



Digital Advertising Can't Yet Deliver Traditional Media's Strengths



No one would deny the value of advertising on digital media – other than it is a complex and often contradictory mix of channels and platforms that are immature compared to traditional media. Even TV, the “youngest” traditional medium, is approximately 70 years old as an advertising platform.

Although digital media generates an enormous amount of data, even the largest brands and retailers still don't have the technologies, know-how and people to benefit from all of its value.

Viewership of digital ads is also problematic compared to TV or even out-of-home media. How do you determine the value of an ad a Website or social media visitor may only see for a second or a video, which many consumers say distracts them from the purpose of their visit?

Despite the forecast of 67% of all media spending being allocated to digital advertising during 2021, its primary strength is to serve as a complement to traditional media.

In a June 23 MediaPost commentary, Andy Ehlen, senior media planner/buyer at Grady Britton, lists five strengths of traditional media which digital media can't yet match.

“More real estate” – Traditional media offers more places and spaces to tell a brand's story.

“Added value” – With the use of promotions and other well-established added value opportunities of traditional media, and often at no additional cost, ad dollars deliver more than digital.

“Content alignment” – Although digital ads target audiences based on their online browsing and buying, many consumers still complain those ads aren't relevant to them. Conversely, traditional media advertisers are more likely to connect with an audience when their messages appear next to the content their target audiences loyally view.

“Endorsement opportunities” – Social media influencers certainly generate interest and loyalty among digital audiences, but they are not the on-air personalities who have been influencing and gaining the loyalty of their viewers and listeners for decades.

“Internal alignment” – Brand and local advertisers are much more likely to see their traditional media ad campaigns than digital ad campaigns, which are typically more narrowly targeted. When brands and advertisers can “bask in the glory” of their campaigns, they are more likely to have a positive perspective and ready to invest in future campaigns.

When your pitches must counter the attraction of digital media, use the five strengths of traditional media to help your prospects and clients benefit from both traditional and digital and the strength of their complementary nature.

If you're not a Media Group Online, Inc. Member, then [click here](#) to join today!



Trust Is the New Consumer Currency



As much as the pandemic was a devastating and tragic event for millions of individuals, families, businesses and countries, it also propelled many trends and technologies at a faster pace of development, which will be widely beneficial for almost everyone.

Although consumers have the power to compel, even control, brands and retailers with their trillions in spending, their new “power currency” is trust. Providing a desirable, valuable product or service is no longer enough. Consumers now want brands, retailers and businesses of all types to prove they are agents of social change, deserving of consumers’ trust and not dollars.

According to the 2021 Edelman Trust Barometer Special Report, Trust: The New Brand Equity, based on surveys of 14,000 people in 14 countries, 38% expect brands, retailers and businesses to “reflect societal values,” 33% “fulfill a new societal need” and 32% “change social interactions for the better.”

Despite some opposition to the trend of promoting societal values and societal needs and improving social interactions, the business world must remain aware of the political discourse, but also silo it. For “keeping the customer satisfied,” or the economic power of consumers, always outweighs almost all other influences.

Of course, the demand for climate/environmental action on the part of brands, retailers and businesses pre-dates the pandemic and driven largely by younger adults. Now, however, the demand has broadened, as 40% of those surveyed with middle incomes and 50% of those with higher incomes said they would stop spending their money with a company they couldn’t trust.

Brands, retailers and businesses can no longer stand on the sidelines when it comes to social issues, such as equality and diversity; they must lend their powerful voices to those causes. The Edelman survey found 54% want companies to post a statement on social media about these issues within a few days of their media coverage and 51% would like the statement to come from the CEO.

Even the smallest local advertisers must weave this trend into their marketing/ advertising strategies and you can be the media professional to guide them through the process. Local advertisers already have an advantage over mega, faceless brands and corporations, being local and known in the community, and already benefiting from the trust of local consumers.

If you're not a Media Group Online, Inc. Member, then [click here to join today!](#)



Follow Us



New Sales Tools to Help You Sell More Advertising

www.mediagrouponlineinc.com

July 2021

Business Profilers & PowerPoints

Specialty Health Care Services

Hospitals & Urgent Care Centers

Gaming & Casino Industry

Arts & Culture

Multifamily Market

Lottery Industry

Personal Care Services

Ice Cream & Dairy Products Market

Outdoor Living: Swimming Pools, Hot Tubs & Spas

Moving & Storage Market

The Grocery Market

Concerts & Festivals



Newest and Future Special Reports



TV: Better Positioned for the Future
(June 2021)



Overlook Generation X at Your Peril
(July 2021)



The 2021 Holiday Shopping Season Will Sparkle!
(August 2021)

It's Time to Be the Leader

July Special Report – You can't forget about Millennials and Baby Boomers, but neither can you overlook those in the middle: Generation X.

People Are Stepping Out Again – New Profilers offer valuable insights into the arts and culture crowd, concert and festival goers and gaming and casino enthusiasts.

Sales Training Aids – It's to your benefit to allocate time for browsing the Sales Training Ads section of the Website and learning how to up your game.



Media Group Online, Inc.
103 Sterling Mine Road
Sloatsburg, NY 10974
Phone: 866-921-1026
www.mediagrouponlineinc.com



An Unbeatable Combination



The Media Audit

There's no better combination for understanding retail, media and the numbers behind them than being a subscriber to Media Group Online, Inc. and The Media Audit.

For additional information about a subscription to The Media Audit, please contact Tracy Austin, SVP and GSM, at **713-626-0333**.

www.TheMediaAudit.com.