

ADVERTISEMENT TOOLS FOR TELEVISION



There are many different brands and businesses in the United States that have an interest in enhancing their advertisements that are featured on television. Many of these brands and businesses would like to rely on some sort of service or technology as a means of enhancing the television advertisements. The information about brands and businesses wanting to enhance television advertisements was provided by the Association of National Advertisers, along with Forrester Research, which completed a survey of over 100 different advertisements in 16 of the flourishing industries in the United States. It is expected that television will be taking up nearly half of the media expenditure for 2012. This figure has actually grown by nearly 6% from the same analysis that was published throughout 2010, which is definitely a good sign. Just over 75% of the respondents made reports that their budgets were quite stable throughout 2011. And, nearly 62% of those respondents felt as though their media agency is equipped with what it needs to work with the increasing changes and trends. Nearly 72% of those who were interviewed are expecting the quality of their advertisements, along with the accuracy of the advertisements, to improve within the span of a few years. Many of the advertisers were quite confident, especially when it came to being able to target specific consumers and customers with certain advertisements and certain segments of those advertisements. Many of the advertisers had a huge interest in this. Nearly half of those that participated in the study have set plans to utilize advanced forms of television advertising, which would include some different interactive features, allowing consumers to truly connect with the advertisement. The interactive features would most likely be featured on the video on demand platforms for those who have the service and will likely come about within a few months to a year. While advertisers are figuring out strategic approaches to take for advertising on television, it is digital advertising that still takes the lead. At least 70% of those who were interviewed said they have plans to spend even more money on web advertisements for 2012 than they did in the following year of 2011. And, aside from web advertising, advertising on social media websites, along with mobile phones and devices, has become increasingly popular as well, especially as advances are continuously made with technology and more people are actually using mobile devices on a regular basis. It is important for advertisers to use different methods of marketing and reaching consumers, through television, web advertising, mobile advertising, and social media advertising. Advertisers that want to reach the largest number of consumers must rely on various forms of marketing instead of one simple marketing solution.