009), found that, found, using a cross-industry sample of 114 brands, that market strategy sensing, brand management, and customer relationship management (CRM) capabilities influence companies' revenue and margin growth. Tellis (2003), identifies two study paradigms in advertising: first study was the modeling paradigm, which employs statistical models to explain economic efficiency (i.e., purchases), and second the perceptual paradigm, which examines how consumers are convinced by advertising appeal and performance. In current study author use a paradigm employing statistical method to analyze the efficacy of different combinations of advertising input (design effectiveness) and result factors (attack, acquisition, and analysis). The modeling paradigm (3D3A) focuses on 3D advertising mechanisms as input categories (concept, design approaches, materials, and exposures) and employs purchase as an effective result variable. The current study's analyses encompass a variety of ad agency outcome measures commonly employed in advertising research that adheres to the behavioral paradigm. The author designates the following advertising result characteristics based on these data: positive competitiveness, degree of comprehensiveness, individuality, and innovation culture (see Table 10-21 for operationalizations). A few remaining effects were categorized as other for which the author gives integrative findings but included for hypothesis testing since they are conceptually relevant and have too much consistency. All other advertising outcomes feature in various theories of how advertising works, which generally assume a cumulative impact hierarchy. which agreed with (Eisend 2016; Vakratsas, and Ambler 1999).

5. METHOD

The technique used in this study was confirmatory research, which was done in one step by conducting research (one short study). The initial data was gathered through questions delivered using Qualtrics XM Docs. According to the level of explanation, this form of research was associative research, because it investigated the effectiveness of

3D advertising on advertising individuality, advertising innovativeness on brand positive competitiveness, degree of advertising comprehensiveness on attach innovation culture, and emphasis on marketing assets and capabilities in advertising marketplace. The sampling technique used in this study is purposive sampling with 400 samples. This research using (SPSS) 26 statistical software. The study assessed three demographic characteristics of the research population (those working in the advertising business (including but not limited to planning, selling, executing, and improving 3d design solutions in a crowded marketplace). The frequency analysis and descriptive statistics (in the later parts) are performed via SPSS 26.

6. DISCUSSION AND RESULTS

Part One. Sample Characteristics.
Table 3. Sample Characteristics.

Characteristics		F	%
Gender	Male	222	55.5
	Female	178	44.5
Job	Business Owner / CEO	177	44.3
	Marketing Agency	79	19.8
	Marketing Manager or Brand Manager	27	6.8
	Marketing Director / CMO	26	6.5
	Consultant	21	5.3
	Sales Representative or Business Developer	21	5.3
	Student		
	Procurement or Purchasing Manager	18	4.5
	3D PRINTING DESIGNER	10	2.5
	Admin support	6	1.5
	public relations specialist	3	.8
	Video editor	3	.8
	Student / in advertising	3	.8
	journalist	3	.8
	Tv production	3	.8
The field of Marketing industry who the sample work at	Beverage	118	29.5
	Architecture & Planning	74	18.5
	Automotive	70	17.5
	Accounting	41	10.3
	Art & Handcraft	34	8.5
	Beauty	27	6.8
	Clothing & Accessories	15	3.8
	Banking & Financials	12	3.0
	Aviation & Aerospace	9	2.3
Total	400	100	

According to the data, most participants were male (55.5%), female (44.5%) at the time of the study. Additionally, most of sample who participated in the study were Business Owner / CEO (44.3%), followed by Marketing Agency (19.8%); Marketing Manager or Brand Manager (6.8%), Marketing Director / CMO (6.5%), consultant (5.3%), Sales Representative or Business Developer Student (5.3%), Procurement or Purchasing Manager (4.5%), 3D printing designer (2.5%), Admin support (1.5%), finally public relations specialist ,Video editor, Student / in advertising, journalist, Tv production (0.8%) for everyone from the previous jobs.

In terms of Marketing industry who the sample worked at, in the study were beverage (29.5%), Architecture & Planning (18.5%), Automotive (17.5%), Accounting (10.3%), Art & Handcraft (8.5%), Beauty (6.8%), Clothing & Accessories (3.8%), Banking & Financials (3%), Aviation & Aerospace (2.3%).

Part two. Agency characteristics.

Table 4. Agency Characteristics.

Characteristics		F	%
The size of agency which the sample belonged to	101-500 people	180	45.0
	60-100 people	57	14.2
	1 person	38	9.5
	15-60 people	38	9.5
	2-15 people	36	9.0
	500-1000 people	33	8.3
	1001-5000 people	18	4.5
areas in which the agency be involved	Marketing	164	41.0
	3D Design	96	24.0
	Advertising	62	15.5
	All the above	78	19.5
language(s) should the agency speak with CLIENTS	English	350	87.5
	Italian	20	5
	Dutch	12	3
	Spanish	6	1.5
	German	6	1.5
	French	6	1.5
The ideal size of agency	Large or group agency (50+ employees)	158	39.5
	Medium agency (10-50 employees)	142	35.5
	Small agency (1-10 employees)	45	11.3
	I don't care	55	13.8
	Total	400	100

The previous table describes the characteristics of agency , the study resulted showed about the size of agency which the sample belonged to, that the first size was (101-500) people (45%), followed by (60-100) people (14.2%), the one person (9.5%), followed by agency size (15-60) people (9.5%), (2-15) people (9%), then (500-1000) people (8.3%), finally the size (1001-5000) people (4.5%).

Additionally, about the agency field in which it was involved: the study resulted showed that there were (41%) from agency which the sample belonged to it is working at marketing field, followed by some agency worked at 3d Design field (24%), then working in advertising field by (15.5%), and there was some agency worked in the three fields by (19.5%).

The study revealed that English language was the first language that the agency speaks with Clients by (87.5%), followed by Italian language by (5%), then Dutch language by (3%), finally, the agency sometimes uses (Spanish, German, French) by (1.5%) for everyone from the previous languages.

And by asking the sample about their ideal agency size, the majority of the sample choices large or group agency (50+ employees) by the percentage of (39.5%), followed by medium agency (10-50 employees) (35.5%), then small agency (1-10 employees) (11.3%), on the other hand, there were some people of sample mentioned that they didn't care about the size of agency by 13.8% from the total sample.

