



Effectiveness of aerial video with the use of drones as an advertising tool in the social events segment

Efectividad del video aéreo con uso de dron como herramienta de publicidad en el segmento de eventos sociales

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Abstract

Today the subject of drones is widely studied in different contexts, however, in the advertising field, there are not too many records, although in certain advertising companies already use this system of drones to capture aerial images, for this reason it was presented as a general objective: To analyze the effectiveness of the use of drones as an advertising tool in the segment of social events; to carry out this objective we proceeded to conduct a mixed type research, using surveys and interviews; among the main results it is presented that 72% perceive drones as an advertising tool in events while 54% would use it in this context for technological innovation; the study concludes that the use of drones is effective as an advertising tool in the segment of social events.

Keywords: Drones, SMEs, advertising, social events.

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Resumen

Hoy en día el tema acerca de los drones se encuentra ampliamente estudiado en diferentes contextos, no obstante, en el ámbito publicitario, no hay demasiados registros, aunque en ciertas empresas de publicidad ya se use este sistema de drones para captar imágenes aéreas, por este motivo se presentó como objetivo general: analizar la efectividad que tiene el uso de drones como herramienta publicitaria en el segmento de eventos sociales; para llevar a cabo este objetivo se procedió a realizar una investigación de tipo mixta, utilizando encuestas y entrevistas; entre los principales resultados se presenta que un 72% perciben a los drones como herramienta publicitaria en eventos mientras que el 54% lo utilizarían dentro de este contexto por innovación tecnológica; el estudio concluye que el uso de drones es efectivo como herramienta de publicidad en el segmento de eventos sociales.

Palabras clave: Drones, Pymes, publicidad, eventos sociales.

Introduction

Today, technology has advanced extensively in all aspects at a social level, it is clear that, at present, the Internet has changed the communication process, to the point that companies seek to be at the forefront to make the most of emerging technologies, such as drones. These devices are used for photography and other purposes, one of which is delivery services, and even within film, where this technology is used to capture images that were almost impossible through traditional means. Future developments in this technology will be useful in a variety of specialties in the coming years, from surveillance and human rescue to advertising.

Drones are one of the technological trends that have greater presence nowadays. It comes with a built-in camera that allows you to photograph as well as record everything from various points that are not possible from the ground. Drones can be lifted to a certain point, fly at a certain height and distance, are remotely controlled and tend to vary greatly in their design, generally resembling multi-propeller mini helicopters.

Although originally developed for military purposes, its use as a weapon of war has spread to all disciplines. It is now used in many different fields, such as agriculture, border surveillance, emergency situations, as well as in research for biological purposes and the field of advertising communications.

Consequently, analyzing the use of drones as an advertising vehicle allows us to see the benefits of these resources in the advertising sector, thus providing the opportunity to define the procedures and rules to follow to carry out this type of business.

According to this premise, the study has its *raison d'être* in how little explored is the use of drones within the advertising context, seeking to demonstrate the effectiveness of its use within a defined advertising segment; in order to achieve the stated objective we proceeded to manage everything by chapters, The first chapter encompasses the problem statement and emphasizes the need to keep the subject updated with regard

to technological progress in this chapter the justification is presented and the feasibility of the research is determined.

Currently the advertising industry continues to search for new ways to perform the activity, which can communicate ideas that represent products, such as videos of events using drones, through cutting-edge technology that facilitates taking pictures and videos that normally can not be done by a cameraman, especially when required to visualize larger areas. For this reason, exploring new contexts and new ways of representing products at the advertising level can be a challenge when there is not much information about the new techniques and methods to be used. While it is true that the advertising industry is based on creativity, the use of new technology can be risky because it requires a lot of knowledge and research to determine whether or not an idea is viable in the local market.

