

## Chapter Six

### NEW MEDIA AND MODERN PRACTICE OF ADVERTISING: A DESCRIPTIVE OVERVIEW

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#### Introduction

Advertising is fundamental for the promotion of goods and services. Over the decades, it is important to promote products and services by drawing people's attention to purchase the products or seek certain services. Through advertising, individuals and companies can now easily publicize their businesses to numerous potential consumers by taking advantage of the available media to reach the large awaiting audience (Soling, 2006).

Advertising is designed to promote information about products and services to target customers in an optimistic approach of making them agree to purchase them. This however has been advantageous to small businesses especially, as they look for quick and easy means of generating income, as we are in the modern age of large scale production where producers think of pushing sale and advertising their products simultaneously (Nworah, 2004). Advertising has therefore acquired great importance in this modern world where market competition is ferocious, quick change in taste and fashion in the customers and fast changes in technology. It has made itself as one of such ways in proffering solution to these contemporary societal challenges (Reinatz & Saffert, 2013). But mere advertising is not enough in getting potential consumers. Rather, creative and innovative advertisements are required. It becomes necessary that an advertiser is creative and ever thinking of innovative ways that could help make his products and services unique among others, taking advantage of the ever increasing

innovations in advertising so as to reach a larger audience, attract them and increase his profit base with less effort (Benson-Eluwa, 2003).

#### Background

The etymology of the word "advertising" is derived from the Latin word *ere* meaning "to draw attention". It basically centres on the drawing of a person's attention to purchase a product or seek for services. Ozoh (1998) defines advertising as a form of communication through the media about products, services or ideas paid for by an identified sponsor. Advertising, as a field, has increasingly grown to be an object of enquiry, a field of professional practice and an index of modern business. Although it is an exciting and dynamic enterprise, it can also be challenging, as it is often persuasive, fascinating and its materialistic nature makes it an object of criticism and misunderstanding, Benson-Eluwa (2003, p.3).

According to Soling (2006), advertising can be traced to have originated from word of mouth which is the basic (and still the most powerful) form of advertising. Advertising has been available since humans started commercial activities. At the beginning of the twentieth century, Albert Lasker, who is regarded as the father of modern advertising, owned a prominent advertising agency; Lord & Thomas. At that time, he defined advertising as "salesmanship in print, driven by a reason why". But that was long before the advent of radio, television, or the internet came to centre stage. The nature and scope of the business world and advertising were quite limited. A century later, our planet is a far different place. The nature and needs of business have changed and so have the concept and practice of advertising.

As already known, advertising is being seen to perform diverse functions, some of which include education function, the socialization function and the marketing communication function. It also provides numerous benefits to the society at large, which includes making the media less expensive and contributing to a large and diverse economy. It also makes use of a variety of strategies just to reach its targeted audience. Adverts may attempt to understand the audiences' needs, wants and motivations through psychographic

research. Specific products may also be targeted to specific demographic groups.

It is now a norm for every business organization to communicate to its diverse audience which include; government, consumers, shareholders, distributors, employees, suppliers and the general public about their new products and policies. Consumer behaviour varies as much as the consumers themselves. There is no direct link between placing an advertisement in the media and the behaviour of consumer purchasing the product in the sense in which there is a direct link between the consumer purchasing the product and the product leaving the factory. Consumer's reaction to an advertisement for a product varies, ranging from a desire to purchase the product to absolute apathy. However, placing advertising in the media is a form of communication capable of buying about a kind of action that will have a profound effect on the eventual sale of the product. Advertising generally works on the audio-visual senses of consumers and thereby set up in their minds a chain of reactions capable of influencing their buying decisions (Nworah 2004:p.2). The ease with which advertisements succeed in the process of influencing consumer behaviour will depend highly on the credibility of the message.