Part three. The different kinds of Marketing strategies and the best one.

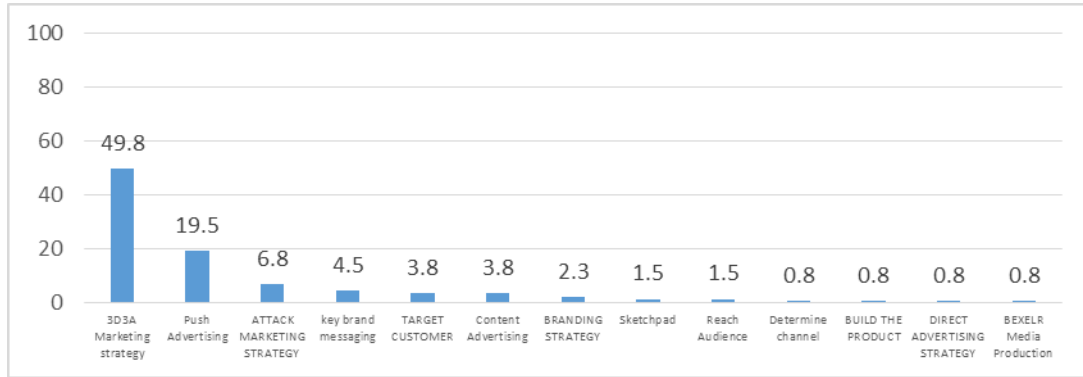


Figure 2. The Name of Marketing Strategies.

Fig. (2) shows The Name of Marketing Strategies Which the study sample used in their agency. The sample used 3D3A Marketing strategy in a highly by the percentage of (49.8%) greater than other different Marketing strategies. The Other Marketing Strategy were (push advertising (19.5%), followed by Attack Marketing Strategy (6.8%), Key Brand Messaging (4.5%), followed by both of (Target Customer, Content Advertising) by (3.8%) for each one, then Branding Strategy (2.3%), followed by both of (Sketchpad, Reach Audience) by (1.5%) for each one, followed by (Determine channel, Direct Advertising Strategy, Build the Product, Direct Advertising Strategy, Bixler Media Production) by (0.8%) for all previous different marketing strategy.

Table 5. Budget range of 3D AD which would be comfortable for agency.

Budget range	F	%
Between \$5,000 and \$10,000	87	21.8
More than \$100,000	74	18.5
Between \$30,000 and \$340,000	49	12.3
Between \$50,000 and \$60,000	45	11.3
We have not set the budget yet	42	10.5
It's a monthly fee	40	10.0
Between \$70,000 and \$100,000	30	7.5
Between \$10,000 and \$20,000	21	5.3
Less than \$5,000	12	3.0
Total	400	100

The previous table describes Budget range of 3D AD Which would be comfortable for agency, the study resulted showed that the first Budget range was (Between \$5,000 and \$10,000) by (21.8%), followed by (More than \$100,000) (18.5%), then the Budget range (Between \$30,000 and \$340,000) (12.3%), followed by (Between \$50,000 and \$60,000) (11.3%), then the percentage of (10.5%) from the sample mentioned that they have not set the budget yet, and other sample by percentage of (10%) mentioned that their budget range is a monthly fee, then the percentage of (7.5%) from the sample revealed that their budget range (Between \$70,000 and \$100,000), followed by budget range (Between \$10,000 and \$20,000) (5.3%), finally the percentage of (3%) from the sample mentioned the budget range (less than \$5,000).

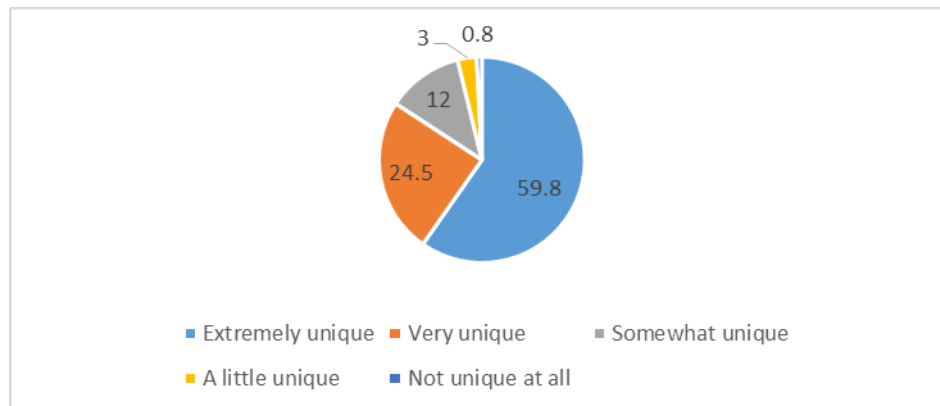


Figure 3. 3D Design Effectiveness compared to other products` strategy currently available.

Fig. (3) shows 3D Design Effectiveness compared to other products` strategy currently available. The sample mentioned that 3D Design is Extremely unique by the percentage of (59.8%) which greater than other different products` strategies currently available, then the percentage of (24.5%) from the sample mentioned that 3D Design is Very unique, and other sample by percentage of (12%) mentioned that it is Somewhat unique, then the percentage of (3%) from the sample revealed that it is a little unique, Finally the percentage of (0.8%) from the sample mentioned that 3D Design isn't unique at all.

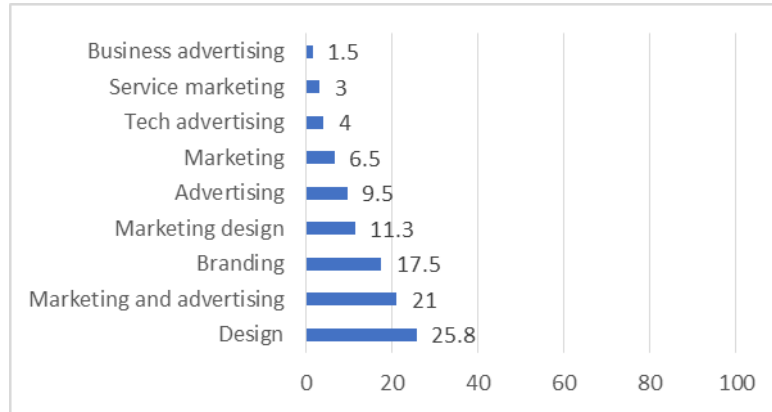


Figure 4. Certain abilities need to be met with 3D Design.