People's lack of knowledge about this type of technology limits the capabilities of drones. In the advertising field, it is very rare to see these devices and very rare to see drones in action. In general, at the national level, this technology is limited to the exclusive use of photos and videos in large events and private parties, so the field has been privatized in a more exclusive way, limiting it to those who can afford it.

The disadvantage of this technology is that the cost of acquiring professional equipment is often high. Not all drones are designed with care in transporting and handling print media, and weather conditions can cause this. However, this does not mean that drones are useless for this type of business. As with any promotional tool, there are disadvantages. However, it is best to point out that drones are eye-catching and useful when: And that a foray into the world of advertising can make a big difference when it comes to presenting an advertising medium, be it a brand or a product.

The use of drones as an advertising tool, can be seen as an opportunity in this niche industry because it would facilitate access to this technological resource that until today remains inaccessible to some people, besides taking into account that everything is constantly advancing, so the advertising sector would benefit from methods and strategies out of the ordinary that revitalize the segment of social events and even other sectors.

The research seeks to evaluate how effective are the aerial images directed to the advertising task and captured through drones in advertising. In this sense, it becomes important to innovate with cutting-edge technology to promote a brand, product or service, in social events, and even tourist sites or strategic points for different brands, thus ensuring that it is a topical issue and of theoretical relevance.

From the social point of view, this study is relevant because it will allow to know the reality of society through the use of aerial images and a deeper exploration of new technologies applicable to advertising through the use of drones, improving the prospects for entrepreneurs and businesses of photography and advertising within the segment of public and private social events, and thus to obtain profits and greater profitability in their businesses.

At the methodological level, the research is relevant because all the guidelines for data and information collection are followed, in addition to maintaining ethical guidelines for working with professionals who handle drones and make aerial images, as well as the collection of information on people who are customers or potential customers. At the same time, it serves as a basis for other researchers to propose new methodological axes to follow and make new proposals on the subject.

Advertising originated in 400 B.C. and to this day continues to be reformulated as a scientific activity. Studies on the historical development of advertising indicate that in its beginnings people did not know how to use this technique to handle public announcements; rather, efforts were made to ensure that the announcements were handled publicly and had the desired impact. For this purpose, it was very common, especially in Greece and Rome, to hire the services of heralds and praecones respectively, who were at the service of kings when they needed to send messages or announcements to the population.

The town criers were considered publicists of the time because they were located in public spaces to transmit by voice the announcements and messages of the kingdom. Later they were disappearing as messengers because they began to use posters in public spaces of high concurrence and also various media that helped the massification of information; for this reason, the context that has been given currently to advertising stands out greatly within the daily activities of human beings. (Sánchez M. , 2018).

There are different definitions by different authors, with the proposal of the author Fanjul standing out. (2019) who states "Advertising is a communication process, based on persuasive strategies transmitted through mass and/or selective media where the advertiser aims to inform and influence the behavior of the receiver" (P.13). It is worth noting the author's position when mentioning that it is a process to influence the behavior of the receiver, placing this definition within the current trends where advertising, more than an obligation from a historical context, has become a service to offer, to motivate the consumer to purchase other services or products .

According to the above, the purpose of advertising is to attract customers and for this purpose the potential customer must be persuaded so that the advertisements find their *raison d'être*, i.e. to motivate people to act, to buy a certain product or the need for a particular service, and even to motivate the electorate for a certain political sphere. This shows that in all campaigns or actions with advertising purposes there are persuasive elements that can be built through the use of various techniques.

In accordance with the stipulations, it is considered necessary to define theoretically one of the functions of advertising, such as communication, contextualized within the advertising task. First, Bergoña (2018) is based more on a definition attached to what communication implies, indicating that advertising is considered as a communicational process because there are components that make up the communicative system: sender, receiver, message and channel, becoming in this case an advertising message, for this uses the various media, with the intention of generating an impact on the different consumers, who play the role of receivers.