However, traditional means of advertising, such as television, radio and print advertising are not sufficient enough in this 21st century. The world is becoming gradually a global village, increasing the chances of an advertiser to reach an audience beyond the shores of his own region. This therefore births the arising need for creative innovations that could distinguish a business from another. Taking advantage of the worldwide web, this has literally eliminated boundaries for connectivity and also has given birth to a number of business entities. Innovations such as the internet means of advertising is undoubtedly one such instance, rendering the usage of internet to promote products and services to potential customers. Other innovations in advertising such as the e-mail marketing, social media marketing, mobile or portable marketing and an array of display marketing such as banner advertisement ads, pop-ups, and so on are also evident means of reaching a larger audience as compared to the traditional means of advertisement.

In a struggle to make a business feat thrive well, an important key is innovation. *Encarta* dictionary defines innovation as "the act or process of inventing or introducing something new". Combining innovation with advertising therefore can be described as the process of introducing something new in other to draw people's attention towards the purchase of some set of product or services. Innovative advertising here requires lots of creativity and idea generation so as to pull a targeted audience more than the common traditional means of advertising. According to Reinatz and Saffert (2013) innovative advertising is more memorable, longer lasting, works with less media spending, and builds a fan community faster. Researchers have found that innovative advertisement messages get more attention and lead to positive attitudes about the products being marketed.

Innovative advertisement however requires four (4) elements – originality, flexibility, elaboration and artistic value (Reinatz & Saffert, 2013). Originality entails the uniqueness of the advertisement message idea itself. For instance, more people like the popular drink, Coca-Cola, just because of their style of presenting their advertisement messages (e.g. the "Happiness Factory" advertisement). An innovative advertisement is expected to be "out of the ordinary", presenting the message in style, abandoning stereotypical thinking. Flexibility on its own entails the advertisement's ability to contain different ideas. It must self-integrate diverse ideas, to bring out one big innovation. By the element of elaboration, innovative advertisements are expected to contain more creative details, but these details are to be presented in a simple format which can be easily understood by the customer, and attract them to purchase the product. The artistic value element of an innovative advertisement must be visually and verbally distinctive, which implies that the ideas presented must come to life graphically or verbally.

### **Examples of Latest Innovations in Advertising**

It is impossible to move around and ignore the obvious large amount of advertising space on billboards, print publications, internet and the airwaves. However, many countries know the effects of the global economic downfall with some of the sector's main advertisers

becoming more reluctant to place new advert bookings. Such effects of the global economic downturn in which the advertising sector also suffers, has brought about a range of innovations in that regards.

1. **Bar code scanning:**

Marketers and mobile advertising firms had been trying for a while to foster the use of QR codes — logos that consumers could scan with their phones to access online content. But for makers of packaged goods, such codes take up valuable real estate on packaging. Companies like Stickybits, CauseWorld, etc have addressed this issue with new technologies that read bar codes. Stickybits, for example, struck deals with Coca-Cola, Pepsi and Campbell's Soup while CauseWorld worked with Procter & Gamble and Kraft on a program in which consumers could amass "karma points" for scanning the codes, which earned contributions to consumers' favourite causes. Truth be told, the bar code readers don't always work that well and it's unclear how many consumers will take the time, but, by using bar codes, the two companies provided another big step toward mobile-enhanced interactive shopping.



Fig 1: Sample bar code scanning advert

2. **iAds (iPad Adverts):**

With its untouchable interface of cool and its domination of the market of high-end, consumer-friendly, cutting edge gadgets, marketers are positively salivating about the idea of getting on

any Apple platform. With the introduction of the iPad and the iPhone 4, Apple obliged with a new, full-screen rich media environment that CEO Steve Jobs described as "mobile ads with emotion" and positioned as a format for ads that consumers would want to watch.

3. **Promoted Tweets:**

Twitter is a well established social media company that has its sights on a business model. With great fanfare, Twitter introduced *Promoted Tweets* in April 2010. Taking a page from Google, the idea was that people searching for various terms on Twitter would see the sponsored terms along with organic results. Marketers like Coca-Cola and Virgin America experimented with the program, with laudable results. By year's end, like Apple, Twitter appeared to be democratizing the program.

