

## CHANGES WITH ADVERTISING FOR YAHOO



The Internet has not necessarily been the best place for certain advertisements. While the Internet is used all over the world and consumers will notice advertisements that are displayed on the websites that they frequent, many of these advertisements fail to truly talk consumers into giving the product a try. When an advertisement comes on the television, a short story or summary is typically told to the consumer which is supposed to help them make the decision to try the product. However, many advertisements on the Internet are incapable of doing this.

The Yahoo Incorporation is planning to make some changes that would affect the way advertisements are displayed and would enable the advertisements on the Internet to be more efficient, much like the advertisements that are viewed on the television or in a magazine. The company hopes to start off by making these advertisements better for users of the iPad.

The Chief Product Officer of Yahoo, Blake Irving, has said, "The ad model we've been living with on the PC Internet for the past 15 years is just broken." When speaking about the ad model, he says, "It's been terrible for brands."

Yahoo plans to make changes by bringing about ads that are commonly referred to as "living ads" because they will be more like commercials or print ads rather than just a simple online advertisement. Users will have the ability to view the advertisement and interact with the advertisement to find out more about the product that is being advertised. When users are able to interact with an advertisement, they will likely have an interest in the product. This form of advertising seems to work to get the consumers to buy certain products.

One of the people who runs ads for Yahoo, Alex Linde, has said, "We wanted to embody the beauty of magazine advertising." Linde also says, "We want the brand impact of TV, in a magazine format." Another good feature about this form of advertising, Alex Linde explains, is that the advertisers will be able to find out what the consumer did with the ad and how they interacted with it. This will help advertisers and companies figure out strategic ways to target an audience and it will also help them to figure out which advertisements receive the most interaction.

Some of the first companies to participate with this new form of advertising on the Internet will be Toyota and DreamWorks Pictures. The advertisements displayed will be for a newly released car and for a movie. While this form of advertising sounds like it could prove to be successful, making it happen will likely be a challenge and could also end up costing quite a bit of money.