



What you need to know about advertising – now

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+ 9 technological advances marketers can't live without
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- Social media – Word-of-mouth: 78% trust friends
- Search Engine Optimization – Top 10, max 30. You need to get found! For example, Google's golden triangle
- Interest-based advertising (Behavioral Targeting) More relevant ads, but watch privacy concerns. Ex: Facebook
- Online video: Video-on-demand – Hulu, YouTube, viral marketing. Ad dollars redirected to Internet videos



<http://www.youtube.com/ford>

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- Measuring actions vs. impressions – Google AdWords, Facebook pay for engagement
- http://www.google.com/#hl=en&source=hp&q=impressionist+art&aq=f&aqi=q10&aql=&oq=&gs_rfai=C2C1A1s9kTMnSLYH Y6AOU6ZnBCAAAQAEERU_QCWS_&pbx=1&fp=8631cd435a4d476d
- Interactive TV – Ads interactive with viewers. BrightLine iTV, Canoe Ventures. Called IPTV or Internet Protocol Television

<http://www.brightlineitv.com/>

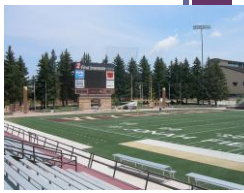
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- Brand-Specific commercial ratings – rate ads within each show, not just the show itself
- Mobile advertising and payments -- \$1.6 billion by 2013. iAd platforms, apps, coupons, rewards. "shopkick"
- <http://www.shopkick.com/app.html>
- Marketing-mix modeling – examining consumer sensitivity to digital media platforms through all modes of communication



+ Sponsorships & significance

- Putting the organization's name on an event or a building or property
- Budweiser – previously walked away from \$20 M NASCAR exclusive sponsorship. Now spending more than \$500 M in five years to be official beer sponsor of NFL and even more to be the official sponsor of all of the major sports
- Chick Fil-A – sponsors Chick Fil A Bowl and ESPN Mascot Moves. VP of marketing says, "Due to a limited budget and a limited geographic footprint, we wanted to focus our marketing resources on something where we'd get the highest return on investment. We knew getting involved with college football would allow us to reach the college demographic." Created "Cow Appreciation Day"



+ Viewer engagement

- Definition – show's ability to command attention of viewers
- As TV outlets rely more on viewership that comes from DVR playback, iPhone or other mobile device, online streaming, and live viewing, figuring out which shows drive fans to seek them out is important because the idea is engaged viewers will be more engaged in the advertisements too
- <http://www.facebook.com/#!/TheGoodGuys>
- In 2009-10, top rated shows were American Idol (\$400,000/ad) and Dancing with the Stars (\$178,000/ad). Top engagement shows were Lost (\$213,000/ad), The Middle (\$97,000/ad) and Chuck (\$100,000/ad). Big Bang Theory was on both lists.



+ Other information

- <http://www.informationweek.com/news/smb/ebusiness/showArticle.jhtml?articleID=227500981&subSection=All+Stories>
- http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=124550
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- An initiative called TouchPoints, first launched in 2006 in the UK, is now entering the United States thanks to the **Coalition for Innovative Media Measurement**. "We scoured the globe to find the most consumer-centric cross-platform approaches before identifying and initiating a thorough consultant-led study of UK TouchPoints," explained **Jane Clarke**, Managing Director at CIMM. "It is by far the most comprehensive and provides the best way to link cross-media measurement and understand media usage in the context of daily life activities."