4. **Group Buying:**

Groupon, a two-year-old company is profitable, popular and on the way to a winning advertising formula that can be executed on a large scale. They offer advertisers the opportunity to create a webpage where they can have a local business. On this local business page, advertisers can put up their products for sale. Such local businesses can later be put up for sale also, giving it out for auctioning.

5. **CAPTCHA Advertising:**

CAPTCHA, meaning Completely Automated Public Turing test to tell Computers and Humans Apart tries to prove that users of specific websites are human and not a robot. However, Solve Media has taken advantage of captcha in advertising. The company worked with Toyota, Microsoft and Dr. Pepper among others, on the type of ad that consumers couldn't ignore. For Dr Pepper users were prompted to type in "There's nothing like a Pepper" instead of the normal CAPTCHA gibberish.

6. **Google AdSense:**

Google, an internet company originally focused at providing search engine querying service, developed the now popular internet advertisement. Using the Google AdSense concept of advertising, an advertiser can specifically choose his target

audience, without having to advertise to the entire internet population. Using this format of advertising, they reduce wasted advertisement funds and stand a chance to reach a larger audience on the internet. The adverts are then displayed on websites related to his selected target audience.

#### 7. **E-mail Marketing:**

Via e-mail messages, advertisements can be transmitted to an already existing option list that consists of target audience. The advert could be made to capture the attention of the audience so as to purchase the advertised products.

#### 8. **Video Ads:**

Thanks to high speed internet service providers, video advertisements have increased in popularity. Typically, video adverts will either be shown using special plug-ins or Java-based player software. More recently, Macromedia has introduced standard video capabilities into Flash, making Flash one of the preferred methods for delivering video ads. Flash-based video ads in particular have the benefit of being able to include other interactive elements. Some advertisers appreciate being able to take advantage of high quality video ads as a way to make use of the same ad content they use for television. Youtube.com, for instance displays adverts on the video contents.

#### 9. **Pay Per Click Advertising:**

Pay per click advertising is now one of the most targeted forms of advertising. It's relatively inexpensive and can be very effective if you're strategic about it. Advertisers register with advertising providers who help them publish their adverts on targeted websites. The advertisers are then charged per users' click on their advert links.

#### 10. **Social Media Marketing:**

Taking advantage of social media marketing on websites such as Facebook, Twitter and LinkedIn, it can be quite powerful to make advertisements without much costs, time or efforts. Advertisers majorly create posts on these social media websites in form of posts so as to attract the users of the websites towards their products and services.

#### 11. **Paid Social Media Advertising:**

Social media sites such as Facebook, Twitter, LinkedIn and StumbleUpon offer advertisement services such as Facebook ads, promoted tweets, LinkedIn ads and StumbleUpon's paid discovery respectively. Advertisers are charged to display their adverts to a target audience on these social media sites. This form of advertisement is obviously profitable and audience reaching.

#### 12. **Twitter's app install ads:**

This is another Twitter-based advert innovation and it bookmarks Facebook's idea, which helps make considerable revenue from mobile application. An advertiser could take advantage of the *promotional tweets* to display his ads to over 245 million mobile gadgets running this app.



Fig. 2: A sample twitter ad generated on their mobile application

#### 1. **Online Apps:**

Online apps like Spotify and Skype provide unique advertising opportunities as they look to generate revenue from their 'freemium' services. With creative tailored to the app, and typically more control over audience targeting, online apps can be highly effective platforms for advertising.

#### 2. **Online Directory Listings:**

Taking advantage of the online directory listing advertisement innovation, an advertiser can reach a larger audience by submitting his website to online directories like dmoz, aboutus.org, joant.com, the World Wide Web virtual library, or Yahoo Directory.

### 3. **Location Based Services:**

An advertiser can also submit his business to location based services and apps such as Google Places, Yahoo Local, Foursquare and Facebook check-in, to name a few.