On the other hand, Rodríguez (2018) as in the previous definition, takes into consideration the components of the communicative system sender, receiver and message, which in advertising terms encompasses it as advertiser, advertiser and consumer; leaving in evidence, that advertising is not apart from the communicative processes converging even with the factors that compose it, establishing clear guidelines on advertising as a modern communicative medium.

From a general perspective proposed by González (2019) it is considered that the advertising strategy is based on the definition of objectives and purpose by the organization or brand, which seeks to announce the right way to do it, likewise solve a need through the use of advertising, on the other hand is the reason, being in some cases to establish a positioning, or modify the consumption behavior in the final recipient of the advertising message, i.e. to potential customers for whom the advertising of the brand, product or service is directed.

According to the literature reviewed, two strategies proposed by Cumpa and Lucero (2020) stand out. (2020) which highlight the emergence of development advertising strategies. One of these strategies is the extensive one, whose purpose is to conquer new consumers. On the other hand, there are intensive strategies that seek to make current customers modify their consumption behavior by increasing it, i.e. increasing sales per person.

Taking into account the historical context of advertising, it can be seen that, throughout history, it has evolved from simple posters or announcers, announcers and others to become what it is today, that is to say, to coexist with advertising every day. It is considered relevant and necessary to establish a classification of advertising, such as the one proposed by Peiró (2020):

Direct mail includes direct marketing activities, i.e. all those elements designed for the customer in particular. This system uses two working tools: telephone and direct mail. (Larios, 2020).

Point-of-sale advertising includes all advertisements created by manufacturers and retailers to differentiate products in the store and, at the same time, drive sales. Here you can advertise through furniture, products, signage, and other informational elements (Lemache, 2018).

Drones are one of the most useful inventions of recent times, allowing them to travel long distances operated from a distance, for a variety of purposes, such as transporting pharmaceuticals to hard to reach places, agriculture, capturing scenic moments and video recreations in development fields, measuring marine areas, mountain ranges, exploration, advertising activities and performing various activities currently in use. (Cordoba, 2022).

The first drones appeared in 1907, created by the inventors brothers Jacques and Louis Bréguet, four people were needed to stabilize it and achieve the flight that barely reached an altitude of two feet above the ground. In 1917, a pilotless airplane was managed by radio, the objective was to act as a bomb, but it was never used as such.

However, it opened more doors in the military sector. In World War II, the German military used them to sink ships by remote control, precision guided weapons. Advances in the 1960s made it possible to reduce the cost of this equipment with miniaturized components, finding new opportunities in different industries. Despite the fact that the progress seemed to be rapid in technology (Puente, 2020).

The use of drones is on the rise in different markets; however, it should be noted that these equipment, at present, have become an important tool in the workplace for difficult access sites and / or to achieve a visual communication impact.

The proper terminology for Drone, determined by "The International Civil Aviation Organization (ICAO) recognizes UA/UAS and RPA/RPAS as official terms." (Estrada, 2018). These are small unmanned aircraft, but if piloted remotely, having miniaturized components allowing to have range and replacing human participation, without being affected in high-risk areas. Having a great development in new services and projects. It is estimated that by the end of 2017, three million RPAS had been produced for Civilian use in the World. (Estrada, 2018).

The market for this type of devices is very wide. Depending on the type of wings:

Fixed Wing Drones: They are very similar to regular airplanes.

MultiRotor Drones: They have different classifications, depending on how many propellers they need, such as the Quadricopter (4 rotors with propellers), the Hexacopter (6 propellers) and even from 8 propellers onwards.

According to Control method we have:

- Autonomous: It does not need to be monitored by someone, it is guided by its own instincts.
- Monitored: In this case if it is necessary that someone is watching the device, the drone directs its own flight plan, but the human technician, although not directly controlling the controls, can decide what action to perform.
- Supervised: An operator is in charge of piloting it, although it can be done automatically.
- Pre-programmed: Follows flight plan, without being able to make any changes afterwards
- Remotely Controlled: Controlled by a technician by means of a console
- The drone currently has different ways of being used, from commercial proposals to think of using them for natural disasters. Attractive for its design, it has the latest technology cameras, GPS system and sensors of all kinds.

