

CHANGES TO THE ADVERTISEMENT INDUSTRY



There are three major players when it comes to advertisements. These players are the advertisers, the publishers, and of course, the vendors. The buyers are people who want to buy products that will work properly and efficiently but will also be affordable too. The publishers are people who want to increase the inventory in which they provide to consumers. Last but not least, the vendors are people who buy inventory and change the way that the inventory is depicted. Of these three players, not one has an actual sense of control over the entire situation, according to the [Business Insider](#). Studies show that in 2012, just a little over \$80 billion dollars will be spent on digital advertisements used both on television and Internet sources. This is a huge opportunity for advertisers but at the same time, it can be quite the challenge as they will have to work harder than ever before especially since advertising continues to change each and every year. The buyers are the people who have the most control and the advertisers have to work hard to make sure they target the right people for the product in which they are advertising. It is easier these days to target specific audiences for certain products especially with the use of social networking websites which pretty much tells advertisers your information that includes your gender, ethnicity, sexual orientation, relationship status, and products that you already like or have used in the past based on your “likes” on Facebook. Advertising agencies have to work harder to grasp the attention of Internet users. They have to use marketing strategies that will truly help them to engage the viewers of the advertisement and make them actually want to buy the product and give it a try. And now that advertising is used on the Internet and not just the television, these strategies have to be unique and worth the while for those who are viewing the advertisements. Certain advertisements are made specifically for certain people, targeting certain audiences. For example, some new laundry commercials are now targeting dads specifically while new alcohol beverage commercials are targeting women and in specifics, women who have at least one child. Anyone who is trying to figure out which of these players have the most control will probably have a hard time doing so. The truth is, the advertising agency seems to have the most power as they are the people who understand what these targeted audiences want to see. However, publishers also have a good shot at being in the lead since they know how to reach these audiences that need to be targeted with specific advertisements in order for them to grasp what the product is and whether or not they would buy it. By targeting specific audiences, more purchases can be made as these audiences would be more likely to buy the certain products.

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