### 4. **Referrals:**

Referrals are one of the best ways to grow a business and there's only one way to drastically increase yours – ask for them. An advertiser can decide to request for referrals and pay customers for each of the prospective customer they convince.

### 5. **Business Cards:**

This is a creative and innovative way of branding a business. They're inexpensive and portable. Having them on always, an advertiser could include them with every handwritten note he sends out, giving them to contacts he meets as he goes about daily activities.

### 6. **Self-Branding:**

To attract more customers, one could use brand, whether a branded polo t-shirt or a vehicle. It brings out the professional look on the business owner and help stir up conversations with people you interact with. It is a quick and inexpensive means of advertising. Also, your personal car could be designed with the company logo or phone number. This can help establish a strong presence in your community and will be seen by lots of people.

### 7. **Public Transportation Advertising:**

Advertising in a bus, taxi or train is not as pricey as one might think. Such advertisements will get the advertiser in front of the eyes of thousands of people on a daily basis.

### 8. **Constant contribution to online forums in your niche:**

As an advertiser, one could sign up on online forums that are almost close to his kind of niche. People are always talking and seeking diverse information, of which the advertiser's niche may be part of. If he provides them solutions of value, he will win their ears towards himself, thereby increasing customer base.

The list of recent innovations in advertising is obviously enormous, but indeed the face of advertising has indeed been transformed globally. Innovative advertisements don't cost much in

terms finances, time and effort, but a lot of creativity, persistence and smart work is required. An innovative advertiser needs to stay focused on building the best possible business and providing massive value to their audience.

### **Qualities That Make Innovations Spread**

Diffusion of Innovations takes a radically different approach to most other theories of change. Instead of focusing on persuading individuals to change, it sees change as being primarily about the evolution or “reinvention” of products and behaviours so they become better fits for the needs of individuals and groups. In Diffusion of Innovations; innovations and not people change (Robinson, 2009). Why do certain innovations become more prominent than others? And why do others fail? Everett Rogers (2010) recognised five qualities that determine the success of an innovation. They are:

1. **Relative advantage:** This is the degree to which an innovation is perceived as better than the idea it supersedes by a particular group of users, measured in terms that matter to those users, like economic advantage, social prestige, convenience or satisfaction. The greater the perceived relative advantage of an innovation, the more rapid its rate of adoption is likely to be. There are no absolute rules for what constitutes “relative advantage”. It depends on the particular perceptions and needs of the user group.

2. **Compatibility with existing values and practices:** This is the degree to which an innovation is perceived as being consistent with the values, past experiences and needs of potential adopters. An idea that is incompatible with their values, norms or practices will not be adopted as rapidly as an innovation that is compatible.

3. **Simplicity and ease of use:** This is the degree to which an innovation is perceived as difficult to understand and use. New ideas that are simpler to understand are adopted more rapidly than innovations that require the adopter to develop new skills and understandings.

4. **Trial-ability:** This is the degree to which an innovation can be experimented with, on a limited basis. An innovation that is trial-able represents less uncertainty to the individual who is considering it.

5. **Observable results:** The easier it is for individuals to see the results of an innovation, the more likely they are to adopt it. Visible results lower uncertainty and also stimulate peer discussion of a new idea, as friends and neighbours of an adopter often request information about it.

According to him (Everett Rogers 2010), these five qualities determine between 49 and 87 percent of the variation in the adoption of new products. These five qualities make a valuable checklist to frame focus on advertisement models and strategies to take. They can help identify weaknesses to be addressed when improving products or behaviours of a targeted audience towards a product or service.