Fig. (4) shows Certain abilities need to be met with 3D Design. The percentage of (25.8%) from the sample mentioned that the design is the first field which is necessary to be used the 3d Design, followed by the field of Marketing and Advertising (21%), then the percentage of (17.5%) from the sample emphasis that the branding field should use this type of design, followed by marketing design (11.3%), then the field of advertising by the percentage of (9.5%), followed by Marketing field (6.5%), then Tech advertising (4%), then service marketing (3%), finally the field (business advertising) by the percentage of (1.5%).

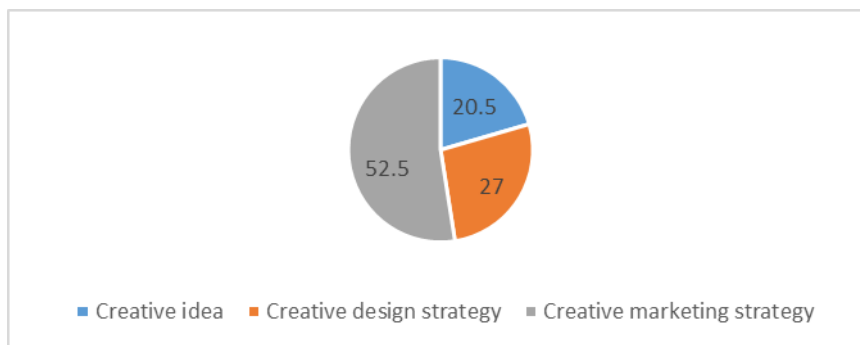


Figure 5. The sample clarify the 3D Advertisement project.

Fig. (5) shows the sample opinion about the 3D advertisement project. The percentage of (52.5%) from the sample mentioned that 3D advertisement project is a Creative marketing strategy, followed by the opinion that it is a creative design strategy by the percentage of (27%), followed by the sample opinion that it is a creative idea by the percentage of (20.5%).

Table 6. The best describes of the sample about 3D Design Effectiveness concept.

3D Design Effectiveness concept	F	%
Nothing else can resolve this issue, thus I must get it.	183	45.8
This would be marginally superior than what I now use.	98	24.5
What I now use is superior than this.	56	14.0
This is nearly identical to the method I'm presently employing.	33	8.3
I unable to recognize the benefit of using this.	30	7.5
Total	400	100

The previous table describes the sample opinion about 3D Design Effectiveness concept, the study resulted showed firstly that they need this kind of design because nothing else solves this problem by (45.8%), followed by the opinion (This would be slightly better than what I am currently using) by (24.5%). On the other hand, there were some people of the sample showed different opinions, the percentage of (14%) from the sample emphasis that what it is currently using is better than 3d design, followed by the opinion (the 3d design is essentially the same as what I am currently using)(8.3%), finally the percentage of (7.5%) from the sample mentioned that they didn't see any reason to use the 3d design.

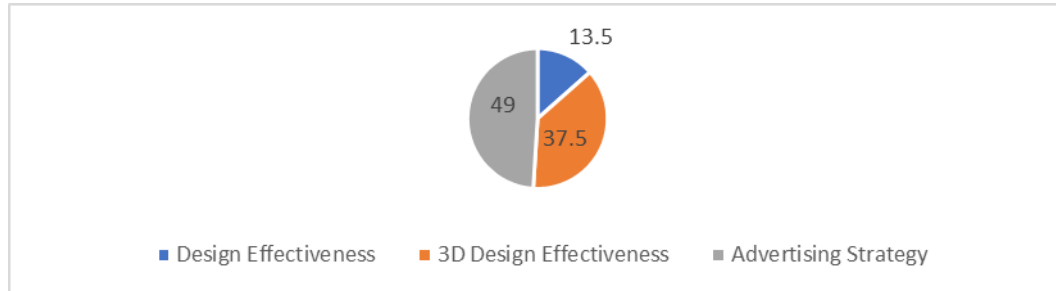


Figure 6. 3D Design Effectiveness.

Fig. (6) shows the sample opinion about the 3D Design Effectiveness. The percentage of (49%) from the sample mentioned that 3D is consider as an advertising strategy, followed by the opinion that it is necessary for achieving effectiveness, finally followed by the sample opinion that it is effective by the percentage of (20.5%).

6.1. Part four: The Advantages of 3D3A Marketing Strategy

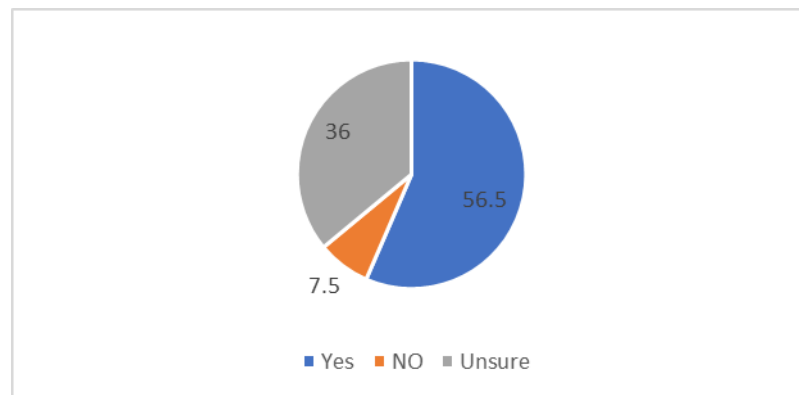


Figure 1. The sample answer about submitted a 3D3A Marketing strategy to be accessibility model.

