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LEARNING THROUGH GAMES: MULTIMEDIA ADVERTISING CAMPAIGNS WITH AUDIOVISUAL CONTENT AS A TYPE OF INFORMAL EDUCATION

Advertising has recently been undergoing a radical transformation, moving from traditional promotional formats, such as posters and brochures, toward interactive models in which viewers become active participants in the communication process (Bozhko & Aleksieienko, 2023). One promising yet still underdeveloped area is the use of interactive approaches in advertising *educational animated series*. Whereas entertainment products have long employed interactive components, educational audiovisual content has only recently begun to adopt them. Therefore, interactive advertising for *educational animated series* can be regarded as a relatively new form of media communication that combines education and audience engagement even before the viewing process begins.

Interactive advertising for *educational cartoons* involves both children and parents. Instead of remaining passive viewers, users can interact with characters, solve simple tasks, or influence the story's development. Although such practices are still limited in number, several formats can already be identified.

One of the most promising formats is the *playable ad*, a mini-game embedded in the advertising environment that allows users to interact directly with the content. In the context of educational animated series, playable ads can present short tasks that demonstrate the project's learning mechanics. For example, a child may help a character count objects or select the correct answer in a banner and then unlock a fragment of the episode. This format not only attracts attention but also immediately communicates the educational value of the series. Gamified interactions are especially effective because they increase engagement and encourage continued participation (Hamari & Koivisto, 2013).

Another promising direction is the use of *AR filters* on social media. Characters from an educational animated series can "appear" next to a child and invite them to complete simple learning tasks, such as choosing the correct food for a character or identifying a shape or color. In this way, advertising becomes part of an interactive experience that combines play, learning, and emotional involvement.

Interactive streams and premieres are also worth noting, as they allow audiences to influence content in real time. During a broadcast, viewers might choose a character's color, shape, or next action. This form of participation creates a sense of co-creation and strengthens audience interest in the project.

Another approach involves using *QR codes on physical media*. A code placed on product packaging or in a children's magazine can open an interactive quiz featuring a character from the animated series. After completing the task, the child may receive access to additional materials or an exclusive episode. This model effectively combines physical and digital communication channels.

Interactive advertising benefits not only children but also parents. It enables them to assess the educational value of the content before allowing children to watch the full series. Short interactive tasks can demonstrate learning objectives and teaching methods, thereby supporting more informed decisions about media consumption.

These formats demonstrate the potential of interactive advertising as an effective tool for promoting educational animated series. They help attract attention, assess basic knowledge, stimulate curiosity, and create an emotional connection with characters. At the same time, this area remains underexplored within the audiovisual industry, offering opportunities for further experimentation and the development of new promotional strategies (Bozhko & Aleksieienko, 2023).

The use of interactive advertising in educational animated series is directly related to the broader development of multimedia, which integrates web design, motion graphics, photography, and video art. This multimedia approach enables the creation of promotional materials that exist simultaneously in multiple formats: interactive web pages, animated commercials, short-form social media videos, and visual stories built through photography and graphic design. From the perspective of transmedia storytelling, such practices expand narrative worlds across platforms and strengthen the relationship between branding and audience engagement (Scolari, 2009).

In the contemporary media environment, digital platforms play a decisive role in the dissemination of interactive advertising. Social media, video platforms, and mobile applications enable the rapid adoption of new user interaction formats. Gamification, augmented reality, and other interactive elements create a media space where learning and audience engagement occur through direct experience. At the same time, the circulation of such content across networks reflects the logic of spreadable media, in which users do not merely consume content but also redistribute and reinterpret it (Jenkins et al., 2013).

Recent industry examples also show that interactive campaigns can successfully combine entertainment, education, and brand communication. For instance, playable

ads, AR experiences, and quiz-based promotional formats have already been used to support media products aimed at younger audiences (NeoPangea, 2024). These examples confirm that interactive advertising can function not only as a promotional tool but also as a preliminary educational environment.

The future of interactive advertising for educational animated series is closely connected with emerging technologies such as artificial intelligence, adaptive learning systems, and immersive media. These technologies can further enhance interactivity and support the creation of more personalized educational experiences within advertising environments.

Thus, interactive advertising for educational animated series represents a promising direction in the contemporary media industry. Despite the still limited number of examples, the potential of this approach as an effective means of engaging audiences is already evident. The combination of interactivity, educational value, and visual appeal creates a new advertising communication format, able to transform promotion into a meaningful, informal learning experience.

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