#### **Tips for Successful Innovative Advertisements**

Taking a cue from Lexie's write-up on SmartRecruiters.com,

1. **Use your companies main source of traffic to advertise:**  
This is brilliant because some customers are already investing in the company, and are expecting exciting new and innovative advertisement formats. Their excitement would be surpassed when they come across a new and popular advertisement of their favourite company.
2. **Demonstrate the potential for growth.** People believe in growth and no customer will want to invest in a company that has no growth potentials. As an advertiser, you should display a good potential for growth, develop strategic growth measures, and live by them.
3. **Having a sense of humour in your advertisements:** No one likes to be bored. Advertisements should be catchy, easy to register in the minds of the target audience, and it should be something they can laugh about. Not putting to consideration these factors may birth an advert that could pull little or no audience at all.
4. **Being social is no longer an option.** Everyone is online now, which means an advertiser needs to conform to popular views. To reach more audience, he needs to involve the internet in his advertisement process.
5. **Take advantage of the season.** Advertisements should always be

evolving. No one is going to be interested in something that looks the same over and over again. An advertiser doesn't have to keep using the same advert design and format different months just because he wants to save money. He must understand and work with the season.

6. **Make it easy for the audience see themselves in the advert:**  
Innovative advertisements should be able to carry along the audience. They should be able to visualize themselves in the advertisement.
7. **Honesty is the best policy.** A creatively designed advertisement that doesn't live up to its promise gives a bad reputation of the advertiser himself. A good advertiser should be very conscious of his advert messages and he must ensure that the adverts don't exaggerate effects.

#### **Latest Researches on Advertising**

The field of advertising has experienced an alarming growth in the past decade of which has shifted the attention of consumers online (James & Daniel, 2011) and this also has indeed attracted researchers in attempting to find out the reason for this. According to James & Daniel (2011)'s research on the definition of advertising, they discovered that the low pricing of advertising has been a partial cause for the decline in traditional advertising. They pointed out that that traditional advertising has been faced with substantial competition from recent innovations in advertising and there may no longer be separate markets for traditional advertising for media such as newspapers and radio.

Matthew (2011) however attempts to study the effects caused by these advertisements on brands. He discovered, however, that advertisements by companies and individuals do not affect their brands. Rather, it affects the websites or applications where they are hosted on. He discovered that most businesses are majorly concerned about making their adverts bigger and flashier than that of their competitors so that consumers can notice them. But on the consumers' side, majority of these consumers rank these pop-up adverts, interstitials, and email adverts as ineffective, thereby giving

them no interest in such advertisements.

In Muhammad *Et.al* (2012)'s attempt to study "Valuable Internet Advertising and Customer Satisfaction Cycle", they emphasized the fact that internet advertising is only valuable if customer's latent needs are identified and also the issue of customers' privacy being dealt with, as it seems to be the main proponent in driving the new advertising concept. But these recent advertising innovations cannot be profitable unless there exists also a large percentage of advertisers that are well accustomed to them. Kudumeli (2008)'s research however revealed that innovations such as the internet means of advertising is used by a percentage rate of 80% of advertisers. He also foresaw an adoption which will surpass the initial rate, resulting in 90% of advertisers in 2008. According to Dirk and Alessandro (2010), most advertisers on the internet are competing more for messages rather than consumers. In other words, competitions among firms for advertising messages do not interact with their competition in the product market.

Bergemann and Bonatti (2011) on their own attempts to understand the implications of targeting in internet advertising markets; discussed several directions in this regards, some of which include Market Power, Multihoming and Endogenous consumer locations. Aleecia (2011) discussed that there exist a gap between current and expected knowledge of internet users in order to make effective decisions about their online privacy. This however affects targeted internet advertisements, as it reduces the ability, for the advertiser, to make a proper choice of an appropriate audience to target at a given advert. He also discussed that in general; users do not appear to want targeted advertisement at certain times and do not find value in it. However, a small population but of users are genuinely eager for relevant ads.

### **Pros and Cons of Recent Advertising Innovations**

Although the significance of the recent advertising innovations and business organizations cannot be overemphasized, especially those that do businesses in foreign communities, companies still realized that the use of traditional means of advertising is also still very much effective. Therefore it becomes important to look at the two sides of

these recent advertising innovations.

