

## AD-TEXTING STILL ELUSIVE



Text messaging, or simply texting, is by volume the most popular way in America for people to communicate with mobile devices. From July 2008 to July 2009, nearly twice as many text messages were made versus phone calls on mobile devices, an astounding 1.3 trillion. Marketers have so far been unable to crack into the market by advertising using [SMS texting](#). WPP's [Mindshare](#) performed a study which indicates 76% of consumers dislike receiving ads via text messages. Despite this adversity, when looking at the key 18- to 22-year-old demographic, about 95% regularly make use of texting, compared to 68% of cell phone users across the board. Debbie Solomon, managing director of business planning for Mindshare, believes to break into this arena advertisers will have to be open to initial failures. "When you're a first mover you get a chance to learn things from the mistakes you make and successes that you have," said Solomon.

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