Fig. (7) shows the sample answer about submitted a 3D3A Marketing strategy to be accessibility model. The percentage of (56.5%) from the sample mentioned that 3D3A Marketing strategy is consider as accessible model, followed by the opinion that some people is not sure for considering 3D3A Marketing strategy as an accessible model, finally followed by the sample opinion as not submitted a 3D3A Marketing strategy to be accessibility model by the percentage of (7.5%).

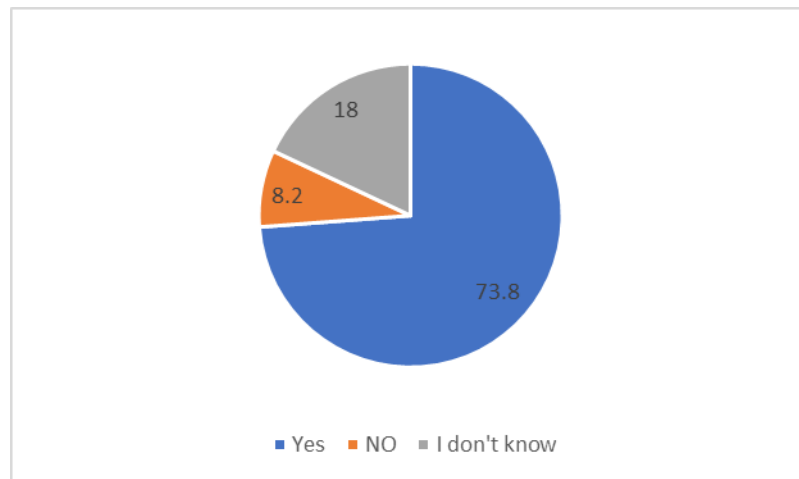


Figure 2. The sample answer about 3D DESIGN focused on a specific PROJECT.

Fig. (8) shows the sample answer about their opinion if 3D DESIGN focused on a specific PROJECT. The percentage of (73.8%) from the sample accepted that 3D DESIGN focused on a specific PROJECT, followed by percentage of (18%) from the sample haven't know if 3D DESIGN focused on a specific PROJECT, finally followed by the sample opinion rejected that 3D DESIGN focused on a specific PROJECT by the percentage of (8.2%).

Table 7. The sample answer based on that strategy Design Techniques.

Strategy Design Techniques	F	%
I did not consider any other strategy Design Techniques for that project	138	34.5
I consider the following 3d technique is manufacturing (please specify the full name of the 3d application).	102	25.5
For that 3d technique processing, I'm not sure if any of the manufacturers consider 3d printing in the advertising field	72	18.0
For that technique processing, I did not consider manufacturing details	54	13.5
As far as I know, I have never submitted project to a 3d printing advertising agency	34	8.5
Total	400	100

The previous table describes the sample answer based on that strategy Design Techniques, the study resulted showed firstly the opinion "I did not consider any other strategy Design Techniques for that project" by the percentage of (34.5%) from the sample, followed by the opinion (I consider the following 3d technique is manufacturing) by the percentage of (25.5%). On the other hand, there were some people of the sample showed different opinions, the percentage of (18%) from the sample answer about 3d technique processing that they aren't sure if any of the manufacturers consider 3d printing in the advertising field, followed by their opinion about technique processing as "it isn't consider manufacturing details" by the percentage of (13.5%), finally the percentage of (8.5%) from the sample mentioned that As far as they know, they have never submitted project to a 3d printing advertising agency.

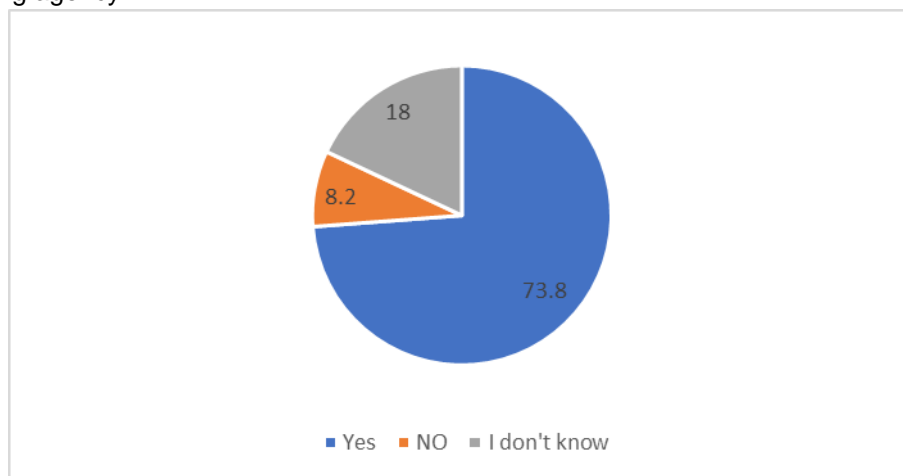


Figure 3. The sample answer about 3D DESIGN focused on a specific PROJECT.

Fig. (9) shows the sample answer about their opinion if 3D DESIGN focused on a specific PROJECT. The percentage of (73.8%) from the sample accepted that 3D DESIGN focused on a specific PROJECT, followed by percentage of (18%) from the sample haven't know if 3D DESIGN focused on a specific PROJECT, finally followed by the sample opinion rejected that 3D DESIGN focused on a specific PROJECT by the percentage of (8.2%).

Table 8. The sample answer when thinking about where to design a 3D AD Project.

a 3D AD PROJECT	F	%
Imprint/brand appeal	86	21.5
The possibility that the client will agree to proceed with the project	85	21.3
Whether the considered strategy was on certain approved lists (e.g., from my sponsor or agency/company).	65	16.3
To advertisement project in a Special 3D design / Topic Collection by the agency/company	45	11.3
agency/company reputation.	41	10.3
Ease of the marketing/design process	36	9.0
Subject relevance of the agency/company.	18	4.5
How quickly we would get a finalize the 3D design marketing decision.	9	2.3
How quickly we would get final 3d product`s advertisements	9	2.3
Familiarity with the agency/company	6	1.5
Total	400	100

The previous table describes the sample answer when thinking about where to design a 3D AD PROJECT, the study resulted showed firstly the opinion “Imprint/brand appeal” by the percentage of (21.5%) from the sample, followed by the opinion (The possibility that the client will agree to proceed with the project) by the percentage of (21.3%), then the percentage of (16.3%) from the sample answer that Whether the considered strategy was on certain approved lists (e.g., from my sponsor or agency/company), followed by their opinion as (To advertisement project in a Special 3D design / Topic Collection by the agency/company) the percentage of (11.3%), followed by the opinion (agency/company reputation) by the percentage of (10.3%), then the percentage of (9%) from the sample answer that Ease of the marketing/design process, followed by the opinion (Subject relevance of the agency/company) by the percentage of (4.5%), followed by both of (How quickly we would get a finalize the 3D design marketing decision, How quickly we would get final 3d product`s advertisements) by the percentage of (2.3%) for each one, finally the percentage of (1.5%) from the sample mentioned that it is Familiarity with the agency/company.