### **Advantages of Advertising Innovations**

Some of the recent advertising innovations reaches a much wider target audience although inexpensive and will probably provide you with more profit than traditional advertising. It has a lot of advantages that traditional advertising can't possess. This latest form of advertising gives such wide chances that it makes your head swivel as found in video advertising, advertising on social networks, mobile advertising, e-mail advertising, banner advertising, Google Search advertising and a lot more.

#### **1. Ability to reach out to more customers**

By creating innovative advertisements, new potential customers can be reached; audience that have no knowledge of your store's location. Unlike the traditional means of advertising, when one advertises on the internet, for example (Using the Pay-per-click, Paid social media advertisement, promotional tweets, e.t.c.), the advert isn't limited to subscribers, but to a much wider audience, thereby improving the potentials of reaching a large number of prospective customers (Smallbusiness, 2008)

#### **2. Cost Effectiveness.**

Most of the recent advertising innovations are inexpensive as compared to more traditional advertising methods. It is also easy to track results, so one can easily determine which online outlets are and aren't working for the adverts. Search Engine Optimization (SEO), for example, is a simple activity to ensure websites can be found in search engines using keywords (Redevolution, 2012). Such search engines could include Google, Yahoo, GoToHell, Angelfire, Alavista, e.t.c. It is also important to note that these innovations eliminate the need in reprinting and redistribution of posters or flyers, as the case is in traditional advertisement (Lifestyle, 2012).

#### **3. Fast Improvement on Product or Service.**

The ability to measure and the easiness to track the conversion makes recent innovations in advertising miles ahead of the traditional

advertising methods (Richard, 2011). A lot of effective analytics tools like the Google adwords are available to measure online advertising campaigns, which helps in more improvisation of the ads.

#### **5. Target Audience.**

Youth or corporate world targeted products are a great target audience when it comes to advertising on the internet for example, as they make up the highest percentage internet surfers (Ibserve, 2008). The internet as a whole is a great tool when it comes to advertising, as it possesses the ability to reach billions of potential business customers, whose attention can be captured into patronizing one's business feat via online adverts.

#### **6. Easy Update on Products.**

Unlike TV commercials, which must be periodically updated, recent innovative advertisements could go on for some time without change. Taking for example the Google adsense means of advertising, if there is a sudden need for updates, the amendment could be done in a fast and easy way with a few clicks (Ibserve, 2008).

#### **7. Lower Risk Factor.**

Some advertising models pose a much lower risk factor. Within a day or even hours you can often gauge how successful a campaign is. If the return on investment is low then simple stop the advert from showing any more. They also provide ways to constantly improve your marketing; like easily setting up 10 different versions of an advert and testing to know the cheapest successful one, before continuing with promoting that advertisement (Taridigital, 2013).

#### **8. Increased Brand Awareness.**

By branding your products, for example, there are higher chances of exposing more potential consumers to your products with less stress. Wearing a cloth with your company logo captures the attention of those you interact with, thereby providing the chances of relating the products and services to them. Other advantages include:

#### **9. Quick rise in sales**

#### **10. Guaranteed audience despite all odds**

### **11. Ability for customers to find you, the advertiser.**

#### **Disadvantages of Advertising Innovations**

Since many consumers spend time shopping online for everything from groceries and clothing to electronics and cleaning supplies, many businesses include online advertising, SEO, E-mail marketing, e.t.c. in their marketing strategies. While the benefits of innovative advertising online include the potential to reach a large market and the ability to increase sales despite all odds, innovative advertising also presents some disadvantages.

#### **1. The innovative process takes time**

Discovering or creating innovative advertisement that can pull the minds of targeted audience is very tasking. An advertiser will need to study the typical behaviours of his targeted audience and his intended channel for reaching them. This process could however take lots of time for proper research, testing and monitoring of results.

