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VIC3400—Visual Design for Globalized Media

Assignment 5—Infographics Analysis

Module 9, Assigned Week of Mar. 25th

MEDIUM MATTERS is an infographic that effectively presents statistical information to help marketers make decisions in regards to cost-effective advertising choices.

The abundance of advertising media choices and the complexity of newer technology makes choosing the right media for advertising a difficult task. This infographic provides valuable information such as consumers' trust, product placement, social marketing effectiveness, reactions to mobile advertising, and a new model to approach advertising, in a simple and comprehensive manner for marketers to make educated decisions.

TRUST

The number one reason a consumer buys is trust. It is said that one of the most important characteristics to have in digital media is authority and Rachel Bostman, a TED speaker, explains that the currency of the new economy is trust. Analyzing the information presented by Medium Matters, it seems that traditional media still holds the

greatest degree of trust (Newspaper, TV, Radio, and Magazine), while the digital media is still working its way, which is normal because trust is earned and it takes time to achieve it. The other factor that needs to be considered is that as the digital natives move forward in the brackets of purchase power the percentages will start to change, as seen in the reaction to mobile advertising graphic, the younger the group the more they look at mobile advertising.

PRODUCT PLACEMENT

TV is still ranking high in trust, but products have to find creative ways to appear on television because consumers avoid watching commercials by recording their favorite programs, watching ad-free cable channels, or use the internet to watch their favorite shows. Brands pay the top shows to place their products and in a way those shows and their stars endorse the products. Product placement is a growing trend, as it is showed in the by the difference of products placed from 2006 and 2010. Interestingly, the top 5 brands placed in 2011 are American and were placed in American shows.

SOCIAL & MOBILE MARKETING

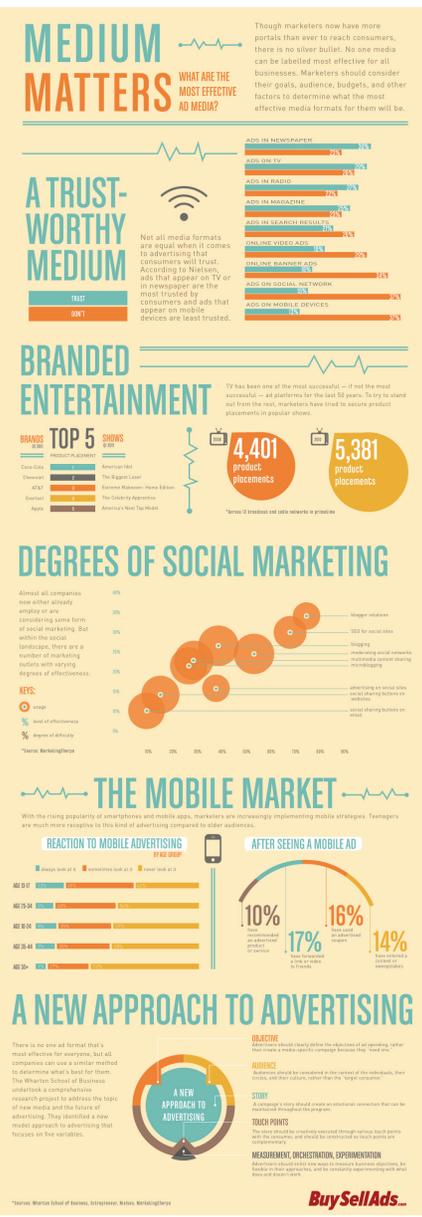
The level of effectiveness of social and mobile media is still low. Like discussed above, the infancy of this new media may be the reason of the low effectiveness percentages. However, I believed

that the perception of the user is what is causing the slow growth. The user's relationship with his or her phone is at a personal level. Mobile advertising is perceived as unwelcomed intrusion to the privacy of their lives. I think that the Reaction to Mobile Advertising graphic, by age group, is very effective at showing how the younger the consumer the more likely he or she would look at the ads in their mobile phones. It could have been more effective if they had listed the age groups in order, age 18-24 before age 25-34. The actions taken by those who look at the mobile ads are also in the lower range.

A NEW APPROACH

This infographic explains the new marketing methodology developed by The Wharton School of Business. The new approach to advertising is to develop an emotional connection by defining an objective (25%), understanding the audience (25%), and making effective decisions in terms of the touch points or mix media to use (50%).

The infographic does not have a date, but judging by the information provided in the Branded Entertainment segment (Q1 2011), it provides recent data. As a digital media major, this is the type of information I need to have access to and use it to make good decisions. I will keep this information and compare it with future data to observe the trends changing.



*Source: Wharton School of Business, Entrepreneur, Nielsen, MarketingProfs