More and more areas of the commercial sector are benefiting from this tool, which offers many advantages when photographing or shooting from specific angles that are not normally possible with ground photographers. Drones have not only contributed to the world of photography and film, but have also made inroads into the advertising industry. (Anagrama Comunicación & Marketing, 2019).

In today's scenario, advertising is replete with messages and influences presented by different brands and is often demanding to reach consumers effectively. Competition is increasing and, with the help of analytics, advertising campaigns are becoming more personalized (Diaz, 2019).

Industry innovation has required the introduction of new forms of advertising. This is why the idea of using new technologies such as drones was born. While these are new marketing platforms, already used in different sectors of the economy, the world of advertising still presents a certain amount of drawbacks when combined with laws governing privacy and sovereign airspace. (Diaz, 2019).

In order to understand the use of this technology today, it is important to establish a timeline from its appearance, which will offer a more complex perspective of its use than the one referred to today; moreover, a historical basis favors the understanding of its evolution until today.

The early developers of aviation in general originally developed these aircraft to create scale models of their inventions. British inventor Cayley successfully performed the first unmanned flight in 1809, and from unmanned gliders to manned gliders, the feat was repeated around the world. The first work of the latter type was that of the Wright brothers in the United States in 1903.

Wars have been terrible and violent times for mankind, but in the case of DRONES, as in other technologies, it has been in these war events where the greatest advances have been developed.

Thus, a series of inventions arose around the world, and applied to these aircraft, further developments, such as the "tele-automation" invented by the great inventor Nikola Tesla in his "design-in", the device to be used in the coming war was born. 1970 was 1912 and is considered the father of cruise missiles and unmanned aviation.

During World War I (1914-1918), drones advanced in self-stabilization, remote control and autonomous navigation. In 1916, Elmer Sperry and Cooper Hewitt adopted Tesla's ideas and developed the first autopilot based on the development of unmanned vehicles. As can be seen from the collected materials, the authors concluded that the equipment that would be useful for use in these aircraft was gradually being developed and that this was the origin of the new technology.

World War II (1939-1945) evolved the use of UAVs as mobile targets, advancing speed and radio control systems.

During the Cold War era of the 1960s, as the innovation of jet-powered aircraft continued to advance in speed and range, it was also the time when cameras were installed for reconnaissance missions in enemy territory. This is where the term DRON comes from.

At that time, it was necessary to wait for the DRON to return to its destination to be able to publish the photos taken during the mission. However, it was very useful as it

carried out extremely dangerous missions to avoid casualties and diplomatic difficulties if the pilots were captured in hostile territory.

As can be seen, although the application of this technology at the time was purely military in nature, the technology has already achieved its objective as a human tool, allowing humans to be more efficient and achieve better results.

Since then, technological advances have come to these platforms, including the introduction of gyroplanes for unmanned helicopters carrying anti-submarine torpedoes, GPS (Global Positioning System) navigation and satellite communications that allow the activation of deployed radios. In addition to these technologies are the Digital Flight Control System (DFCS), which improves navigation range and accuracy, and Synthetic Aperture Radar (SAR), which enables flight through clouds.

It is observed, with each step that technology takes the growth of these devices in application and utility, note that the DFCS added to GPS, are the developments that are currently evolving in order to achieve a higher level of operational safety to allow the inclusion of DRONES to the common airspace.

The first major producer of drones was Japan in the 1990s, with the introduction of VTOL (Vertical Take-Off and Landing) aircraft capable of taking off and landing in a vertical attitude, and the Yamaha R50 and RMax used for rice cultivation and farming. The spraying represented two milestones in the history of these instruments. On the one hand, the implementation of the first regulations related to drones, allowing their civilian use and, on the other hand, their use outside the military field.