#### **2. Technical Obstacles**

When customers visit a website, for example, they mostly have a goal in mind. It is whether to catch up on the latest celebrity gossip, read the news, chat with friends, download music or even shop. Some websites are however overloaded with distractive advertisements that can pull away the user's attention from their major goal on the website to these adverts. Some of these ads could even annoy the web users because it interfere the users' activity on the webpage. With the use of diverse software's, some of which are plug-ins on browsers, many of these web users ignore these ads or use pop-up ad blockers to get rid of them (Mpdailyfix, 2004).

#### **5. Customers Ignore Ads**

Some consumers are so used to seeing advertising on television, hearing radio commercials and flipping through advertisements in magazines, they have developed an aversion to all other forms of advertising. This however poses a challenge to innovations in advertisement. Customers might not be used to the advertiser's newly introduced means of advertisement. This also is the case with online



advertising, where consumers can avoid clicking banner advertisements, bypass ads in online videos they watch and close pop-up advertisements as soon as they come up on their screens. Customers are in control of which advertising messages they want to click and respond to (Miranda Brookins 2010).

#### **6. Copyright problem.**

Advertising materials of an individual or an organization are automatically available for everyone in the world once the advert is placed online. Such advert materials can be copied, regardless of the legal limitations. Trademarks, pictures and logos can be copied and used for commercial purposes. In traditional advertising, such as TV, radio and newspaper advertising, where pictures must be replicated, copying the content is much more difficult (Sivia, 2013).

#### **7. Intrusion into consumer's privacy**

With the use of promotional tweets, Facebook ads, E-mail marketing, the targeted audience might be disturbed with the unending e-mail advertisements or promotional advertisements. This might cause them to discard such adverts or unsubscribe from adverts of such.

#### **Discussions**

As earlier noted, the recently developed advertising innovation is developed to promote information about products and services to target customers in an optimistic approach of making them agree to purchase products and services. As believed, effective and innovative advertising campaigns can help a business organization to attract traffic, provide customers' information, build up customer relations and also business profits and Return On Investments (ROI). Series of innovative advertisement like e-mail marketing, Google adsense, social media advertising, etc. have helped advertisers reach a larger audience as compared to the traditional advertisement methods which costs more, but has chances of giving a lower output of audience.

The world has been transformed, and for every successful business man to succeed in his business feats, he also needs to get transformed with the world. In other to maintain growth among the

very competitive market, he must be able to think of new and creative means of making his products remain on the mind of his targeted audience. Taking advantage of the new social trends, innovative advertisements has posed to offer more benefits than disadvantages. With its help to reach more audience inexpensively, any advertiser can easily market his products and services without wasting time or effort. Social media websites such as Facebook, Twitter, StumbleUpon, LinkedIn, Skillpages, e.t.c. poses to provide innovative means of reaching an audience, of which is very much beneficial to advertisers. They have helped advertisers break the barrier created by traditional advertisement methods, by allowing advertisers reach an audience beyond their own reach. An advertiser based in Nigeria could advertise his products such that an Asia-region based audience can be targeted. How well can traditional advertisement or the old archaic means of advertisement help reach more audience? Reviewing all factors, it is never an understatement to state that the recent technological advertisement innovations have indeed helped advertisers increase their market base, and only a creative and innovative advertiser can thrive well in the very competitive market in his niche.

#### **Conclusion**

Advertising informs, entertains, persuades, dissuades and helps to enhance the perception of value. Its effects stretch across the economy, with roles ranging from an enabler of efficient markets to a supporter of the creative industries. It's a fact that advertising plays a central role in a market economy. It provides vital information to consumers on products and prices and makes it easier to bring new innovations to market. It is however pertinent to note that the recent trends in advertising today has been more advantageous than it could have been disadvantageous. Creative innovations employed in the means of advertising products and services to targeted audience has helped reach more audience than ever, and the services offered, when compared to the price and requirements, has obviously over exceeded the advertisement's worth.

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