Table 9. The sample opinion about 3D printed Advertisements.

	Has become less important to planning a new marketing strategy decision over the last five years.		change in importance		Has become more important to planning a new marketing strategy decision over the last five years	
	F	%	F	%	F	%
To designing in a Special 3D project /Topic Collection	82	20.5	153	38.3	165	41.2
Imprint/ brand appeal	93	23.2	196	49	111	27.8
Topic relevance of the 3D project to agency/company	30	7.4	183	45.8	187	46.8
How quickly agency/Company would get a marketing decision	63	15.8	237	59.2	100	25
The likelihood that the 3D project would be accepted from client side	63	15.7	111	27.8	226	56.5

The previous table describes the sample opinions when Over the last five years, and thinking generally across all of the 3D printed advertisements, if they have designed over that time...have there been change in importance for any of the criteria for planning anew marketing strategy submit to marketplace, and their opinions is as follows:

- About the Sentence “To designing in a Special 3D project /Topic Collection”: the sample were choosing firstly the answer “Has become more important to planning a new marketing strategy decisions over the last five years by the percentage of (41.2%), followed by the answer “change in importance” by the percentage of (38.3%),

then the answer “Has become less important to planning a new marketing strategy decisions over the last five years” by the percentage of (20.5%).

- And the Sentence “Imprint/ brand appeal”: the sample were choosing firstly the answer “change in importance” by the percentage of (49%), followed by the answer “Has become more important to planning a new marketing strategy decisions over the last five years” by the percentage of (27.8%), then the answer “Has become less important to planning a new marketing strategy decisions over the last five years” by the percentage of (23.2%).

- And the Sentence “Topic relevance of the 3D project to agency/company”: the sample were choosing firstly the answer “Has become more important to planning a new marketing strategy decisions over the last five years” by the percentage of (46.8%), followed by the answer “change in importance” by the percentage of (45.8%), then the answer “Has become less important to planning a new marketing strategy decisions over the last five years” by the percentage of (7.4%).

- About the sentence “How quickly agency/Company would get a marketing decision”: the sample were choosing firstly the answer “change in importance” by the percentage of (59.2%), followed by “Has become more important to planning a new marketing strategy decisions over the last five years” by the percentage of (25%), then the answer “Has become less important to planning a new marketing strategy decisions over the last five years” by the percentage of (15.8%).

- And the sentence “The likelihood that the 3D project would be accepted from client side”: the sample were choosing firstly the answer “Has become more important to planning a new marketing strategy decisions over the last five years” by the percentage of (56.5%), followed by the answer “change in importance” by the percentage of (27.8%), then the answer “Has become less important to planning a new marketing strategy decisions over the last five years” by the percentage of (15.7%).

- From the previous answers, A scale was built about evaluating the using of 3D printed in advertising and marketing, the statistics revealed the following answer presented at the following figure no (8):

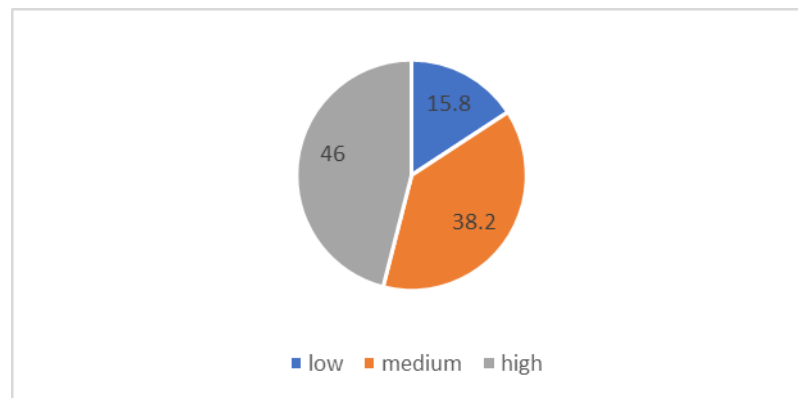


Figure 4. A scale was built about evaluating the using of 3D printed in advertising and marketing.

Fig. (10) shows the sample answer about a scale for evaluating the using of 3D printed in advertising and marketing. The percentage of (46%) from the sample emphasized the highly using, followed by percentage of (38.2%) from the sample showed medium used, finally the percentage of (15.8 %) from the sample showed low using.

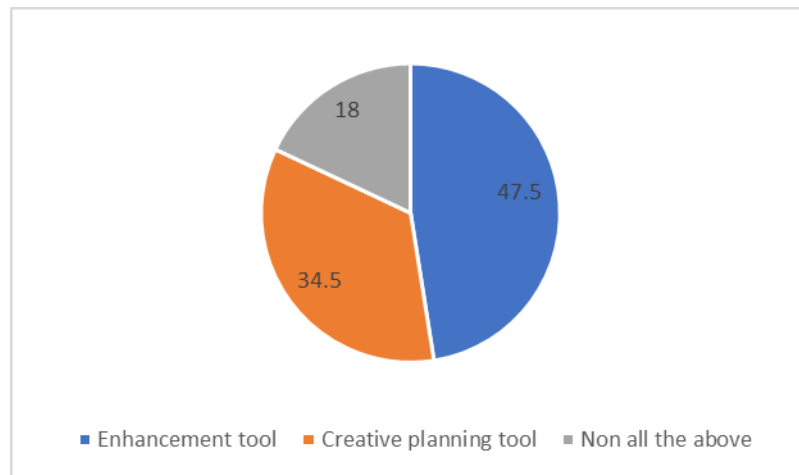


Figure 5. The sample answer about best describes their broad 3D advertisement project field used 3D3A marketing strategy.