This decade was, therefore, the beginning of civilian use, the starting point of an unstoppable evolutionary race of drones that went from technology for a few to easily accessible items, and the massive purchase of drones and their consequences, which has resulted in a lot of widespread use as. That is, to introduce a regulatory framework that takes into account this activity.

Materials and methods

Research methods direct the type of strategy to be used in the information gathering process. According to Sánchez et. al (2018) the methods are:

... the procedure or path to follow to achieve an end, an objective or a goal. It is a logical process through which knowledge of things or how to do things is obtained or discovered (p.89).

There are three scientific research methods: quantitative, qualitative and mixed. The mixed approach, i.e. quantitative and qualitative, will be used for the development of the research.

The advantage offered by the mixed approach to scientific research is that it provides methodology and techniques from the qualitative and quantitative contexts whose

intention is to understand the problem in a broad manner. Taking this into account, it is possible to refer to what Hernández and Mendoza indicate. (2018)

Mixed methods represent a set of systematic, empirical research processes and involve the collection and analysis of quantitative and qualitative data, as well as their integration and joint discussion, in order to make inferences from all the information collected (meta-inferences) and achieve a better understanding of the phenomenon under study (p.612). (p.612).

The existing types of research serve to delimit the studies and guide them along a methodological line, avoiding the creation of biases and contemplating various aspects of the phenomenon to be studied. (Galarza, 2020).

According to Hernandez and Mendoza (2018) there are different classifications that go according to the source, purpose and temporality, for the present study we have chosen the following types:

Fields (2017) defines bibliographic research as:

That which uses texts (or other types of printed or recorded intellectual material) as primary sources to obtain its data. It is not just a collection of data contained in books, but rather focuses on innovative and critical reflection on particular texts and the concepts raised in them. (p.17)

This type of research was used to build the theoretical framework section, at the time of reviewing, analyzing, systematizing and distinguishing the information necessary to theoretically support this research work.

Regarding the descriptive scope according to Hernandez and Mendoza. (2018):

Descriptive studies seek to specify the properties, characteristics and profiles of persons, groups, communities, processes, objects or any other phenomenon that is subjected to analysis. That is, they measure or collect data and report information on various concepts, variables, aspects, dimensions or components of the phenomenon or problem to be investigated (p. 108).

Once the information had been collected, the data were coded and then classified and a database was created using MS Excel®. For the corresponding analysis of the data, the statistical program SPSS® v. 20.0 for Windows was used.

As expressed by Hernández and Mendoza (2018) "A population is the set of all cases that agree with the same set of specifications" (p.198).

The population to be worked on will be workers from various advertising agencies to apply the interview, as well as # subjects who use drones on a daily basis.

The various techniques used to collect information depend on the research design, among the ones chosen are the interview and the survey:

The interview is not a simple conversation between two individuals, from the point of view of scientific research it serves to gather the necessary information about the problem to be studied, based on this Mata (2020) defines it as "a technique for the collection of information and data, which is carried out from a conversation whose orientations respond to specific purposes of the study" (para. 1).

The interview focused on finding out the technical and audiovisual dimensions of drones.

From the point of view of García et al. (2016) It is defined as:

A technique that uses a set of standardized research procedures by which a series of data is collected and analyzed from a sample of cases representative of a larger population or universe, from which a number of characteristics are to be explored, described, predicted and/or explained. (p. 147)

According to Troncoso and Amaya (2017) "consists of the written record of the questions that make up the data collection instrument" (p.330).

The interview script was necessary in this aspect in order to carry out a systematized, orderly interview, and orienting the questions to the adequate collection of information.

