

next tuesday afternoon

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The ongoing maturation of the Web is calling for changes across the board in advertising. This year, it is expected that the soft economy will drive even more business to the Web, which is less expensive than traditional medias and easier to measure. Growth on the Web is expected to increase by 18% this year, while overall ad spending is expected to increase by 2.3%.

Amid all this transformation, here are five key trends to look for in 2008:

- 1) **New structure:** Collaboration between agency folks and web folks is mandatory. Also, being "media-agnostic" is a must.
- 2) **Taking it outdoors:** Outdoor advertising has been on an upswing for a while now, but as difficult as it is to get in front of some consumers, the likes of Disney, ESPN and Sony are showing up in grocery stores, elevators and gas pumps on liquid-crystal displays.
- 3) **Research for real:** Relying on questionable market research to define any one particular audience is gratefully becoming a thing of the past. Now, the expectation is to spend time with your audience and observe their behavior. A great quote from Sandy Thompson, global head of strategic planning for Saatchi, "If you want to understand how a lion hunts, you don't go to the zoo -- you go to the jungle."
- 4) **Green backlash:** If you decide to go green, you'd better be able to back it up. Expect consumers to call out marketers who don't live up to their claims of being eco-friendly.
- 5) **Antisocial movement:** Privacy issues, combined with the fact that consumers have only so much free time, could dampen the boom in social networking on the Web.

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at OneAlliance.com and I'll be back next Tuesday afternoon.

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