Fig. (11) shows the sample answer about best describes your broad 3D advertisement project field used 3D3A marketing strategy. The percentage of (47.5%) from the sample mentioned that describes their broad 3D advertisement project field used 3D3A marketing strategy is “Enhancement tool”, followed by percentage of (34.5%) from the sample answered that this strategy is “Creative Planning Tool”, finally followed by the sample opinion rejected that the previous described, saying “Non-all the above” by the percentage of (18%).

Part five: Hypothesis Testing Results:

Hypothesis 1. The application of the three-dimensional concept and strategy positively affects both the marketing and design mechanism as follows:

H3b: Analysis competitiveness of brand is associated with 3dimensional design strategy in situational marketplace.

Table 10. Hypothesis (1a) Testing Results.

Competitiveness of brand	3-dimensional design strategy	
	R Pearson	sig
	0.457	0.002
** Competitiveness of brand correlation is significant at the level 0.05 (2 - Tailed).		

The findings show that there is a significant positive relationship between brand competitiveness and 3D design approach in situational marketplaces. where the value of the Pearson coefficient was 0.457, with a value at a significant level of less than 0.05 which was (0.002), this relationship was medium-strength. This result means if the competitiveness of brand increased positively way the increased use of 3dimensional design strategy in situational marketplace.

H3b: Analysis competitiveness is associated with the degree of comprehensiveness in 3d printing techniques.

Table 11. Hypothesis (1b) Testing Results.

degree of comprehensiveness	3d printing techniques	
	R Pearson	sig
	0.351	0.000
** Degree of comprehensiveness correlation is significant at the level 0.05 (2-Tailed).		

The results reveal that the association between the degree of comprehensiveness and 3D printing techniques is significant. where the value of the Pearson coefficient was 0.351, with a value at a significant level of less than 0.05 which was (0.000), this relationship was medium-strength. This result means if the Degree of competitiveness increased positively which mean increasing used of 3d printing techniques.

H3b: Analysis competitiveness associated positively with the emphasis on marketing and design capabilities in 3d printing.

Table 12. Hypothesis (1c) Testing Results.

Positive competitiveness	Marketing and design capabilities in 3d printing.	
	R Pearson	sig
	0.421	0.000
** Positive competitiveness correlation is significant at the level 0.05 (2-Tailed).		

The results demonstrate the relevance of the positive association between the degree of exhaustiveness and emphasizing on marketing and design capabilities in 3d printing. where the value of the Pearson coefficient was 0.421, with a value at a significant level of less than 0.05 which was (0.000), this relationship was medium-strength. This result means if the Degree of competitiveness increased positively which mean increased emphasizing on marketing and design capabilities in 3d printing.

H3b: Analysis competitiveness is associated negatively with communication quality in strategy of 3dimensional design and marketing.

Table 13. Hypothesis (1d) Testing Results.

Negative competitiveness	Communication quality in strategy of 3dimensional design and marketing.	
	R Pearson	sig
	- 0.321	0.001
** Negative competitiveness correlation is significant at the level 0.05 (2 -Tailed)		

The results indicate the negative significance of the correlation between the degree for the comprehensiveness and communication quality in strategy of 3dimensional design and marketing. where the value of the Pearson coefficient was 0.321, with a value at a significant level of less than 0.05 which was (0.001), this relationship was medium-strength. This result means if the Degree of competitiveness was negative value or degree the less communication quality in strategy of 3dimensional design and marketing.

Hypothesis 2. Propose that acquisition of the 3D printing conditions is consistent, such as the material used, printing design techniques, reflect the visual message concept, while printing throughout the investigation as follows:

H3b: Acquisitive individuality is associated positively with situational analysis in brand marketing.

Table 14. Hypothesis (2a) Testing Results.

Individuality	Situational analysis in brand marketing.	
	R Pearson	sig
	0.411	0.000
** Individuality correlation is significant at the level 0.05 (2-Tailed).		

The results reveal that the association between individuality and situational analysis in brand marketing is significant. where the value of the Pearson coefficient was 0.411, with a value at a significant level of less than 0.05 which was (0.000), this relationship was medium-strength. This result means if the experience of individuality was positive which mean the increasing situational analysis in brand marketing.

H3b: Acquisitive individuality is associated negatively with comprehensiveness in brand marketing.

Table 15. Hypothesis (2b) Testing Results.

Individuality	Comprehensiveness in brand marketing.	
	R Pearson	sig
	-0.501	0.003
** Individuality orrelation is significant at the level 0.05 (2-Tailed)		

The results indicate the negative significance of the correlation between the individuality and comprehensiveness in brand marketing. where the value of the Pearson coefficient was 0.501-, with a value at a significant level of less than 0.05 which was (0.003), this relationship was medium-strength. This result means if the experience of individuality was negative which mean less evaluating comprehensiveness in brand marketing.

H3b: Acquisitive individuality is associated positively with the emphasis on 3dimensional design concept and acquisition in brand marketing.

Table 16. Hypothesis (2c) Testing Results.

Individuality	Emphasis on 3dimensional design concept and acquisition in brand marketing.	
	R Pearson	sig
	0.611	0.000
** Individuality correlation is significant at the level 0.05 (2-Tailed)		

The results reveal that the association between uniqueness and the emphasis on 3D design idea and acquisition in brand marketing is significant. Where the value of the Pearson coefficient was 0.611, with a value at a significant level of less than 0.05 which was (0.000), this relationship was medium-strength. This result means if the experience of individuality was positive which mean the more emphasizing on 3dimensional design concept and acquisition in brand marketing.

H3b: Acquisitive individuality is associated positively with cross functional integration and attacking in brand marketing.

Table 17. Hypothesis (2d) Testing Results.

