

What is the Best Way to Reach Consumers Today?

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STEPHEN ALLAN 30 NOV 2011

Are brands ready to meet the demands of digital natives? Will technology be a carriage or a barrier for messages? And what can we do to prepare for further changes in consumer behaviour?

These are just a few of the many important questions that every advertiser should be asking themselves.

Empowered by choices, we now live in a world of opportunity where everything is just a click away. As consumers, we expect to have our needs met immediately and nearly effortlessly, and more than ever, we are not afraid to share information to get there. And with every online interaction, we are creating a footprint.

For advertisers, this has created huge opportunities and challenges. On one hand, the doors have been opened to a world of consumers, making it easier to speak directly and relevantly to audiences. On the other hand, however, consumers are now in charge of their own media consumption and are enclosed in interest-specific filter bubbles created by search engine algorithms. It is even harder for brands to get noticed in the first place, and brands need to tackle both the consumers and the technology.

To break through, brands need to look closer at the data that consumers leave behind and think about what makes them tick. Get it right, and the rewards will be worth it; consumers will love and trust your brand. Get it wrong, with no focus on the consumer, and your brand will be left outside the bubble. In this issue of BLINK, we recognize that the shift in power from advertisers to consumers is a noticeable one and that many questions still need answering.

Inside, we identify what advertisers are doing right, what they are doing wrong, and what they will need to do more of in the future.

I hope you find it interesting, useful, and ultimately, empowering.

Regards,

Stephen Allan

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