

## ADVERTISEMENTS ON PHOTOGRAPHS



Many consumers, worldwide, have become used to viewing digital advertisements located near the articles they are reading online. These advertisements are also often found next to the videos they are watching or on search results and pages from particular search engines. However, consumers need to get used to something new; more ads will be placed on photographs. A digital advertising company, Vibrant Media, has made an announcement stating that it has bought Image Space Media, which was an image advertisement company. Cella Irvine, the chief executive for Vibrant, has said, "We believe that the user goes to the Web to be engaged in content." Irvine also says, "That content is a combination right now of different media formats." Irvine believes that photographs make up at least a quarter of the amount of content that consumers view online. She says, "Up to this point, those images have been unmonetizable to the publisher and unavailable to the advertiser." Vibrant Media will be particularly focused on advertisements for the automotive industry because digital advertising for the automotive industry is very hot right now as it continues to increase at a very steady pace. Irvine says, "The ability to click on an auto image is advantageous for both the brand and the consumers." Many digital publishers will be providing an assortment of images and photographs for advertisement purposes with this innovative advertising technology. Such digital publishers include The New York Daily News, Vertical Scope, and The Jerusalem Post. This technology will allow brands to decide whether or not they would like to put advertisements for their brand on specific images that feature their particular products or a competitor brand's products instead. Neville Manohar, head of digital marketing for Chrysler Group, has said that the company is using image advertising for many of its brands. These brands include Jeep, Dodge, Chrysler, and Ram, amongst others. Internet users will be able to see such advertisements for a number of Chrysler vehicles in more than one way. The first way they will see these advertisements is to browse through content that has images of Chrysler vehicles online. The second way is to click on particular words in articles that are actually linked to specific images of these particular vehicles. Manohar says, "Images give the consumers a rich media content experience." He also says, "Most people tend to be more receptive to visual cues versus verbal cues." Manohar will not be providing any details any time soon but says that the results of such image advertising have definitely been successful. He also says Chrysler will be continuously investing in this technology. Manohar says, "We are a performance-based company." He concludes by saying, "Ultimately it comes down to dealership sales."