Individuality	Cross functional integration and attacking in brand marketing.	
	R Pearson	sig
	0.411	0.000
** Individuality correlation is significant at the level 0.05 (2-Tailed)		

The results reveal that the association between uniqueness and crossing functional integration and attacking in brand marketing is statistically significant. where the value of the Pearson coefficient was 0.411, with a value at a significant level of less than 0.05 which was (0.000), this relationship was medium-strength. This result means if the experience of individuality was positive which mean the more crossing functional integration and attacking in brand marketing.

Hypothesis 3. Propose that there was not enough attack on the 3D3a printing strategy during the marketing of the 3D printing product, nor a visual message being sent to the public that would affect the accuracy of its results. Besides, it is assumed that the 3D printed objects contained in the ads are closely related to the printing performance as follows:

H3b: Attack Innovation culture is associated positively with situational acquisition in advertising marketplace.

H3b:

Table 18. Hypothesis (3a) Testing Results.

Attack Innovation culture	Situational acquisition in advertising marketplace.	
	R Pearson	sig
	0.311	0.000
** Attack Innovation culture correlation is significant at the level 0.05 (2-Tailed)		

Results reveal that the association between Attack Innovation culture and situational acquisition in the advertising industry is significant. Where the value of the Pearson coefficient was 0.311, with a value at a significant level of less than 0.05 which was (0.000), this relationship was medium-strength. This result means if the attacking of Innovation culture was increased that lead more declaring for this unique culture which mean the more situational acquisition in advertising marketplace.

H3b: Innovative culture is associated positively with comprehensiveness in marketplace.

Table 19. Hypothesis (3b) Testing Results.

Innovation culture	Comprehensiveness in marketplace.	
	R Pearson	sig
	0.421	0.01
** Innovation culture correlation is significant at the level 0.05 (2-Tailed)		

The results reveal that the association between Innovation culture and market comprehensiveness is significant.

where the value of the Pearson coefficient was 0.421, with a value at a significant level of less than 0.05 which was (0.01), this relationship was medium-strength. This result means if the Innovation culture was increased that lead more declaring for this unique culture which mean the more evaluating of comprehensiveness in marketplace.

H3b: Attack Innovative culture is associated positively with emphasis on marketing assets and capabilities in advertising marketplace.

Table 20. Hypothesis (3c) Testing Results.

Attack Innovation culture	Emphasis on marketing assets and capabilities in advertising marketplace	
	R Pearson	sig
	0.521	0.03
** Attack Innovation culture correlation is significant at the level 0.05 (2-Tailed)		

The results demonstrate the relevance of the positive association between Attack Innovation culture and advertising marketplace emphasis on marketing assets and competencies. where the value of the Pearson coefficient was 0.521, with a value at a significant level of less than 0.05 which was (0.03), this relationship was medium-strength. This result means if the Innovation culture was increased that lead more declaring for this unique culture which mean the more emphasizing on marketing assets and capabilities in advertising marketplace.

H3b: Attack Innovative culture is associated positively with cross functional integration in advertising marketplace.

Table 21. Hypothesis (3d) Testing Results.

Attack Innovation culture	Cross functional integration in advertising marketplace.	
	R Pearson	sig
	0.411	0.04
** Attack Innovation culture correlation is significant at the level 0.05 (2-Tailed)		

The results indicate the positive significance of the correlation between Attack Innovation culture and crossing functional integration in advertising marketplace. where the value of the Pearson coefficient was 0.411, with a value at a significant level of less than 0.05 which was (0.04), this relationship was medium-strength. This result means if the Attack Innovation culture was increased that lead more declaring for this unique culture which mean the more crossing functional integration in advertising marketplace.

7. CONSTRAINTS AND RECOMMENDATIONS FOR FUTURE DEVELOPMENT

The comprehensiveness of the reported results is restricted because the effectiveness of the three-dimensional ad was limited to the relationship between the three-dimensional marketing strategy model used under study and the three-dimensional advertising. As observed by (Jiang, Tian, Liu, and Gursory, 2020), measured the advertisement effectiveness by defining regulatory attention as an underlying mechanism, the focus was on the efficiency of destination advertising through the moderation of arousal in advertising. The specific advertising performance measures under consideration (degree of advertising effectiveness, positive competitiveness towards the brand or product, individuality, and culture of innovation) appear in the literature. It is likely that design context variables that have benefitted favorably or badly from the adoption of three-dimensional advertising effectiveness (see Table 6) may be different for various impact measures employed in the field of advertising design and marketing.

Despite the limits of the current study, the findings are valuable and have a number of implications for how marketing strategy aspects impact advertising effectiveness. The study presents both theoretical and empirical foundations for quantifying the design efficacy in 3D advertising throughout 3D3A marketing strategy differentiation, which increases our understanding of advertising effectiveness. We also contribute to the literature by investigating a multidimensional term in the context of contentious advertising. Indeed, the relatively strong correlations between 3D design (control factors in the quantitative study) and the components of the 3D3A marketing strategy, as well as the substantive relationships of the special techniques with advertising-effectiveness, highlighted the specific impact

that 3D design can have, at least within the study advertising context. Finally, while the study provides a suitable testbed for a more in-depth knowledge of the 3D3A marketing model throughout advertising contexts, the author believes that there is still much to learn about the relationship (s) between 3D advertising and marketing performance results in other contexts.

- In marketing planning, consider 3D advertising context aspects. High-tech approaches and particular materials, as well as process engagement, increase the efficacy of advertising and favorably influence purchase decisions. This emphasizes the idea that marketing vehicles affect advertising in ways other than just generating exposure effects.

- The current study, in contrast hand, reinforces the long-held belief that advertising context matters and, as such, should be considered during the marketing-planning process.

8. CONCLUSIONS

Most crucially, the findings show that 3D3A moderates the link between competitive strategy and unique product performance in advanced market-place. In addition, the data imply that experts should examine 3D dimensions in advertising design and its marketing strategy as a competitive element (individuality, innovation culture, and degree of comprehensiveness) in conjunction with the complementary effect of market orientation and marketing skill. This factor would help to explain improved Brand- performance, which including 3D advertisement.

