STATIC ADVERTISING VS DYNAMIC ADVERTISING AND THEIR IMPACT ON THE FASHION INDUSTRY

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Static Advertising vs Dynamic Advertising

Abstract

This Senior Honors Thesis explored the idea of static advertising and dynamic advertising in the fashion industry. It discussed the similarities and the differences between the two styles of advertising (with an emphasis on the fashion industry), gave examples of both styles of advertising and explained the results of the research plan initiated to understand how static advertising and dynamic advertising impacts the fashion industry within our current society.

Participants for the research plan included twelve Texas Southern University students that were split into four categories: Marketing Majors, Business Majors, Fashion Entrepreneurs and Other Majors. Throughout the Spring 2019 semester, each student was given an in-person interview to understand their knowledge of static advertising and dynamic advertising and to receive their opinion about the two advertising styles’ use in the fashion industry for our current society.

Results are discussed in terms of qualitative data, showcased in various tables, based off of the answers given in the interviews.
Introduction

Imagine this:

"You're sitting on the couch, you're watching TV and your life is passing you by. You keep procrastinating, over and over, "Well maybe I'll go to school next year or maybe next semester." No, do it right now. They'll work with you after work or you can go before work, you can do whatever you need to do to graduate. Go talk to somebody right now; they out to help you. You spend all day on the phone anyhow; why don't you make a phone call that's gonna help you in your future? All you gotta do is pick up the phone and make the call. Why are you making it complicated? It's easy (Everest College Commercial)."

Sounds familiar? Of course it does, because you have seen this commercial on television and now it is stuck in your head, but have you ever thought about what intrigues you to the advertising, how the advertisement speaks to you so well or what type of advertising you were looking at? Did you know that there are two categories for advertisements: static advertising and dynamic advertising? Static advertising (also known as fixed advertisements) are advertisements that remain the same (for example, movie posters and commercials/trailers) ("In the Battle of Static Ad vs. Dynamic Ad, Which Wins?"), while dynamic advertising is highly personalized advertisements that “can change with time and consumer behavior” ("In the Battle of Static Ad vs. Dynamic Ad, Which Wins?"). Between static advertising and dynamic advertising (specifically in the fashion industry), static advertising has the most impact in society today, but

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1 The dialogue comes from the 2007 Everest College Commercial, where an angry, African-American male yells at you through the television screen to go to school and to do better with your life. The commercial has garnered critical appraise and gained multiple parodies since its first airing.
before its impact in society is mentioned, the two categories of advertising must be discussed, in detail.
Static Advertising vs Dynamic Advertising

The History of Static Advertising

The history of advertising began with static advertising. Static Advertising (also known as fixed advertisements) are advertisements that never change ("In the Battle of Static Ad vs. Dynamic Ad, Which Wins?") (Examples include movie posters, commercials, trailers and books). The February 2017 magazine cover for Elle Canada\(^2\) is an example of static advertising for the fashion industry, because it is a fixed advertisement that could not be changed once it was released.

The Louis Vuitton’s commercial for its 2018 Spirit of Travel Campaign\(^3\) is another example of static advertising, even though it is a commercial. As long as the advertisement cannot be changed after distribution, it is referred to as static advertisement (even if it is a video). Static advertisements are liked by Advertisers “because once you create them, you do not have to do much else” ("In The Battle of

\(^2\) Elle Canada is a fashion magazine that covers fashion, style, beauty and guidance for fashion savvy Canadians.

\(^3\) Starring Michelle Williams and Alicia Vikander, the Spirit of Travel Campaign is a Louis Vuitton commercial that is about the quest for freedom and adventure on the other side of the world.
Static Advertising vs Dynamic Advertising

Static Ad vs. Dynamic Ad, Which Wins?”). This form of advertising has been used for many years; however, there is a drawback to it. According to Maria Gianotti⁴, static advertisements are made appealing to the audience for the first time but becomes monotonous⁵ after multiple views of it (“In The Battle of Static Ad vs Dynamic Ad, Which Wins?”). After viewing the advertisement multiple times, it reduces the opportunity to entice an audience and does not create an interaction with potential customers (“In The Battle of Static Ad vs Dynamic Ad, Which Wins?”). If you work in a highly-regulated industry, like the entertainment industry, where your advertisement content has to be reviewed by a legal team, a static advertisement can reduce the headaches and battles you have to get an advertisement approved (“In The Battle of Static Ad vs. Dynamic Ad, Which Wins?”).

The History of Dynamic Advertising

⁴ Maria Gianotti is the Demand Generation Director at Vibes (a company that leads, internationally, in mobile marketing engagement, helping brands reach consumers on the go), the current President-Elect for the San Francisco Chapter of the American Marketing Association and the author of the “In The Battle of Static Ad vs. Dynamic Ad, Which Wins?” article.

⁵ Monotonous is an adjective word that means dull, tedious and repetitious; lacking in variety and interest (for example, “the statistics that he quotes with monotonous regularity”).
Once static advertising was depleting among the masses, dynamic advertising began emerging. Dynamic advertising is highly personalized advertisements that “can change with time and consumer behavior” (“In The Battle of Static Ad vs. Dynamic Ad, Which Wins?”). For example, if data tells you that a shopper visited your website to view a product, but he or she also visited a competitor’s website where the same product was cheaper, the advertisement displayed could offer a discount for that product on your website to that shopper (“In The Battle of Static Ad vs. Dynamic Ad, Which Wins?”).

