**Jeff’s Discussion of Advertising**

**WE Hate Ads!**

We would prefer an ad free universe if possible. But advertising pays the bills for our online search, our social media, not to mention YouTube, Word with Friends, and other channels on the internet. Entertainment, search, social media …. Most make their money through advertising, so how do we make this a better experience for the consumer, the advertiser, the channels and more.

So here are ten ways to assure your advertising will be better received in this world of ad blockers and ad hate.

1. Go NATIVE Your ad should be seen as native to the topic at hand. It should feel like a natural part of the medium, the target market and so on.
2. ADD VALUE Your ads should have great content that would be desired by the target audience and it should be made to be highly share-able via social media
3. DATA Driven Your ads should be tested against analytics for the audience, the medium, and so on
4. NO Annoyance Your ads should NOT be annoying or viewed as such. Create ads and place them as is appropriate to the intended target audience
5. TELL a story Your ads should tell a story, not just try to sell. See the notes on MAKE IT Stick for more on this
6. TRUE NATIVE Think about the LEGO movie …. Branded entertainment that is out there telling the brand story yet in a highly entertaining manner. True NATIVE I call this as it targets the Lego audience directly
7. Unique Ad Opportunities… consider the CITIBIKE program in NY city. The shared bike program; bikes all painted with the exact Pantone color for Citibank; 6000 bikes reaches hundreds of thousands of people, daily with a message of support for the city, environmentalism, well-being physically; and so much more. Great sponsorship.
8. Authenticiy … your ads should be authentic as this is the type of appeal that millenials are responsive to. REAL; it’s what the millennial customer wants.
9. Emotional; your ads should have the pull of emotion. See the notes on MAKE IT STICK to gain more on this topic.
10. Channels Your ads should be placed in the most appropriate places to gain attention and intetest of your target audience. Consider the three areas of owned media; earned media; and of course, paid media.

**End Notes**

OK, $10,000,000 for every minute on the SuperBowl; one minute. Or $42,000,000 for tens of thousands of positive impressions every day by sponsoring the Bike Sharing program in New York City. Every day; every hour; great ties to the environment; the city of NYC; great corporate citizenship; sponsorship of a positive lifestyle; attractive to tourists and local; etc

Where are we going????

The decline of traditional advertising is afoot and the approach is employing much of the ten elements discussed in this paper.

So, Donald Trump; maybe it is time to consider how advertising can pay for some of the big agenda you have such as infrastructure improvements.

Jeffrey Heilbrunn

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