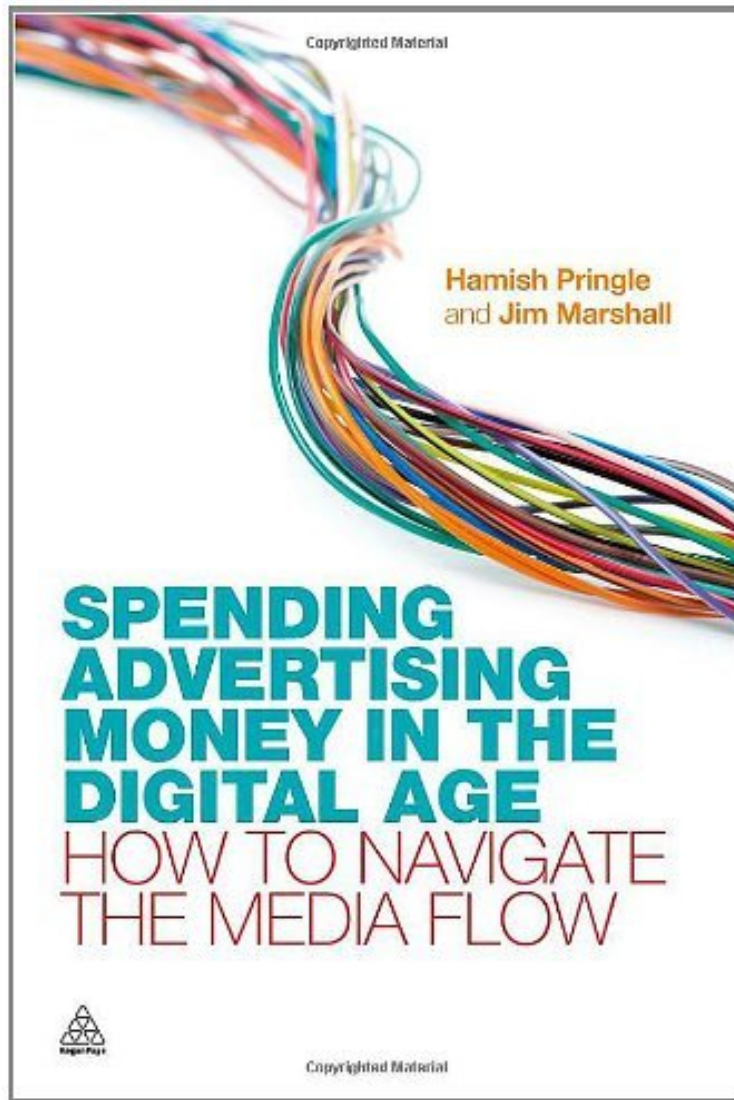


Spending Advertising Money in the Digital Age: How to Navigate the Media Flow

Hamish Pringle, Jim Marshall
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Hamish Pringle, Jim Marshall : Spending Advertising Money in the Digital Age: How to Navigate the Media Flow before purchasing it in order to gauge whether or not it would be worth my time, and all praised Spending Advertising Money in the Digital Age: How to Navigate the Media Flow:

1 of 1 people found the following review helpful. Review from an American university professor. By W. Hoblyn Jones During the last decade of the Twentieth Century, three changes took hold of the advertising business. The first was the bundling of the leading firms into a small number of financial conglomerates which formed an oligopoly; the second concerned media planning, which was taken over by specialist organizations that offered a new order of

expertise in their field; the third was the emergence of new media which communicated messages one-to-one rather than one-to-many. Hamish Pringle and Jim Marshall, in their book "Spending Advertising Money in the Digital Age", have grappled with these changes. Their work is underpinned by a rich mine of data, but their view of the future is excitingly imaginative. The book points the way ahead and should exercise an immediate and powerful influence on professional practice. John Philip Jones, Emeritus Professor, Syracuse University, New York

Seismic changes are occurring in the world of advertising due to the inexorable rise of new technologies and the way consumers are using new media. These changes in behaviour are challenging accepted ways of using the media to build brands. Based on data from the IPA Effectiveness Awards databank and from IPA TouchPoints, the world's first customer-centric media habits survey, plus research from Nielsen and Millward Brown, the authors propose a new model, 'F.A.I.P.A', for media and communications planning. This model describes how to select the right media channel to promote a brand from the many that are now available, and if you are employing a range of 'bought', 'owned' and 'earned' media, which to concentrate on, and how to allocate the budget between them. *Spending Advertising Money in the Digital Age* also has contributions from leading figures in the media industry and contains many examples of top campaigns with demonstrable results in the marketplace.

Advertising professionals, brand managers, marketing professionals, marketing and business studies students