A visual example of dynamic advertising is showcased to the left of the text. When you spend a few minutes navigating a website (for example, the Trophy.Deals website) but decide to go to a different website without doing anything on the previous website, then an advertisement will appear on the new website for the previous website (an advertisement for the Trophy.Deals website appeared in the upper right-hand corner of the website in the second photo). Based off of the data that the company has compiled, it already knows that the consumer is interested in a particular product from the company and that the consumer has compared prices, so it stands a

6 Trophy.Deals is an ecommerce website that sells trophies at a cheap price.
greater chance of having the consumer buy the product if the company can compete with its competitor’s prices through dynamic advertisement. It is “more likely to get people to visit and buy from the website repeatedly,” because after the advertisement is created, a criteria can be set to make it dynamic, such as product placement, its price or the discount for the product (“In The Battle of Static Ad vs. Dynamic Ad, Which Wins?”). Even with the increasing preference of dynamic advertising, there are still a few drawbacks to it: one, it is more complicated to create [it involves uploading the product feed and criteria for the dynamic features, such as how low you are willing to sell a product]; two, it is not ideal for smaller e-commerce sites with little traffic; and three, it requires more ongoing maintenance (the products and pricing needs to be updated constantly) (“In The Battle of Static Ad vs. Dynamic Ad, Which Wins?”). For your dynamic advertising to be successful, you must be able to put in a lot of work to keep up with consistently changing consumer behavior. Although dynamic advertising is more preferred by many companies, because it tracks consumer behavior better than static advertising, it takes a lot of work, creativity and understanding of the consistent, fast changes of consumer behavior for the advertisement to be successful.
The Importance of Understanding Static Advertising and Dynamic Advertising

Static advertising and dynamic advertising are rarely discussed, especially in marketing courses. After speaking with multiple students who are studying Marketing at Texas Southern University, it was discovered that static advertising and dynamic advertising are not being taught in the courses. The students either had an idea about the topics but did not know the full definition or they had no clue what it was. After talking to one of the Marketing professors about the concept, it was discovered that he had never heard of the concepts, either. The debate about static advertising and dynamic advertising is a new conversation that has not made it into the classrooms; however, it has been discussed in various articles, blogsites and social media platforms. This new topic for marketing has been used to describe various industries, as well (for example, the fashion industry).
History of the Fashion Industry

The fashion industry is a multibillion-dollar global enterprise that is devoted to the business of making and selling clothes. Some observers distinguished the fashion industry\(^7\) from the apparel industry\(^8\) but by the 1970s, the boundaries between the two industries have combined into one industry. Fashion is best defined as the style or styles of clothing and accessories worn at any given time by groups of people. There may appear to be differences between the expensive designer fashions that are shown on the runways of Paris or New York and the mass-produced sportswear and street styles sold in malls and markets around the world; however, the fashion industry encompasses design, manufacturing, distribution, marketing, retailing, advertising and promotion of all types of apparel (men, women and children) from the most rarefied\(^9\) and expensive haute couture\(^{10}\) and designer fashions to ordinary everyday clothing—from couture ball gowns to Juicy Couture-brand sweatpants (“Fashion Industry”). Even with the success and the necessity of the fashion industry, marketing still has played a key role in the development of the fashion industry over time.

\(^7\) According to John S. Major and Valerie Steele from Britannica.com, the fashion industry used to be defined as an industry that makes high fashion.

\(^8\) According to John S. Major and Valerie Steele from Britannica.com, the apparel industry used to be defined as an industry that makes ordinary clothes or “mass fashion.”

\(^9\) Rarefied is an adjective that means distant from the lives and concerns of ordinary people (debates about the nature of knowledge can seem very rarefied.)

\(^{10}\) Haute couture is expensive, fashionable clothing that produced by leading fashion houses.
History of Marketing in the Fashion Industry

Fashion marketing is the process of managing the flow of merchandise from the initial selection of designs to be produced to the presentation of products to retail customers, with the goal of maximizing a company’s sales and profitability. Successful fashion marketing depends on understanding consumer desire and responding with appropriate products. Marketers use sales tracking data, attention to media coverage, focus groups and other means of ascertaining consumer preferences to provide feedback to designers and manufacturers about the type of products and quantity of products to be produced. Marketers are thus responsible for identifying and defining a fashion producer’s target market and for responding to the preferences of those customers (“Fashion Industry”).

Marketing operates at both the wholesale and retail levels. Companies that do not sell their own products at the retail level must place those products at wholesale prices in the hands of retailers, such as boutiques, department stores and online sales companies. They use fashion shows, catalogs and a sales force armed with sample products to find a close fit between the manufacturer’s products and the retailer’s customers. Marketers for companies that do sell their own products at retail are primarily concerned with matching products to their own customer base. At both the wholesale and the retail level, marketing also involves promotional activities, such as print and other media advertising aimed at establishing brand recognition, and brand reputation for diverse characteristics, such as quality, low price or trendiness (“Fashion

11 Ascertain is a verb that means to find (something) out for certain; to make sure of (an attempt to ascertain the cause of the accident).
Industry”). Marketing has been a strong element within the history of the fashion industry, and the most common use of marketing tactics for the fashion industry is static advertising.
Static Advertising in the Fashion Industry

Media of all kinds are essential to the marketing of fashion. The first dedicated fashion magazines appeared in England and France in the late 18th century. In the 19th century, fashion magazines—such as the French *La Mode Illustrée*, the British Lady’s Realm and the American Godey’s Lady’s Book—proliferated and flourished. Featuring articles, hand-colored illustrations (known as fashion plates) and advertisements, fashion magazines played a significant role in promoting the democratization of fashion in the modern era. The development of effective and inexpensive methods of reproducing photographs in print media in the early 20th century led to the rise of fashion photography and of heavily illustrated fashion magazines such as *Vogue*.

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12 *La Mode Illustrée* was one of the best known French fashion magazines published in the second half of the 1800s. Distributed on a weekly basis, each issue featured a description of Victorian fashions and related accessories. The prints were hand-colored and were inserted in the magazine, along with the text pages describing the fashions.

13 The British Lady’s Realm was a British women’s magazine that was published from 1896 until 1914 or 1915. It primarily targeted upper-class readers and aspirational middle-class audience. It featured photographs, poems, fiction and columns by popular authors, such as Marie Corelli, Frances Hodgson Burnett, Jack London and H.G. Wells.

14 The American Godey’s Lady Book was designed by Louis Antoine Godey to specifically attract the growing audience of American women. The magazine was intended to entertain, inform and educate the women of America through extensive fashion descriptions and plates, biographical sketches, health and hygiene, recipes and more.

15 *Vogue* is a fashion and lifestyle magazine covering many topics including fashion, beauty, culture, living and runway. It began as a weekly newspaper in 1892 in the United States, before becoming a monthly publication years later.
Magazine advertising rapidly became a principal marketing tool for the fashion industry ("Fashion Industry").