The questionnaire evidences closed questions with qualitative and quantitative implications in accordance with the research approach, as well as Likert scaling was implemented in order to find out the following indicators:

Likert-type scaling according to Hernandez and Mendoza. (2018) is defined as:

A set of items presented in the form of statements or judgments, to which participants are asked to react. That is, each statement is presented to the subject and he/she is asked to express his/her reaction by choosing one of the five points or categories of the scale. Each point is assigned a numerical value. Thus, the participant obtains a score for the statement and, at the end, his total score by adding up the scores obtained for all the statements (p.273).

Results

As can be seen, the highest percentage of respondents ranged in age from 18 to 24 years old, followed by people over 45 years old, to a lesser extent people between 25 and 34 years old, and finally, there were people between 35 and 44 years old. On the other hand, in Figure 2, it can be seen that the sample presents a slight majority of men with respect to women surveyed, the benefits of the product or service offered, is mostly considered as the most important aspect of an advertising message, in the same way it is evident that the promotions offered with the brand are also seen as essential, on the other hand, the details of the brand, as well as the positioning and the means of payment, are considered relevant by a small sector of the sample surveyed.

According to the data, the majority of people surveyed said that advertising is marked with the present, because online advertising is preferred over other options that were traditional until a few years ago, such as advertising in newspapers, or even in audiovisual media, and outdoor billboards.

As observed in the results of the previous question, it can be seen that the advertising considered most influential is based on the use of technology, more specifically in devices that allow the creation of audiovisual material, responding to the need for constant updating due to technological advances.

According to the results observed in Figure 6, most of the respondents know what a drone is, this is associated with the socialization it has had due to its multiple uses.

According to the results shown in Figure 7, the results determine that people consider multiple uses for drones, the main ones being the recording of videos and the taking of aerial images, however, as far as advertising is concerned, it is still not considered especially relevant, because very few people give it that use, according to the results shown in Figure 8, 72% of those surveyed consider that, in social events, the use of drones would be useful for advertising, in this case, the sample showed that it is considered to give a different use to drones other than aerial image capture, which would allow innovation within the advertising context, most of the people surveyed consider that drones are useful artifacts, and that they can improve as time goes by, Most of the people surveyed use drones due to technological innovation, followed by a search to enter new markets, and finally, to the same extent, for practicality and accessibility, in all aspects, technology is highlighted, so the use in advertising considering this variable is viable, There were two characteristics that were important to consider using within the advertising sector, firstly to have the latest generation cameras and be practical, this would greatly facilitate the transfer and taking quality images, likewise to a lesser extent, it is sought to be stable in flight, together with being lightweight, this in order to achieve clearer shots to be used within the advertising sector.

What concerns the use of drones in advertising, allow to realize that the perception regarding a specific type of drones to use in social events, are those that have the latest generation cameras, preferring the capture of images, above other uses that can be given as it is the promotion through floating posters or even the formation of images with multiple drones based on a synchronized flight, this makes it clear that the high quality images would be more profitable and practical within what is sought to achieve within the advertising field in social events.

Conclusions

The study allows us to conclude that the advertising that is frequently used is the one that is done through different electronic media through the Internet and spaces such as blogs, websites and social networks, likewise, it is detailed that within the social events the most used and influential type of advertising in the customer are those that are made

in audio and video, so that many materials and even souvenirs showing the image of the product or service offered are exposed.

The study concludes that drones in the context of advertising in social events are used to take pictures and videos in flight, these are used either to promote the brand, product or service, as well as to take evidence to serve later as advertising using technological innovation as a basis for the use of drones seeking to reach more customers especially those who like technology.

According to the research carried out, it can be concluded that the advertising industry is constantly looking to innovate, which is why the main characteristics sought are that it has a state-of-the-art camera for capturing aerial images, as well as being practical for easy transport and assembly, and that it is stable in flight so that it does not affect the capture of images.

The study concludes that the use of drones as an advertising tool in the social events segment would be effective, because it guarantees innovation using technology, seeks to reach new customers, and exposes brands in various ways through images and videos, which can be easily distributed using the internet and its various platforms, taking advantage of the communication boom facilitated by social networks.

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