RECITAL OF COMPETING INTERESTS

The author has confirmed that no financial or personal affiliations that might be seen as influencing the work disclosed in this paper.

FUNDING

This work was supported by the research fund of City University Ajman (CUA-2023).

REFERENCES

- [1] Abernethy, A. M., & Butler, D. D. (1992). Advertising information: services versus products. *Journal of Retailing*, 68(4), 398.
- [2] Bernardin, T., Kemp-Robertson, P., Stewart, D. W., Cheng, Y., Wan, H., Rossiter, J. R., ... & Fukawa, N. (2008). Envisioning the future of advertising creativity research: Alternative perspectives. *Journal of advertising*, 37(4), 131-150.
- [3] Blasko, V. J., & Mokwa, M. P. (1986). Creativity in advertising: A Janusian perspective. *Journal of Advertising*, 15(4), 43-72.
- [4] AROLINE. (2022), DECEMBER 30). *3D Configurator | How Will 3D Marketing Benefit Automotive Industry*. (kivisense, Producer, & kivisense) Retrieved FEBRUARY 2023, from tryon.kivisense.com: <https://tryon.kivisense.com/blog/3d-configurator-benefit-automobile/>
- [5] Caviggioli, F., & Ughetto, E. (2019). A bibliometric analysis of the research dealing with the impact of additive manufacturing on industry, business and society. *International journal of production economics*, 208, 254-268.
- [6] Day, G., Reibstein, D., & Shankar, V. (2009). Measuring innovation. Wharton School of Business working paper. University of Pennsylvania.
- [7] d'Aveni, R. (2015). The 3-D printing revolution. *Harvard business review*, 93(5), 40-48.
- [8] Ducoffe, R. H. (1995). How consumers assess the value of advertising. *Journal of current issues & research in advertising*, 17(1), 1-18.
- [9] Ducoffe, R. H. (1996). Advertising value and advertising on the web-Blog@ management. *Journal of advertising research*, 36(5), 21-32.
- [10] Eisend, M., & Tarrahi, F. (2016). The effectiveness of advertising: A meta-meta-analysis of advertising inputs and outcomes. *Journal of Advertising*, 45(4), 519-531.
- [11] Jiang, H., Tan, H., Liu, Y., Wan, F., & Gursoy, D. (2020). The impact of power on destination advertising effectiveness: The moderating role of arousal in advertising. *Annals of Tourism Research*, 83, 102926.
- [12] Karray, S., Martín-Herrán, G., & Sigué, S. P. (2022). Managing advertising investments in marketing channels. *Journal of Retailing and Consumer Services*, 65, 102852.
- [13] Mellor, S., Hao, L., & Zhang, D. (2014). Additive manufacturing: A framework for implementation. *International journal of production economics*, 149, 194-201.
- [14] Minissale, G. (2017). Advertising With Art: Creative Visuals.
- [15] Pejic-Bach, M., Bertoncel, T., Meško, M., & Krstić, Ž. (2020). Text mining of industry 4.0 job advertisements. *International journal of information management*, 50, 416-431.
- [16] Namin, A., Hamilton, M. L., & Rohm, A. J. (2020). Impact of message design on banner advertising involvement and effectiveness: An

- empirical investigation. *Journal of Marketing Communications*, 26(2), 115-129.
- [17] Achrol, R. S., & Kotler, P. (2022). Distributed marketing networks: The fourth industrial revolution. *Journal of Business Research*, 150, 515-527.
- [18] Secunda, E. (1995). A commentary on marketers' use of disguised forms of product promotion to compensate for the loss of traditional advertising's effectiveness. *Journal of Marketing Communications*, 1(3), 163-174.
- [19] Septianto, F., Seo, Y., & Zhao, F. (2022). The effects of competence and warmth appeals on luxury and sustainable Brand advertising: the moderating role of construal level. *Journal of Advertising*, 51(3), 369-384.
- [20] Stewart, D. (1972). Truth in Advertising. *Journal of Advertising*, 1(1), 48-49.
- [21] Tellis, G. J. (2003). *Effective advertising: Understanding when, how, and why advertising works*. Sage Publications.
- [22] Bernardin, T., & Kemp-Robertson, P. (2008). Wildfire 2008: Creativity with a human touch. *Journal of Advertising*, 131-135.
- [23] Vakratsas, D. a. (1999). How Advertising Works: What Do We Really Know?.,. *Journal of Marketing*, 63(1), 26–43.
- [24] Valenti, A., Yildirim, G., Vanhuele, M., Srinivasan, S., & Pauwels, K. (2022). Advertising's sequence of effects on consumer mindset and sales: A comparison across brands and product categories. *International Journal of Research in Marketing*.
- [25] Valenti, A., Yildirim, G., Vanhuele, M., Srinivasan, S., & Pauwels, K. (2022). Advertising's sequence of effects on consumer mindset and sales: A comparison across brands and product categories. *International Journal of Research in Marketing*.
- [26] Weller, C., Kleer, R., & Piller, F. T. (2015). Economic implications of 3D printing: Market structure models in light of additive manufacturing revisited. *International Journal of Production Economics*, 164, 43-56.
- [27] White, G. E. (1972). Creativity: The x factor in advertising theory. *Journal of Advertising*, 1(1), 28-32.
- [28] Eggink, W., & Snippert, J. (2017). Future Aesthetics of Technology; context specific theories from design and philosophy of technology. *The Design Journal*, 20(sup1), S196-S208.
- [29] Yang, Y., Yang, Y. C., Jansen, B. J., & Lalmas, M. (2017). Computational advertising: A paradigm shift for advertising and marketing?. *IEEE Intelligent Systems*, 32(3), 3-6.
- [30] Zeren, A. (2022, Oct 25). *3D3A - 3 Dimensional Strategic Marketing Model*. Retrieved Oct 2022, from academia.edu: https://www.academia.edu/6240746/3D3A_3_Dimensional_Strategic_Marketing_Model

DOI: <https://doi.org/10.15379/ijmst.v10i2.1267>

This is an open access article licensed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/3.0/>), which permits unrestricted, non-commercial use, distribution and reproduction in any medium, provided the work is properly cited.