

# Old, new media best ad mix, say the experts

By **Gaye Bunderson**  
IDAHO BUSINESS REVIEW

*"See what's left of the world from the bow of a boat built so sturdy it can survive a flood. On board a three-story floating zoo called The Ark, passengers can roam throughout three floors of a 300-cubit-long ship constructed entirely of gopher wood. Call '1-800-CRUISE-THE-DELUGE' to make reservations. Space is limited and is on a first-come, first-served basis."*

If advertising agencies had been around in Noah's day, who knows how many more people could have survived 40 days and 40 nights of rain.

It's a bit of a stretch, but that's what advertising does – it gets the word out.

As long as there are products and services to pitch, there will be advertising. What's different is the medium used to convey the message. From radio and television spots to display ads in publications, advertising drives revenue. And now, the Internet has brought new opportunities to alert current and potential customers to what businesses have to offer.

Both ad agencies and businesses need to stay current with new technologies to keep building their client base.

"I don't know of a client who isn't doing something on the Internet," said Jamie Cooper of Drake Cooper, a Treasure Valley ad agency.

The Internet gives clients a multiplicity of ways to present information, he said.

"One thing different about the Web is that it can be everything from a one-way communication channel to an open social network to a storefront," he said. "The Web actually encompass-

and many other things."

And there are proven advantages to Internet advertising.

"Many things done on the Web are highly measurable," said Cooper.

Oliver Fritsch, CEO of digital marketing agency Cendesic.com, agreed.

"The major advantage of Internet advertising over traditional advertising is its trackability," he said. "The old saying, 'I know that I waste half of my advertising dollars, but I don't know which half' doesn't hold true for Internet advertising because every click is counted, every customer move tracked."

Success and failure of a campaign can be determined in hours and changes made on the fly, Fritsch said.

Edward Moore of Marketing Media Group compiled a short list of Internet-based tools his clients can use for advertising, including Web sites, e-mail blasts, online newsletters, social networks, search engine optimization, blogs, podcasts and others.

None of those options completely replace traditional media and are instead part of a media mix, Moore said. The mix, he said, "is based upon how to most efficiently and effectively reach our client's target market with a message that is compelling."

That's a point of view shared by both Fritsch and Cooper.

"If your target customers are not using the Web," Fritsch said, "you will still need to use other or more traditional ways to reach them."

Cooper referred to his firm as "medium agnostic."

"If a blog is the best way to help our client succeed, after we understand their goals, messages and target audience then we go that way. If an airplane pulling a banner works, then we are all for it," Cooper said.

Moore drew upon an analogy to explain why a blend of new and traditional media works best.

"Imagine you're a carpenter when pneumatic nail guns are invented. Now all of a sudden you have a tool that is very fast and efficient for driving nails," he said. "But if you then throw away all of your hammers, you find it is impossible to build a house without a nail gun. Each tool in the tool box has a purpose."

Cooper stated there is no single "silver bullet" that guarantees the highest return on an advertising investment.

"A combination of marketing activities nets the best result," he said.

Cendesic is the sixth largest agency in Idaho, according to the IBR 2008 Book of Lists

# The future of advertising

"2008 will be the year of the widget – tiny, viral programs that provide useful services and provide valuable information along with advertising."

– **Oliver Fritsch**  
Cendesic.com  
(208) 853-1993  
www.cendesic.com

"The general level of interactivity on most corporate sites needs to evolve and companies need to learn how to deal with the fact that their brand is no longer in 'their control.' It is, in fact, in the control of their consumers and audience, who can blog at any time. And can videotape anything they like and post it out there for millions to see – all for the low price of free."

– **Jamie Cooper**  
Drake Cooper  
(208) 342-0925  
www.drakecooper.com

"Internet advertising, like all media, will continue to change and evolve in the quest to find more consumers. Content is king and media companies are continuing to find ways to deliver content that consumers want to see and hear online. I think you will continue to see traditional media companies (newspapers, broadcasters, and conglomerates) acquire and develop Internet-based outlets. Internet advertising will become more and more measurable and efficient as the capitalistic system does its thing."

– **Edward Moore**