

Internet

Positioning

- Direct response-transactional opportunity available in real-time with advertising message
- 1:1 Market realized
- 24/7 advertising/customer service presence
- Long-term reduction of operational and transactional costs for businesses, especially with repeat customers
- Marketplace in the internet is the world

Disadvantages

- High-speed access is not widely available yet, limiting creative technology applications; great graphics, animation, video, etc. that are slow-loading and crash prone to current dial-up users
- High response rates can be taxing to customer service, inventory, shipping and other areas of the advertiser's business
- Online users are increasing rapidly each month, however, only 60% have access at home in the US
- Limited frequency, there are hundreds of thousands of websites, but each surfer can only visit a few and re-visits even fewer
- Security concerns: Despite the secure server technology, horror stories of credit card number being hacked, stolen and published hold many consumers back from using credit cards online
- Time: Many home users are still using 56K dial-up speeds, making web browsing tedious and frustrating with graphics, etc. causing users to move on if not worth the wait

Internet and Outdoor

Interestingly, both the internet and outdoor market themselves to similar audiences. Both media market to a younger, educated, affluent and mobile outdoor audience. Outdoor extends the reach and frequency of a campaign when net users are off-line. The brevity of outdoor's copy is ideal for driving traffic to websites.