A No Advertising Branding Strategy In Confrontation of Ad Blocking

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Abstract:
The branding industry faces a serious threat because of ad blocking phenomenon. People tend to prevent advertising messages from reaching them using (ad blocking) applications. Ad blocking users are growing at an astonishing percentage every year, which impedes the branding process. Subsequently, this requires finding alternative solutions. The research aims to describe the rise of ad blocking phenomenon and analyze the reasons of its growth, to provide a strategy and a prevention model in the confrontation of this phenomenon.
The ad blocking is a global phenomenon where people are trying to avoid and prevent all advertising messages from being reached online using ad blocking applications.
The paper discussed three reasons forcing people install the ad blocking applications; advertising found to be too intrusive, annoying and create security concerns, advertising doesn’t look professional with unnecessary, unwanted and sometimes disruptive content. Younger Internet users are more likely to install and use ad blocking applications as they express their hate to online ads in several surveys. Older Internet users are more willing to use advertising filters rather than completely preventing advertising using ad blocking applications.
The study has presented a proposal to reduce the threat of this phenomenon through a new strategy “No advertising strategy”. The study has come to the conclusion that ad blocking is considered a real threat to brands and has a negative impact on the advertising industry in general.

Keywords:
No Advertising
Branding Strategy
Ad Blocking

Paper received 24th February 2017, Accepted 16th March 2017, Published 15th of April 2017