

Why Digital Advertising?

The average U.S. consumer is exposed to over 3,000 messages a day. Of that, less than 50 can be retained. Do you want your messages to be in the 3,000 group or the 50? Generation X and Y persons have primarily grown up with digital technology and generation next has used it since birth. The learning period is over and unless you are targeting a 55 and older crowd, concerns about utilization and acceptance aren't an issue.

Traditional media is falling short.

More and more marketing surveys are pointing to the same conclusion; Traditional advertising is less and less effective. As a specific example, Reveries Magazine, an industry publication for marketing executives, recently conducted a survey of manufacturers, vendors and marketers. Of about 200 respondents, it found that nearly 70% said the effectiveness of TV advertising is getting worse. And 60% said they were actively seeking alternatives to traditional media.

High prices and diminishing returns are the reasons most cited for increasing failure rates of traditional campaigns. Moreover, among the relatively small number of respondents to Reveries survey that had tried in-store TV advertising, nearly two-thirds rated the results "good," "better," or "much better" than expected.

Digital Studies

Research shows digital is more memorable and less annoying than other media. Another study from research firm OTX, sponsored by a network aggregation firm, suggests that ads on digital signs are not only more eye-catching and unique, but also more interesting, more entertaining and less annoying than ads shown on virtually any other medium.

A summary of the findings:

The study combined results of online surveys from a general respondent body of 1,790 individuals aged 13-55, and an additional 1,600 individuals from key demographic groups like teens, college students, married families and the affluent.

- ☑ Of all the media mentioned, digital signage was dubbed the most eye-catching at 63%, followed by billboards at 58%, magazines at 57% and TV at 56%.
- ☑ Digital signage is actionable: over a third of respondents said they took some action as a result of seeing ads on digital signage, and over half of 18- to 24-year-olds said they did so.
- ☑ On average, adults see digital signs about six times per week. 18 to 24-year-olds see them about eight times per week.
- ☑ About 44% of respondents said they pay "some" or "a lot of" attention to ads running on digital signs. That compares favorably with magazines at 45% and TV at 52%, and trounces the current darlings of the ad world, Internet (at 32%) and mobile (at 27%).
- ☑ Likewise, digital signage was also considered the most unique medium (58% of respondents said so), the most interesting (53%) and offered the second-most entertaining source of ads (48%), bested only by TV (56%).
- ☑ When it comes to intrusiveness, digital signage again does well. Only 26% of respondents find ads on the screens to be annoying, which ranks only slightly behind the category's winner, newspapers, at 23%. In contrast, TV and radio ads were considered annoying by about half the group, and Internet ads fared the worst, bothering about two-thirds.