The creation of cinema newsreels\textsuperscript{16} and the rise of television made it possible for people all over the world to see fashion shows and to imitate the fashionable clothing worn by celebrities. The dominance of visual media continued during the Internet age, with fashion blogs emerging as an increasingly important means of disseminating\textsuperscript{17} fashion information. Red-carpet events, such as awards ceremonies, provide an opportunity for celebrities to be photographed wearing designer fashions, thus providing valuable publicity to the designers ("Fashion Industry"). While the use of static advertising for the fashion industry has remained as the main marketing strategy, dynamic advertising is beginning to change the way that many of the companies in the fashion industry markets to its customers.

\begin{footnotesize}
\begin{enumerate}
\item Newsreels are short motion pictures of current events.
\item Disseminating is a verb that means to spread (something, especially information) widely (health authorities should foster good practice by disseminating information).
\end{enumerate}
\end{footnotesize}
Dynamic Advertising in the Fashion Industry

The fashion brand is able to differentiate from its competitors by using certain unique sales formats. In e-commerce,\textsuperscript{18} it is evident before and after the use of dynamic advertisements, but now, there is a new format that allows e-commerce to reach an even better outcome. It allows you to reinvent and further optimize the results of your advertisement. A usual dynamic advertisement includes the main product image, as well as any information contained in the catalog display in the text box ("Desigual and its Innovative Secret with Dynamic Ads"); however, dynamic advertising (also referred to as dynamic creative) are also “built in real time when an advertisement request is sent to the server and pulls different creative elements based on the environment, the user and other factors. From a specific location to a recent web search, or the history of the pages the customer have visited, an advertisement using dynamic advertising serves content based on the customer and his or her behavior” ("What is Dynamic Creative in Advertising?").

For the fashion industry, dynamic advertising works as a matchmaker. The content that is seen is based on the customer’s likes and (sometimes) dislikes. The more he or she shops around for a certain product or service, the more it will tailor the advertisements that is seen to those search results. Through the use of cookies,\textsuperscript{19} tracking data, time of day, day of the week, geographic location and many other factors, advertisements are built to target the website’s

\textsuperscript{18} E-Commerce (also referred to as electronic commerce) is the activity of buying or selling of products on online servers or over the Internet. It draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems and automated data collection systems.

\textsuperscript{19} Cookie is a small text file (up to 4KB) created by a website that is stored in the user’s computer either temporarily for that session only or permanently on the hard disk (persistent cookie). Cookies provide a way for the website to recognize you and keep track of your preferences.
visitor. Although some advertisements are alike, the ones that are seen will be tailored to the customer’s specific needs. One customer will have a different advertising experience from someone else who is just a few blocks away from him and her but is on the same website, because they have been searching for different items. Also, people in different parts of the country, or the world, will see different advertisements based on their surroundings and local events. Dynamic advertising is so flexible, it can sometimes be quite startling to see advertisements that the customer will say, “Wow. I was looking for something just like that. How do they know?” (“What is Dynamic Creative in Advertising?”). An example of this in the fashion industry is:

It is summer and you are planning a vacation. You use the usual websites to look for the best deals for your holiday, and you may even look into a few new items of clothing for the trip. As you continue to browse, dynamic advertisements will be served that address those needs. Through data collection, the real-time automation software knows that you are actively seeking vacations and related paraphernalia. Suddenly, you will start seeing advertisements for suitcases, sunscreen, hotels, power converters and different kinds of footwear (“What is Dynamic Creative in Advertising?”).

A smart shoe manufacturer can use this information to directly target you with specific types of footwear. You are not going to see advertisements for work boots or running shoes; however, if you suspend looking for vacations, and instead start looking for tuxedo rentals, wedding invites and flowers, the advertisements will change. Now, instead of beach footwear, you will see formal shoe choices. The dynamic advertisement acts as a reverse chameleon,
Static Advertising vs Dynamic Advertising

tailoring results that will be the most relevant and eye-catching to you ("What is Dynamic Creative in Advertising?").

Similarly, other fashion brands will want to use dynamic advertising to their advantage. It is a great way for fashion brands to increase the chances of click-through rates\(^{20}\) and conversions,\(^{21}\) by serving the most relevant content possible ("What is Dynamic Creative in Advertising?"). Even with static advertising and dynamic advertising being equally influential, the question still arises: which form of advertising is most impactful on the fashion industry.

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\(^{20}\) The click-through rate is the ratio of users who click on a specific link to the number of total users who view a page, email or advertisement. It is commonly used to measure the success of an online advertising campaign for a particular website as well as the effectiveness of email campaigns.

\(^{21}\) Conversion advertisements occur when a click leads directly to a valuable user-action such as a purchase, sign-up, registration, lead or view of a key page. It measures the effectiveness of unique clicks.
Advertising’s Impact on the Fashion Industry

Static Advertising’s Impact

Static advertising is heavily used in the fashion industry, especially in today’s society. It appears in many forms (for example, fashion shows). According to Saranya, "fashion shows are a channel of communication between fashion designers and customers where designers showcase new ideas through merchandise on live models" ("Influence of Fashion Shows on the Fashion Market and on Society").

In the past, designers would show their new styles and designs to clients through sketches. Once the design was complete, it was displayed on a wooden dummy, or Fashion dolls, to show upcoming styles and designs to the customers. The dolls were illustrated with new styles and dressed up with jewelry, as well as hair and dress styles.

Charles Worth (British couturier in Paris) created the idea of the living mannequin. When he opened his store in 1858, his wife modelled his creations in the salon. When the idea worked, Worth employed mannequins who walked throughout the salon or down the runway to show his collections to his customers. In early 1911, living models were used as a regular part of fashion promotions for retailers, as well as manufacturers in the earliest fashion shows.

Fashion shows play a vital role in marketing clothes and conveying recent fashion trends. Nothing is constant in fashion; designs and styles change consistently. Fashion shows help create interest amongst the public to spread awareness about new arrivals in design and style. These shows help to draw public attention. Fashion marketing scrutinizes fashion trends, coordinates

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sales and promotes products. It is necessary to grant exposure to various trends and styles of clothing. Fashion marketing notifies the public about recent changing trends and about what is in fashion.

Through these shows, fashion designers can express their creative skills and talent in designing various types of clothing. The individual talent of designers is exposed, and they get an opportunity to promote their creations. By involving themselves in these shows, retailers can gain various views of different designs and styles of clothing from fashion designer’s shows. The knowledge gained from these shows helps retailers incorporate ideas into their boutiques. Using latest fashion software tools, designers can put designs on three dimensional images.

