

ONLINE ADVERTISING A TURN OFF FOR MANY



Recent reports show that too much online advertising can end up being a turn off to many of consumers. It seems as though the saying, too much of a good thing is never a good thing, and may be true in this instance. The 2010 Digital Advertising Attitudes Report shows that nearly 20% of consumers in the United States would end up discontinuing use of certain brands and products if they are constantly advertising for their brand and products. And, 28% of the consumers would not respond very positively to the company's that advertise too much. While it is still not very clear as to how many advertisements would be considered too many advertisements to the consumers, it is clear that advertisers have to do their best to advertise for services, products, and brands in a clever way that will not annoy the consumers. Too many advertisements will mostly depend on the demographics. Many consumers in the United States, roughly 55% of them, have said they would not want to be targeted by specific brands more than once each month. However, the younger generation of consumers, typically those who are between the ages of 18 and 24 said that they would not mind seeing advertisements for product and brands about once a week instead of once a month. Of course, when it comes down to what a consumer thinks is too much advertising; it truly varies from each individual consumer as each of these individuals will have differing opinions about too much advertising. Studies have shown that consumers do like targeted advertisements because then they are seeing advertisements that they can relate to, whether it is a brand they like or a product they will buy. In order to advertise efficiently without frustrating other people, marketers have to create a balance. It is important that the advertisements truly improve the experience of the customer, engaging them into what is being advertised and providing them with the advertisements they will actually like and can even relate to in some sort of way. It is important that these advertisements be relevant for each individual consumer. With the help of social media, it is much easier for marketers to target specific audiences with the types of advertisements they actually want to see, which turns out to be a win-win situation for all involved, the brand, the consumer, and the marketers. It is important for marketers to also pay attention the places in which they choose to advertise. Most consumers do not appreciate much advertising on their mobile phones but do not mind so much on other types of electronic devices, such as a Kindle or iPod. For marketers, experimentation will be necessary to figure out what will work and what simply will not.

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