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Are Major Advertisers Looking Beyond The Big Firms

By Louis Victor

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New Age Media Concepts releases its latest article that focuses on the advertising and marketing industry.

Advertisers spend billions of dollars a year on advertising their products and services to consumers. They depend on the creative abilities of the advertising agencies that they hire to send their message to the masses. These are the same people that create the catchy jingles and memorable lines like "Where's the Beef".

In an industry that generates billions of dollars of revenue each year there are only a select few agencies that top the list every year. Of these agencies there are six that make up the majority and generate the lions share of this billion-dollar industry.

Now how is this possible?

Lets take a look at the major advertising agencies and who they own. The major companies involved in a majority of the advertising business globally are Omnicom, WPP Group, Interpublic of Co's, Publicis Groupe, Dentsu & Havas. These same companies own a majority of the top advertising agencies such as The Arnell Group, BBDO Worldwide, DDB Worldwide, Goodby Silverstein, TDWA Worldwide, Mindshare, Ogilivy & Mather, MediaEdge:CIA, J Walter Thompson, Campbell Ewald, FCB, McCann Erickson, Leo Burnett, Fallon Worlwide, Arnold, Saatchi & Saatchi, Zenithoptimedia, and Starcom to name a few.

The advertising world has close to 1500 advertising agencies of which a vast majority are independently owned but represent a minority of the revenue generated in the industry. So how does a small to mid size agency compete?, simple they adapt to their environment. That is the beauty of not being the mighty oak and being a sapling, you can move with the wind and not snap in half. They are becoming more innovative in their approach to advertising and this has proven to be fruitful. The major advertisers are beginning to see this for themselves and they are starting to look to the lesser-known agencies for creative development and marketing plans.

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An example of this is the recent action by Masterfoods when they shelved the advertising efforts of their agency of record to allow a lesser known Japanese firm to work on their Twix campaign. Recently Charles Schwab (NYSE: SCH) and several other major advertisers have been reevaluating their campaigns and some are looking at the smaller and lesser-known agencies for that glimmer of light.

So as most consumers have learned through out the years that sometimes bigger and well known isn't always better, it looks like advertisers are beginning to see this as well.

Source: New Age Media Concepts – 888-463-9237
www.namct.com

I have been involved in the investment, advertising, marketing and public relations industry for almost two decades and hope to offer some insight through the articles that I write.

In Advertising Bigger isn't Always Better

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New York, August 31, 2004, If you have been following the recent advertising news you will notice that more and more major advertisers are looking to smaller ad agencies to handle their campaigns.

Is it because they feel bad? Is it because they are cheaper? Or is it because they see the level of creative talent of smaller agencies?

Lets take a quick look at why this is happening and how this is good for the consumers and the advertisers. When I use the term smaller it doesn't mean that it's a one-man show, but that they aren't part of the "BIG 6". Now with that said lets continue, smaller agencies have a hunger to succeed, they have a need to be customer service oriented, they have a desire to be more creative without the fear of upsetting upper management. Take these points into account and you have an agency that will be tenacious and with the number one goal of showing their clients results.

At New Age Media Concepts, we believe that major advertisers deserve better results from their campaigns, don't get me wrong there have been great campaigns launched but who are going to be the new creative minds to develop the next memorable moment in advertising history?

If advertisers like General Motors, Ford, McDonalds, Taco Bell, Coca-Cola, Pepsico, Microsoft, Burger King, Toyota, Home Depot, Wendy's, ConAgra Foods, Wal-Mart Stores, American Express, Colgate Palmolive, Intel and the many others are looking beyond what agencies they are accustomed to working with and are looking towards connecting with their consumers in a big way, then they have to look beyond the brick and bring in a creative team that can help them do that.

Consumers today aren't ignorant and in this age of reality television and the shock factor mentality,

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advertisers need to step up to the plate and shed their skin to be able to reach the new age of consumers, the ones that are their core audience, the ones that will have brand loyalty.

By Louis Victor - New Age Media Concepts, August 31, 2004

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Louis Victor: has been involved in the investment, advertising, marketing and public relations industries for almost two decades. Through various articles that are and will be written he hopes to shed light on some topics that are of interest to the advertising, investment and marketing communities.



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