



Advertising Transformed: The New Rules for the Digital Age

Fons Van Dyck

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Is advertising dead or alive? Quite simply the 20th century concept of advertising is dead and it will have to reinvent itself in order to survive. This transformation is going on as we speak. Brands that invest in advertising during an economic recession prove to overcome them quicker as times of crisis are typically moments when consumers' mental pecking order is being shaken up. When brand market shares are shifting advertising can be a determining factor for the future of brands. In *Advertising: dead or alive*, Fons Van Dyck offers strategic answers to questions marketers and managers have about the effectiveness of advertising in the digital age. He discusses the basics of how advertising works in marketing and communications planning today. What is the core target group of advertising? Which strategy works best? Does social media mean the end of advertising? Why is the integration of marketing and communication becoming increasingly important? Are consumers better at advertising? He addresses current advertising practice. What works best: a USP (unique selling proposition) or ESP (emotional selling proposition)? Is the future of advertising global or local? Is 'green' really a sales argument, and if it is, for what type of customer? What is the power of 'retro' in advertising? He explores what academic evidence is available today that demonstrates the added value of marketing and advertising for companies and organisations, even in times of economic recession and concludes by focusing on some of the most important topics of criticism brands and advertising in particular are facing and on how brands are responding. Backed by case studies of Effie Winning brands this book gives the reader concise and accessible insights into the modern form of advertising.

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