Everyone likes to track everyday fashion. Fashion gives designers a chance to be independent in ideas. It boosts confidence in the wearer. Fashion is a form of expression for both the creator and the wearer. It helps people of similar aesthetics to bond. Print and electronic media have helped the spread of fashion by showcasing the fashion statement of celebrities. They also cover fashion shows and their coverage reaches the target buyer. Once the design is followed by customers, it becomes fashion. Fashion shows not only market products to the target buyer but also target fashion journalists and apparel manufacturers. Most fashion shows aim at buyers from department stores, major markets, fashion journalists and wholesalers. Apparel manufacturers get inspired from the photographs and videos of fashion shows to produce affordable clothes. Most clothes manufactured by apparel industries are inspired by fashion shows. These shows are a way to celebrate variety. Whatever the fashion, it is the choice of customers to accept a trend or to not accept a trend. Thus, fashion shows are a tool to show the latest trend (“Influence of Fashion Shows on the Fashion Market and on Society”).
Besides fashion shows, social media has become a vital tool for fashion marketing. “On social media, a good marketing strategy will spark a 2-way dialogue between the company and customers and introduce new products to the public. The key to a successful social media strategy is to keep people interested and wanting to follow your brand. Some traditional forms of marketing are starting to tire. Many fashion brands realize this and are coming up with innovative ways to market to their audiences” (“Social Media’s Effect On The Fashion Industry”). Social media may not seem like a new trend, but it is constantly evolving. High-end labels, generic labels, fashion magazines and everything in between are connecting with audiences online and through apps. Platforms like Twitter, Pinterest, Snapchat, YouTube and Instagram are especially prevalent.

Twitter is a great place for designers and brands to gain a huge following and let their audience know what they are up to, promote their newest projects and easily see what other Twitter users are saying about them. A good tweet can get thousands of “retweets,” which is a massive asset to increase brand awareness and engagement. The trending topics and hashtag features of Twitter also encourages those who may not usually engage with a topic to take a look at what everyone else is talking about. If a given brand or designer does something newsworthy, Twitter gives many opportunities for that news to spread like wildfire.

Pinterest is a great forum for fashion brands to use because it is a platform that fashionistas and shoppers love to browse on. A brand can separate its apparel into different boards, or categories, to make it easy for potential customers to decide what they want to look at.

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Twitter is an American online news and social networking service on which users post and interact with messages known as "tweets". Tweets were originally restricted to 140 characters, but on November 7th, 2017, this limit was doubled for all languages except Chinese, Japanese, and Korean.
Static Advertising vs Dynamic Advertising

For example, a few of Pac Sun’s boards include “essentials,” “street style” and “denim.” According to Vibe Fashion Consulting, fashion accounts for 45% of Pinterest’s searches and pins. Consumers are also 10% more likely to purchase from an e-commerce website when directed from Pinterest than from any other social media platform.

When it comes to Snapchat, fashion video content thrives. Snapchat stories are often used for providing viewers with exclusive “behind the scenes” looks at designers and events, like Fashion Week. More than any other platform, Snapchatters can feel like they are having an informal, personal experience with a fashion guru or sector of the fashion industry.

People can follow and subscribe to huge fashion designers and influencers such as Alexander Wang, Glamour Magazine and Kim Kardashian, as well as hundreds of others. Snapchat is well liked because video content is more captivating than text or photographs, brands and influencers usually update it multiple times every day and it is less censored and carefully thought out than platforms like Instagram or even Twitter. This is one of the rawest and realest forms of social media.

On YouTube, fashion brands are constantly creating innovative ways to connect with consumers, especially through active video content. For example, fashion line Ted Baker found a way to promote products through YouTube. In September 2016, he shared “Mission Impeccable.” The three-minute video is a narrative-driven classic spy story that showcases the Ted Baker line. At the bottom of the video and in the description there are links to “shop the film.” The tag allows you to shop through specific items the actors wore in the video. This is an engaging strategy that promotes the product without pushing the product. Viewers were able to enjoy the video without feeling forced to purchase. There are also pre-roll, mid-roll and post-roll fashion advertisements. This is great exposure for any brand or company, especially when a
viewer is not given the option of skipping. Companies can pick which YouTube videos to place these advertisements in so they know who their audience will be. Another way the fashion industry has excelled through YouTube is sponsoring beauty and fashion vloggers. They pay influencers to review and market their products. Therefore, the influencers act as puppets for the brand and the brand reaches millions of subscribers through the vloggers mouths.

Instagram, however, is arguably the biggest asset to the fashion industry. Fashion is a visually-based industry, so using a trendy photo-driven app like Instagram is a perfect match. With over 800 million active users, there is massive brand reach potential. A recently added feature to Instagram stories is the “see more” option. Verified accounts (like celebrities and big brands) can post a video or photo to their Instagram story and include a link so that if someone swipes up, they are taken directly to a website. For example, Macy’s could post a video of a woman modeling their newest dress, add the “see more” button and with a quick swipe up, the customer is taken to the link where they can buy that exact dress. This makes it effortless for the customer. The brand is dropping the product in their lap. All they have to do is buy it. Endorsing celebrities to promote the brand’s products can astronomically increase sales, as well. Since not every company can afford an A-list celebrity to promote their products on Instagram, B-list celebrities (who have more followers than the average person) are impactful, too. According to Forbes, “Instagram images posted by influencers and celebrities earn an additional 4x engagement rate, for an 8x increase.” This also makes a product seem more credible and reliable if an influencer is willing to attach his or her name to it. Every social media outlet can and should be taken advantage of to promote a company’s brand. The more exposure, the better. This business-to-consumer industry will only continue to evolve as new apps are developed and
innovative ways of connecting with consumers are created ("Social Media’s Effect on the Fashion Industry").

