

LG ELECTRONICS NEW ADVERTISING ADDITION



LG electronics, one of the leading brands for a number of electronics, has announced that it will be adding advertisement competence to all of its televisions that are equipped with Internet connection. LG electronics is known for distributing televisions, cell phones, computers, and many other electronic devices. This recent announcement from the company was made after LG electronics made an agreement with a specific company, YuMe, which specializes in video advertisement.

More information will be disclosed in the near future about what the exact agreement between the two companies will entail. However, LG electronics has released that one of the sponsors will be Toyota.

Advertisements will be displayed on the televisions that are equipped with Internet connection. The LG electronics company often refers to these televisions as Smart TV's. When browsing for shows or Internet on the Smart TV, certain advertisements will be displayed for the consumer to see. The companies who choose to advertise on the Smart TV believe it is a great way to get more sales for the product that is advertised. It is yet another way to show advertisements to the consumer.

It is believed that Internet televisions will be increasingly popular. In fact, a market researcher has even suggested that half of the families in the United States will own at least one Internet television by 2012. People love their television shows, they love their Internet, and when these two popular things combine, people are obviously going to take serious interest.

While televisions with Internet capability used to be much more expensive than a traditional TV, they are only about a hundred dollars more expensive than the average television. Because of the price reduction, more consumers are spending the extra hundred to get a television with Internet capability.

The marketing media manager for Toyota has said, "The sponsorship is a great opportunity to learn more about the connected-TV space and build on the knowledge we've already gained." She claims that because the consumers will change their opinions and behavior over time, the company wants to change the way they operate with their advertisements. They want to advertise in a way that will intrigue and excite consumers, not bother or annoy them. The ultimate plan is to use advertisements to target specific consumers and audiences. This will ensure that consumers will view advertisements that they can relate to or that interest them.

There always certain challenges when changes are made with the way consumers use technology and view advertisements. However, while changes are being made, the LG electronics company plans to work on strategies with YuMe, the advertising company, which will allow consumers to genuinely enjoy the Smart TV. LG electronics is hoping that the consumers will fall in love with this television.