Editorial

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Angeliki Gazi is an Assistant Professor in Media Psychology and Technology at Cyprus University of Technology. Her research interests concerns the fields of identity, emotions, relationships in radio, television, internet - interpersonal, intergroup communication, emotions via mediated experience applications, social media and mobile phones. She is a member of the international editorial board of the *Journal of Radio and Audio Media*, the international editorial board of *The Radio Journal*, and the scientific committee of *Groupe de Recherches et d' Etudes sur la Radio (GRER)*. She is also a founding member and Chair of the Division: Media Psychology and Technology, Hellenic Psychological Association, and former Vice Chair of the Radio Research Section of the European Communication Research and Education Association (ECREA).

The transformative power of technology is evident in several aspects of everyday activity and professional practice. In this context, the term *marketing innovation* refers to the redefinition and/or augmentation of established marketing practices through proper usage of technology, especially social media and the internet, in order to design, develop, and constantly update novelty products and services. The effectiveness of such strategies has been amply documented – for instance, Ren et al. (2009) claim that marketing innovation provides a competitive advantage for a company that decides to apply it as its main marketing strategy. According to their findings, innovative brands are associated with highly desirable qualities, including creativity, distinction and uniqueness, novelty, popularity, quality, usefulness, forward thinking, technological sophistication, and pleasant surprise.

Tschirky et al. (2000) additionally posited that, in order to effectively coordinate and manage the acts of purchasing and selling technologies, a new type of marketing, going beyond what has come to be considered established practice, is required.

Following the tendency described above, this 'traditional' concept of marketing has been reformed, reshaped and shifted over the years into a new type of marketing, namely technology marketing. Technology marketing aims to optimise the potential for technologically informed and up-to-date solutions, as well as to setup alliances and networks. Its objective is to improve the effectiveness and efficiency of technology as a tool towards achieving marketing and financial success and profitability improvements, either directly or indirectly (e.g., by increasing the customer base and enhancing the reputation of the host company or institution).

Another parameter that distinguishes 'traditional' from technology marketing is related to the target audience. In traditional marketing, the target audience tends to consist mainly of the product user; in contrast, in the case of technology marketing, other categories of potential stakeholders, such as R&D Specialists, the product management and the original equipment manufacturers (OEM) are also considered parts of the target audience. Put simply, "the state of market segmentation is alike. General marketing makes use of geographic or behavioral (etc.) criteria, technology marketing also emphasizes on technological criteria in various forms" [Tschirky et al., (2000), p.459].

All the papers included in this volume make significant contributions in advancing the study of technology marketing. More specifically:

In the paper titled 'Communication does matter: a literature review approach on integration in the NPD process', Thomas Fotiadis engages in a fruitful discussion of

extant literature of various approaches to the concept of integration as a determining factor in the successful launch of new and innovative technological products. The ineffectiveness of communication is determined as the principal obstacle responsible for the non-completion of an innovative product or its commercialisation failure.

In the paper titled 'Advertising message strategy analysis for award-winning digital ads', Ioanna Yfantidou, Kyriakos Riskos and George Tsourvakas provide a detailed account of their findings in the context of appraising the message strategy that was adopted in award-winning Clio digital advertisements through numerous channels (including TV, film, social media, mobile and Facebook ads) over a nine-year period. The results of the content analysis point towards the preference of advertisers for the ritual view across all organisational types and product categories, irrespective of the country of origin.

In the paper titled 'Metaphors in moving images: the effect of metaphor order on message elaboration, ad comprehension, and product attribute beliefs', Lampros Gkiouzepas provides a valuable contribution in a relatively new field by exploring the role of metaphor order in moving pictures with respect to the aforementioned qualities. He proposes that the metaphor order interacts with the conceptual metaphor underlying an ad claim. Products might be advertised as either containing a property, or as delivering a benefit.

The paper by Iordanis Kotzaivazoglou, titled 'Communicating and developing relationships through Facebook: the case of Greek organisations' investigates the ways in which Greek and US profit and non-profit organisations use Facebook as a public relations tool, concluding that the main aspect in which Greek and US organisations differ is user involvement; additionally, Greek organisations are shown to make more effective use of their Facebook page compared to their US counterparts.

Finally, Chris Lazaris, Adam Vrechopoulos and Georgios I. Doukidis, in their paper 'Physical web atmospherics: utilising internet of things to conceptualise store atmosphere in omnichannel retailing', describe ways of taking advantage of the internet of things from a multichannel retailing perspective in order to bridge physical and electronic store atmospherics and affect the customers' sense of control in traditional retail stores.

The editors would like to thank all authors for their contributions and for their remarkable effort in adhering to reviewers' comments – to whom the appreciation of the editors is also extended, given that they devoted their valuable time in ensuring that the contributions adhere to the high standards of the *International Journal of Technology Marketing*.

References

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