

TELEVISION PRODUCER CHANGING ADVERTISEMENTS



Mark Burnett, a television producer and marketer, has had some creative ideas for changing advertisements on the Internet. Burnett is best known for making quite a few changes to advertisements on television many years ago. Burnett had a strategic plan and he put it into action. Burnett used some top name brand companies as sponsors for the reality television show, Survivor, which ultimately helped remunerate the costs.

After the success of this advertising strategy, Burnett would like to continue to make some of the same changes for Internet advertisements. He has made investments with a digital production studio, Vimby. Vimby has been working with advertisers for some of the leading companies in the United States. Some of these companies include General Mills, Pepsi, and McDonald's. The production studio has worked with these brand name companies by helping design specific content for each individual company that could be used on the Internet to capture the attention of consumers. The content created is often used on the Facebook pages of these major companies. The founder of Vimby productions studio, Dean Walters, spoke out about working with Burnett and has said, "Mark Burnett said, 'Guys, we need to build an arsenal, a bigger toolbox, working with General Mills, with Pepsi, doing stuff in a way that's consistent, authentic and involves great story-telling.'"

With the help of Burnett, Vimby will be able to explore further options for advertising on the Internet and television. Some brands rely on Vimby to help design specific content that will help the company build structure with their advertisements. Burnett is one of the top producers who has worked with many companies to produce necessary content but he is not the only one. There are several other television producers who are also working to get the attention of target audiences with digital advertising.

Because so many people in the United States use social networking sites on a daily basis, using digital advertising on such sites would be beneficial for most companies. It is a well-known fact that most people in the United States use the Internet to go on their favorite websites, watch music videos or shows, and update their current status. Digital advertisements are now being displayed on YouTube, a popular website for uploaded videos. Internet users can watch their favorite music video, cartoons, jokes, and so many other types of videos on YouTube, which makes it the perfect place for digital advertising.

Advertisers are working on making advancements in the way advertisements are displayed to users. Because technology continues to advance and change the way that users view entertainment, advertisers have to follow this direction and work on strategies that would help them target consumers while they use the Internet.