**Dynamic Advertising’s Impact**

Unlike static advertising, dynamic advertising is more used for the fashion industry’s digital marketing campaigns, especially when the goal is to reach a wider audience through the Internet. According to Statista, “in 2018, fashion e-commerce accounted for roughly 20.4 percent of the total fashion retail sales in the United States of America and has continued to experience a steady annual growth rate since 2003” ("Fashion e-commerce in the United States - Statistics & Facts"). “Businesses that engage in fashion e-commerce typically operates an official website for online shopping website and direct retail sales to consumers. Online shoppers spent an average of 3.09 U.S. dollars per visits to luxury apparel properties and 2.47 U.S. dollars per online shopper per visit to general apparel properties, making fashion the highest revenue-generating e-commerce vertical. The value of e-commerce retail sales for clothing and clothing accessories stores amounted to about 7.8 billion U.S. dollars in 2016. The combined compound annual growth rate (CAGR) for revenue from fashion retail e-commerce in the United States of America is expected to reach an estimated 8.8 percent during the periods between 2016 and 2022. As of 2018, the share of internet users who ever purchased fashion-related products online was 57 percent, making it the most popular online shopping category worldwide. Some of the top fashion online stores in the United States of America include Macy’s, Nordstrom, Amazon, Victoria Secret and Kohl’s. Macy’s apparel and footwear segment recorded a net e-commerce sale of close to 3.5 billion U.S. dollars in 2017, the highest for that year in the United States of America. For approximately a third of online fashion shoppers in the United States of America,
the average order value usually comes to up to 100 U.S. dollars with the average basket size being up to five items. With the growing popularity in online commerce through the use of a mobile device, a lot of Americans are switching from personal desktop computers to the convenience of their mobile devices. In the United States of America, mobile purchases accounted for approximately 26 percent of all digital commerce spending for fashion apparel and accessories 2017 ("Fashion e-commerce in the United States - Statistics & Facts").

Companies, like DMC Media, have been created to help companies like InterparkShopping improve advertisement performance and increase its return on investment. These companies’ main goal is to broaden its customer base and increase sales in some of its lesser-known product categories, such as the fashion category, and the solution to this goal is to utilize dynamic shopping. With the help of Facebook Marketing Partner DMC Media, InterparkShopping launched a retargeting campaign with dynamic advertisements to encourage people to shop its less popular product categories. Through its F-1 platform, DMC Media implemented the Facebook pixel and an SDK to help it track people’s actions on the InterparkShopping website, without needing to integrate the ecommerce company’s expansive product catalog. Using this information, the company targeted a Custom Audience based on the products people viewed on the InterparkShopping website, as well as the items they added to the online shopping cart or had purchased in the past. The F-1 platform then segmented this audience based on the type of product in which they recently showed interest. The F-1 platform also

DMC Media is an integrated digital media agency whose F-1 solution helps companies improve ad performance and increase return on investment.

InterparkShopping is a South Korean online shopping mall.

Dynamic shopping is online shopping with the use of digital marketing strategies, which includes dynamic advertising.
automatically mapped out InterparkShopping’s more than 27 million products and about 1,000 categories and matched them with the Facebook format. That task would have required an enormous time commitment from InterparkShopping but took the F-1 platform just 3 minutes to complete. InterparkShopping then served its target audience with dynamic advertisements that the F-1 platform automatically populated with relevant content and resized depending on the viewer’s platform and device. Finally, the F-1 platform automatically reallocated InterparkShopping’s advertisement budget to maximize its campaign goals—in this case, to drive online sales. DMC Media’s F-1 platform enabled InterparkShopping to reach an audience that it had not been able to in the past. The campaign, which launched in August 2016, also achieved:

- 75X increase in conversion rate
- 4X increase in return on advertisement spend
- 81% decrease in cost per conversion

According to Solyi Kang (Marketing Manager for InterparkShopping), “Launching a Facebook dynamic advertisements campaign was the best choice to reach the right audience with more relevant content. In addition, partnering with DMC Media helped us quickly create and segment an audience group effectively. We achieved strong revenue growth and high return on advertisement spend through this campaign. We will definitely continue this momentum and maximize our growth through this partnership” (“InterparkShopping & DMC Media: Automating Dynamic Ads to Reach Fashion Shoppers”). With the increase of online shopping and digital marketing campaigns, many companies are utilizing the services of digital media agencies to learn consumer behavior and to increase their revenue, especially in the fashion industry.
Static Advertising’s Impact vs Dynamic Advertising’s Impact Research Plan

To learn more about static advertising and dynamic advertising’s impact on the fashion industry in the current society, a research plan\textsuperscript{27} was created and implemented at Texas Southern University to understand the students’ perspective on advertising’s impact on the fashion industry. Based on the research, before conducting the experiment, it is hypothesized that dynamic advertising will be seen as more impactful to the fashion industry over static advertising, because its personalized content helps the fashion companies understand their consumers,\textsuperscript{28} understand their behaviors\textsuperscript{29} and increase their revenue based off of the research that the companies received.

The procedures for the research plan is as follows:

1. Conduct extensive research on static advertising and dynamic advertising and their relation to the fashion industry.

2. Create a criteria for the people to be selected for the interviews.
   a. The criteria for the interviews is:
      i. The interviewee must be a student at Texas Southern University.\textsuperscript{30}

\textsuperscript{27} A research plan is an overview of why you are talking to users and influential stakeholders, who you are talking to, what methods you are using to understand users and where. It gives you a centralized place to explain your user engagement strategy and approach to other developers, intermediaries, and funders.

\textsuperscript{28} The criteria for understanding consumers is based on their Demographics (age, gender, income, etc.), Psychographics (attitudes, motives, interests, etc.), Purchasing Behavior (where you buy, volume, price sensitivity, etc.), Benefits (value, segmentation, etc.) and Geographics (climate, city size, postal codes, etc.).

\textsuperscript{29} The consumers’ behavior is the purchasing behavior, also known as the process of shopping. It is based on where the consumers buy products (online, in stores and on phones), the volume (how often or how much the consumers shop), if the consumers are loyal to the brand or if they switch and if they are price sensitivity.

\textsuperscript{30} Texas Southern University is a public historically black university in Houston, Texas. The university was established in 1927 as the Houston Colored Junior College. It developed through its private college phase as the four-year Houston Colored College.
ii. The interviewee must be a student who is pursuing a degree in Marketing, any of the Business majors (Finance, Accounting, Management and Information Systems), any other major or must be a student who is a fashion entrepreneur.

3. Find twelve students (three students for each category) to participate in a five minute interview.
   a. The interview questions are:
      i. What major are you pursuing at Texas Southern University?
      ii. Are you a fashion entrepreneur?
      iii. Have you heard of the concepts: static advertising and dynamic advertising?
         1. If so, what do they mean?
         2. If not, what do you think they mean?
      iv. (Explain what the two concepts mean) After explaining the definition of static advertising and dynamic advertising, what do you think is more impactful for the fashion industry to increase revenue? Why?

