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In Advertising Bigger isn't Always Better

By Louis victor

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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, 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.

Play a BIGGER Role in Life!

By Hifzur Rehman

Did you ever think that you are not playing the role which you should play in your life?

Don't you think that you are born to play a leading role, a much bigger role in the real drama of your life? What is holding you back then? Your own short sightedness!

In order to play a bigger role in life you need to visualize a bigger picture of yourself. Once you have that picture before you, it will be much easier for you to paint that picture into reality.

Every morning, I look in the mirror and say "I have to play a bigger role in life". These simple words make my day, a wonderful day, every day, because my firm determination that I have to play a bigger role in life, keeps my mind in supreme working condition, fully prepared for playing a bigger, bigger, and much bigger role in life. No surprise, my every day is getting better than yesterdays.

Every night, before going to bed, I visualize that tomorrow is going to be better than today. And it happens! Yes, it happens!!

While your body muscles need some kind of daily physical exercise, your brain tissues also need some dose of daily inspirational exercise. It is, therefore, important to keep yourself motivated all the time.

You need to clearly define, preferably in writing, every single detail of your big dreams and ambitious goals. You must try to bring out a bigger YOU out of your own person so that you are able to reach those big goals. Never think of living an ordinary person's life! It's a sin! It's not your way of life. Let me repeat that you are born to play a leading role, a much bigger role in the real drama of your life.

Your confidence in yourself to reach your goals with strong determination to set new records of excellence, are your biggest assets. You are not far from playing a (much) bigger role in life!

Hifzur Rehman is the author of popular articles and editor of his website:

. This website provides free tools, information and articles on personal

growth, education, health & fitness, beauty & skin care, money, travel & leisure and information technology.

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The Golden Book Of Proof

The Classified List

Build Your Own Mail Order Empire

IP Ad Websender – The Ultimate Promotion Tool

Power Profits Autoresponder Course



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