

ADVERTISING AND MARKETING TRENDS FOR 2012



Many people across the country are wondering what 2012 will bring for advertising and marketing. Those people can find the five most common trends that should develop in 2012 within the advertising and marketing industries of the country in this article. The first trend for 2012 is integration of original branded content into broader marketing campaigns. Larger marketing campaigns will be more integrated with creating and distributing original videos, not just the repurposing of TV spots. One of the most successful brands to merge 30-second TV spots with longer, online content is that of Old Spice. We should see more brands attempting this feature coming in 2012. The companies will be using TV spots to advertise for their longer, online advertisements. The second trend for 2012 will feature sites with more organic video experiences. Social video has major potential next year, and as publishers realize how much potential is there, they will look to integrate the content into their website experience. Native monetization such as YouTube, Promoted Videos, Twitter Promoted Tweets, and Facebook Sponsored Stories have exploded onto the scene. The trend will increase as more experiences merge with brand video content, with social video advertising expanding next year all over the web. The third trend for 2012 is that of improved media science. Earned media directors, pretty much a new position at advertising agencies these days, are being hired more often now than in the past in an effort to develop the firms' understanding of the value of earned media and its ability to increase results. There are added services being offered by firms that will help companies gauge their social influence on the internet. The fourth trend for 2012 is that of widespread adoption of CPV pricing. The cost-per-view pricing model has become a more widely adapted segment of the industry over the past year. The adaptation has occurred because it has been market driven, employed by the major media buying companies in the United States. CPV is very common to cost-per-click, or CPC, in the advertising world. Advertising agencies find this method easier when it comes to engaging target audiences when compared to CPM purchasing, which is the more traditional method used in the industry. The fifth and final trend in the advertising and marketing industries for 2012 is that of dedicated social video budgets. Dedicated budgets for social videos will be developed as advertisers become more well-trained in creating these original videos and then distributing those videos through social websites. Social video advertising campaigns, mostly experimental in the past, were usually included in the budgets that include pre-roll and displayed advertising purchases. Now, social video programs have moved to their own budgets and programs that boast specific viewership and earned media goals.

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