4. Record and analyze the responses.
   a. Create a table graph in Microsoft Office Excel to understand how each response corresponds within its group.

5. Discuss the final outcome.

For this research experiment, Texas Southern University was chosen as the main location for the interviews, because college students are the number one target market for the fashion industry. Since the topic of static advertising and dynamic advertising is correlated within the Marketing
field, the Marketing majors and the Business majors are given their own categories. Also, since
the focus of this research experiment is the fashion industry, the fashion entrepreneurs are given
their own category, too. The last category is for students who are pursuing degrees in majors that
are not consider Business majors and are not fashion entrepreneurs.
### Results - Overall

<table>
<thead>
<tr>
<th>Interviewees</th>
<th>Category</th>
<th>Have you heard of static advertising and dynamic advertising?</th>
<th>If so, what do they mean?</th>
<th>If not, what do you think they mean?</th>
<th>Which advertising type is more impactful? Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Marketing</td>
<td>No</td>
<td>N/A</td>
<td>I do not know.</td>
<td>Dynamic.</td>
</tr>
<tr>
<td>#2</td>
<td>Marketing</td>
<td>No</td>
<td>N/A</td>
<td>Static advertising means simple advertisements and dynamic advertising means extravagant advertisements.</td>
<td>Dynamic because people like discounts and the marketers used the same item but made it different to get my attention.</td>
</tr>
<tr>
<td>#3</td>
<td>Marketing</td>
<td>No</td>
<td>N/A</td>
<td>Static advertising means advertisements that do not move (like billboards, posters and flyers), while dynamic advertising means advertising that moves (like commercials, movies and music videos).</td>
<td>Dynamic because the personalized content plays a role in the marketing for the fashion industry. I am able to see advertisements online for specific clothes that I want, which will encourage me to want to buy it. It is something that I want that is consistently in my face.</td>
</tr>
<tr>
<td>#4</td>
<td>Business</td>
<td>No</td>
<td>N/A</td>
<td>Static advertising means ads that are attractive</td>
<td>Dynamic because it is always relevant to the customer.</td>
</tr>
<tr>
<td>#</td>
<td>Category</td>
<td>Static</td>
<td>Dynamic</td>
<td>Reason</td>
<td></td>
</tr>
<tr>
<td>----</td>
<td>----------------</td>
<td>--------</td>
<td>---------</td>
<td>------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>#5</td>
<td>Business</td>
<td>No</td>
<td>N/A</td>
<td>Dynamic because customers are more attracted to personalized ads.</td>
<td></td>
</tr>
<tr>
<td>#6</td>
<td>Business</td>
<td>No</td>
<td>N/A</td>
<td>Static because I buy clothes based off of the Instagram pages I follow.</td>
<td></td>
</tr>
<tr>
<td>#7</td>
<td>Fashion</td>
<td>No</td>
<td>N/A</td>
<td>Dynamic because people like quality discounts. Look at Fashion Nova, everyone likes that they can buy luxury for less.</td>
<td></td>
</tr>
<tr>
<td>#8</td>
<td>Fashion</td>
<td>No</td>
<td>N/A</td>
<td>Static because it draws more attention from the customers than dynamic.</td>
<td></td>
</tr>
<tr>
<td>#9</td>
<td>Fashion</td>
<td>No</td>
<td>N/A</td>
<td>Static because it directs customers to the website easier than dynamic ads.</td>
<td></td>
</tr>
<tr>
<td>#10</td>
<td>Other</td>
<td>No</td>
<td>N/A</td>
<td>Kind of knows the difference.</td>
<td></td>
</tr>
<tr>
<td>-----</td>
<td>-------</td>
<td>----</td>
<td>-----</td>
<td>------------------------------</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Dynamic because if it is already in my mind and I'm reminded of it, then I'll want it more. If I see an ad for a jacket I want, then I'll see it as a sign (from God) telling me to buy the jacket.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#11</th>
<th>Other</th>
<th>No</th>
<th>N/A</th>
<th>Static advertising means soft advertising (nice and easy) and dynamic advertising is aggressive advertising.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Static because it's being put on your mind constantly so you are thinking about it all the time.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#12</th>
<th>Other</th>
<th>No</th>
<th>N/A</th>
<th>Static advertising means statistical numbers of advertisements, while dynamic advertising means the area and feedback of people in the dynamic area of advertisements.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Dynamic because I've experienced it with WishList on Instagram after going to a different website and finding the exact same stuff.</td>
</tr>
</tbody>
</table>

After conducting the research plan with twelve students at Texas Southern University, it was concluded that dynamic advertising is more impactful than static advertising for the fashion industry. For the students who are pursuing a degree in Marketing, all of the responses show that
dynamic advertising is more impactful than static advertising for the fashion industry to increase revenue. For the students who are pursuing a degree in Business, the majority of the responses form the interviewees show that dynamic advertising is more impactful than static advertising for the fashion industry to increase revenue. For the students who are Fashion Entrepreneurs, the majority of the responses from the interviewees show that static advertising is more impactful than dynamic advertising for the fashion industry to increase revenue. For the students who are pursuing a degree in non-Business majors and are not Fashion Entrepreneurs, the majority of the responses from the interviewees show that dynamic advertising is more impactful than static advertising for the fashion industry to increase revenue.
### Results - Marketing Students

<table>
<thead>
<tr>
<th>Interviewees</th>
<th>Have you heard of static advertising and dynamic advertising?</th>
<th>If so, what do they mean?</th>
<th>If not, what do you think they mean?</th>
<th>Which advertising type is more impactful? Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>No</td>
<td>N/A</td>
<td>I do not know.</td>
<td>Dynamic.</td>
</tr>
<tr>
<td>#2</td>
<td>No</td>
<td>N/A</td>
<td>Static advertising means simple advertisements and dynamic advertising means extravagant advertisements.</td>
<td>Dynamic because people like discounts and the marketers used the same item but made it different to get my attention.</td>
</tr>
<tr>
<td>#3</td>
<td>No</td>
<td>N/A</td>
<td>Static advertising means advertisements that do not move (like billboards, posters and flyers), while dynamic advertising means advertising that moves (like commercials, movies and music videos).</td>
<td>Dynamic because the personalized content plays a role in the marketing for the fashion industry. I am able to see advertisements online for specific clothes that I want, which will encourage me to want to buy it. It is something that I want that is consistently in my face.</td>
</tr>
</tbody>
</table>

