

Title (en)

ENGINE, SYSTEM AND METHOD FOR GENERATION OF BRAND AFFINITY CONTENT

Title (de)

MOTOR, SYSTEM UND VERFAHREN ZUR ERSTELLUNG VON MARKENTREUEN INHALTEN

Title (fr)

MOTEUR, SYSTÈME ET PROCÉDÉ POUR UNE GÉNÉRATION D'UN CONTENU D'AFFINITÉ À UNE MARQUE

Publication

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Application

EP 09825500 A 20091106

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- US 11178708 P 20081106
- US 53349909 A 20090731

Abstract (en)

[origin: WO2010054228A1] An advertising engine, system and method for formulation of endorsed advertising. The engine, system and method includes at least one computerized storage vault including a plurality of media assets correspondent to each prospective endorser for the endorsed advertising, and a graphical user interface for presentation of the plurality of media assets having a multi-layer format. The graphical user interface may include a library that presents at least a first layer including available ones of the prospective endorsers, and at least a second layer including ones of the media assets correspondent to each of the prospective endorsers, and a recommendation engine that presents at least ones of the media assets correspondent to a plurality of ranked ones of the prospective endorsers from the vault responsive to a request for the endorsed advertising.

IPC 8 full level

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