According to the results of the research plan, all of the Marketing students agreed that dynamic advertising was more impactful than static advertising. When the concepts of static advertising and dynamic advertising were first told to them, each student said that he or she has never heard of the concepts. When asked what they believed the concepts meant, Interviewee #1 did not know, Interviewee #2 stated that static advertising meant simple advertisements and dynamic advertising meant extravagant advertisements and Interviewee #3 stated that static advertising means advertisements that do not move, such as billboards, posters and flyers, while
dynamic advertising means advertising that does move, such as commercials, movies and music videos. Once the concepts were explained to them, the interviewees were asked which type of advertising was more impactful for the fashion industry for our current society. Interviewee #1 chose dynamic advertising but did not have an explanation for his or her decision, Interviewee #2 chose dynamic advertising, because people like discounts and the marketers used the same item but made it different to get his or her attention and Interviewee #3 chose dynamic advertising, because the personalized content plays a role in the marketing aspect of the fashion industry. He or she is able to see advertisements, while on the Internet, for specific clothes that he or she wants, which will encourage him or her to want to buy it. It is something that he or she wants that is consistently being advertised to him or her. Overall, the Marketing students were similar in not knowing the concept prior to the definition being given and were similar in their choice of dynamic advertising over static advertising; however, their opinions about the definitions of the concepts were different, even though each student used their knowledge of the definitions of each part of the word [for example, static means “lacking in movement, action or change, especially in a way viewed as undesirable or uninteresting” (Static) and advertising means “the activity or profession of producing advertisements for commercial products or services” (Advertising)].
### Results - Business Students

<table>
<thead>
<tr>
<th>Interviewee</th>
<th>Major</th>
<th>Have you heard of static advertising and dynamic advertising?</th>
<th>If so, what do they mean?</th>
<th>If not, what do they mean?</th>
<th>Which advertising type is more impactful? Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Accounting</td>
<td>No</td>
<td>N/A</td>
<td>Static advertising means ads that are attractive and dynamic advertising means ads that are constantly changing.</td>
<td>Dynamic because it is always relevant to the customer.</td>
</tr>
<tr>
<td>#2</td>
<td>Finance</td>
<td>No</td>
<td>N/A</td>
<td>Static advertising is an ad with one desired image and dynamic advertising is content that unique users can see.</td>
<td>Dynamic because customers are more attracted to personalized ads.</td>
</tr>
<tr>
<td>#3</td>
<td>Management</td>
<td>No</td>
<td>N/A</td>
<td>I do not know.</td>
<td>Static because I buy clothes based off of the Instagram pages I follow.</td>
</tr>
</tbody>
</table>

According to the results of the research plan, the majority of the Business students agreed that dynamic advertising was more impactful than static advertising. The Business students that were selected to participate in the interviews have different majors (Interviewee #1 is an Accounting major, Interviewee #2 is a Finance major and Interviewee #3 is a Management
Static Advertising vs Dynamic Advertising

Even though none of the students have heard of static advertising and dynamic advertising, two out of the three students had an idea of what they thought the concepts mean. Interviewee #1 stated that static advertising meant that the advertisements are attractive and dynamic advertising meant that the advertisements are constantly changing, and Interviewee #2 stated that static advertising is an advertisement with one desired image on it and dynamic advertising is content that unique users can see. Interviewee #3 did not have an idea of what the concepts mean. Two out of the three students agreed that dynamic advertising is more impactful than static advertising. Interviewee #1 chose dynamic advertising, because it is and will always be relevant to the customers and Interviewee #2 chose dynamic advertising, because the customers in today’s society are more attracted to personalized advertisements; however, Interviewee #3 chose static advertising, because he or she can buy clothes based off of the Instagram pages that he or she follows, meaning that he or she trusts advertisements that he or she is used to seeing and does not want to look for anything new unless it has come from a fashion website that he or she frequently visits. Out of all of the groups, the Business students were the closest to the definitions of static advertising and dynamic advertising; however, they still have not ever heard of the concepts.
### Results - Fashion Entrepreneurs

<table>
<thead>
<tr>
<th>Interviewee</th>
<th>Types of fashion sold</th>
<th>Have you heard of static and dynamic advertising?</th>
<th>If so, what do they mean?</th>
<th>If not, what do they mean?</th>
<th>Which advertising type is more impactful? Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Customizable shirts and hoodies</td>
<td>No</td>
<td>N/A</td>
<td>Static advertising means status and dynamic advertising means more for the people.</td>
<td>Dynamic because people like quality discounts. Look at Fashion Nova, everyone likes that they can buy luxury for less.</td>
</tr>
<tr>
<td>#2</td>
<td>Club wear</td>
<td>No</td>
<td>N/A</td>
<td>Static advertising means flat ads and dynamic advertising means well-rounded advertising.</td>
<td>Static because it draws more attention from the customers than dynamic.</td>
</tr>
<tr>
<td>#3</td>
<td>Casual Wear</td>
<td>No</td>
<td>N/A</td>
<td>I do not know.</td>
<td>Static because it directs customers to the website easier than dynamic ads.</td>
</tr>
</tbody>
</table>

According to the results from the research plan, the majority of the Fashion Entrepreneurs agreed that static advertising was more impactful than dynamic advertising. For this group, the students that were selected to participate in the interviews operate their own fashion companies (Interviewee #1 creates customizable shirts and hoodies with different photos and logos on them,
Interviewee #2 creates club wear attire from scratch and Interviewee #3 sells casual wear attire. Neither of the students knew what static advertising and dynamic advertising was; however, two of the three students had an idea about what the two concepts mean. Interviewee #1 stated that static advertising meant status and dynamic advertising meant more for the people and Interviewee #2 stated that static advertising meant flat advertisements and dynamic advertising meant well-rounded advertising; however, Interviewee #3 did not know. Two of the three students chose static advertising, while one of the three students chose dynamic advertising. Interviewee #1 chose dynamic advertising, because people like quality discounts, like Fashion Nova; everyone likes that they can buy luxury clothes for a cheaper price than most stores, while Interviewee #2 chose static advertising, because it draws more attention from the customers than dynamic advertising and Interviewee #3 chose static advertising, because it directs customers to the website easier than dynamic advertisements could. Overall, Interviewee #1 has a different mindset from Interviewee #2 and Interviewee #3, most likely, because of the different experiences that they have with marketing tactics for their businesses.

31 Fashion Nova is an American based fast-fashion (a contemporary term used by fashion retailers to express that designs move from catwalk quickly to capture current fashion trends) retail company. It is the fastest-growing social media & e-commerce platform in the world.
### Results - Other Students

<table>
<thead>
<tr>
<th>Interviewee</th>
<th>Major</th>
<th>Have you heard of static advertising and dynamic advertising?</th>
<th>If so, what do they mean?</th>
<th>If not, what do you think they mean?</th>
<th>Which advertising type is more impactful? Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Criminal Justice</td>
<td>No</td>
<td>N/A</td>
<td>Kind of knows the difference.</td>
<td>Dynamic because if it is already in my mind and I’m reminded of it, then I’ll want it more. If I see an ad for a jacket I want, then I’ll see it as a sign (from God) telling me to buy the jacket.</td>
</tr>
<tr>
<td>#2</td>
<td>Communications</td>
<td>No</td>
<td>N/A</td>
<td>Static advertising means soft advertising (nice and easy) and dynamic advertising is aggressive advertising.</td>
<td>Static because its being put on your mind constantly so you are thinking about it all the time.</td>
</tr>
<tr>
<td>#3</td>
<td>Biology</td>
<td>No</td>
<td>N/A</td>
<td>Static advertising means statistical numbers of advertisements, while dynamic advertising means the area and feedback of people in the</td>
<td>Dynamic because I’ve experienced it with WishList on Instagram after going to a different website and finding the</td>
</tr>
</tbody>
</table>
According to the results of the research plan, the majority of the students with Other majors (the students who were not Marketing majors, Business majors or Fashion Entrepreneurs) agreed that dynamic advertising was more impactful than static advertising. Like the other groups, the Interviewees had never heard of static advertising and dynamic advertising, but when asked to give their definitions on the two types of advertising, Interviewee #1 kind of knew the difference but did not really know, Interviewee #2 stated that static advertising means soft advertising (nice and easy) and dynamic advertising means aggressive advertising and Interviewee #3 stated that static advertising means statistical numbers of advertisements, while dynamic advertising means the area and feedback of people in the dynamic area of advertisements. Once they were given the definitions to static advertising and dynamic advertising, all of the interviewees (except for one interviewee) chose dynamic advertising. Interviewee #1 (who is a Criminal Justice major) chose dynamic advertising, because if it is already in his or her mind and he or she is reminded of it, then he or she will want the product more (for example, If he or she sees an advertisement for a jacket that he or she wants, then he or she will see it as a sign from God telling him or her to buy the jacket), Interviewee #2 (who is a Communications major) chose static advertising, because static advertising is being put on the consumer’s mind constantly, so he or she is thinking about it all the time and Interviewee #3 (who is a Biology major) chose dynamic advertising because he or she experienced dynamic
advertising while shopping on the WishList\textsuperscript{32} website (When he or she decided to scroll through Instagram,\textsuperscript{33} an advertisement for WishList appeared on his or her screen). Based on the results for the Other students, it was analyzed that there were a lot of different ideas and perceptions of static advertising and dynamic advertising. Compared to the Marketing students (where the responses were similar), the Other students had three different majors, which resulted in three different opinions.

\textit{Overall Thoughts from Research Plan}

From the research plan, it has been discovered that the majority of the twelve students that were interviewed stated that dynamic advertising impacted the fashion industry more than static advertising in today's society. Majority of the students stated that the personalization of the content and their personal experience with it was the reason they chose dynamic advertising, while the other students stated that the popularity and necessity of commercials and the product placement in movies and television shows is the reason they chose static advertising. Based on each group (Marketing students, Business students, Fashion Entrepreneurs and Other students), the responses from the students were similar, except for the last group because of their different majors. Overall, every student said that they have never heard of static advertising and dynamic

\textsuperscript{32} WishList.com, Incorporated operates as an online gift registry and social shopping community that enables members to give and receive gifts. It helps to create wish lists for occasions and events, such as birthdays, weddings, baby showers, Christmas and Chanukah, housewarmings, home remodeling and charitable contributions. The company offers products related to babies and kids, clothing, electronics, jewelry and watches and sporting goods. WishList.com, Incorporated was founded in 1998 and is based in Rolling Hills Estates, California.

\textsuperscript{33} Instagram (also known as IG or Insta) is a photo-sharing and video-sharing social networking service owned by Facebook, Incorporated. The app allows users to upload photos and videos to the service, which can be edited with various filters and organized with hashtags and location information. Users can "like" photos and follow other users to add their content to a feed.
advertising, because the concepts are new and modern (they are not taught in the classrooms, especially at Texas Southern University). This research plan proves that everything in society, including concepts, advance over time and universities are not keeping up with the learning advancements for their classrooms, especially in Marketing.
Conclusion

In the fashion industry, dynamic advertising has the most impact in society today. Static advertising is fixed advertisements that cannot change once created and implemented (for example, commercials, movies and music videos), while dynamic advertising is personalized advertisements that creates and changes advertisements based off of the customer’s purchasing behavior and Internet navigation. To understand the two advertising types’ impact within the fashion industry in our current society, a research plan was conducted at Texas Southern University to receive input from the students about the topic and the majority of the students selected dynamic advertising. Static advertising is better used for small, low traffic e-commerce sites that do not have enough data from shoppers to use dynamic or for companies that work in a highly-regulated industry where advertisement content has to be reviewed by a legal team (“In The Battle of Static Ad vs. Dynamic Ad, Which Wins?”), while dynamic advertising is better used for websites that has a fair amount of traffic and the company has the time and willingness to invest in continuous tweaking of the dynamic advertisement campaign (The more you can speak to that “audience of one,” the better your sales will be) (“In The Battle of Static Ad vs. Dynamic Ad, Which Wins?”). Overall, static advertising and dynamic advertising are two new, modern-day concepts that is not being discussed in the classrooms; however, they are being used within every marketing strategy for every industry, including the fashion industry. These two concepts are important to learn to evolve with the world.
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