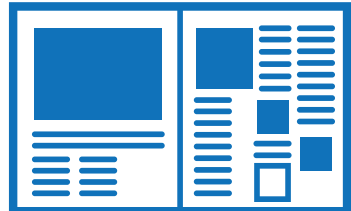
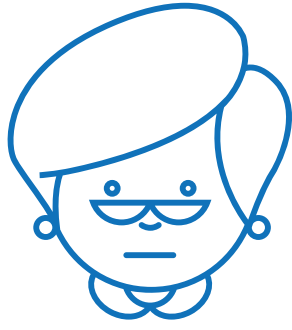


# NEXT GENERATION ADVERTISING

## Keeping up with the Joneses

### Every summer the Jones family

enjoys their annual highlight – the family reunion. And, every year, **Grandma Jones** would haul out the yellow pages directory, scour the newspaper discount coupons and try to confirm that her refrigerator, which they were always advertising on TV, really kept drinks as cold as they said it would. Was there not something better? Better caterers? Maybe better furniture? Entertainment?



**“Half the money I spend on advertising is wasted; the trouble is I don’t know which half.”**

- John Wanamaker

1949

1950

1951

1952

1953

1954

1955

1956

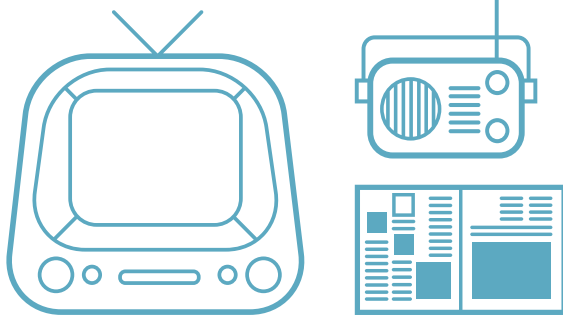
1960

1970

1980

1990

Way back then print and broadcast media were the primary sources for brands to communicate with the public.



TELEVISION WAS THE LEADING AD MEDIUM with advertising spend growing from

1949

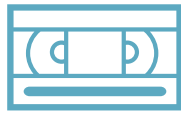
\$12.3M

1951

\$128M

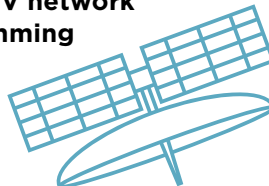
1955

\$1B



1956 video recording made it possible to air prerecorded commercials

1951 saw the introduction of live TV network programming

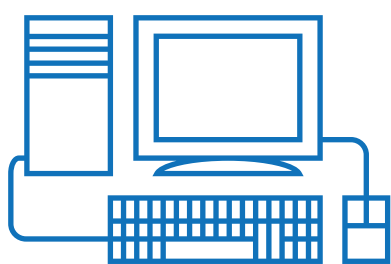
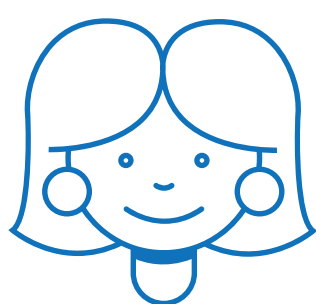


The upside, their message was delivered at scale.



The downside, the message was delivered to everyone, regardless of how interested they might be.

Eventually Grandma Jones relinquished the title of Chief Party Planner to her daughter Jane, who couldn’t wait to show her mum just how quickly and easily she could plan the same function using... the Internet!



Jane certainly had a wealth of information at her fingertips. But what she didn’t have was time to scroll through the billions of search results, millions of websites and thousands of ‘top 10 tips to plan your summer party’ blog posts. Not to mention spam email, noisy, irrelevant advertising and even noisier websites...

1995

1996

1997

1998

1999

2000

2001

2002

2003

2004

2005

2006

2007

2008

2009

2010

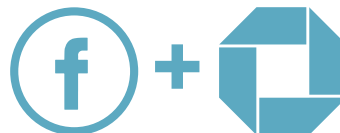
1995 - 2001 The Dot Com Boom Era: By the time the bubble burst irrelevant messaging and poor user experience when clicking on banners drove conversion rates down to less than 0.1%



2000 Google introduced Adwords



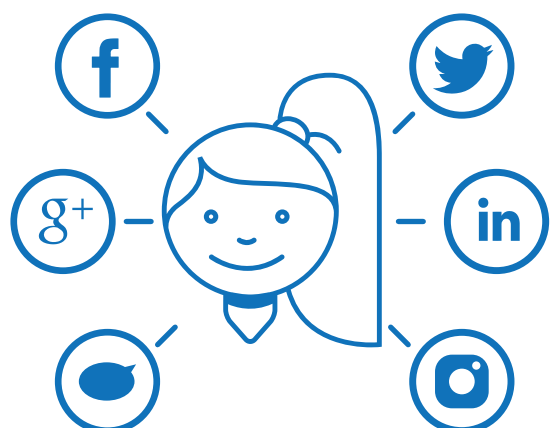
2006 Facebook announced a one year marketing agreement with J.P. Morgan Chase



2010 Twitter released Promoted Trends & Promoted Tweets



The rise of Social Media advertising finally gave brands the opportunity to exist in their customers’ domain. Unfortunately, the new customers, like **Jane’s daughter Michelle**, weren’t too fond of the idea of brands interrupting their experiences.



As Michelle came of age and watched her mother go through the same planning battles year after year, she knew there just had to be a better way to search, find, match and connect with the people who understood and could deliver exactly what the Jones family needed for their annual celebration.

2011

2012

2013

2014

2015

2016

-25.3% Growth among US 13-17 year olds on Facebook by January 2014



And then she discovered **EVENTERPRISE.COM**



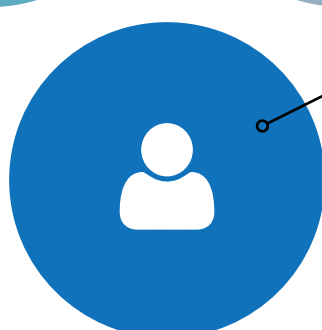
SEARCH

COMPARE

CONNECT

REVIEW

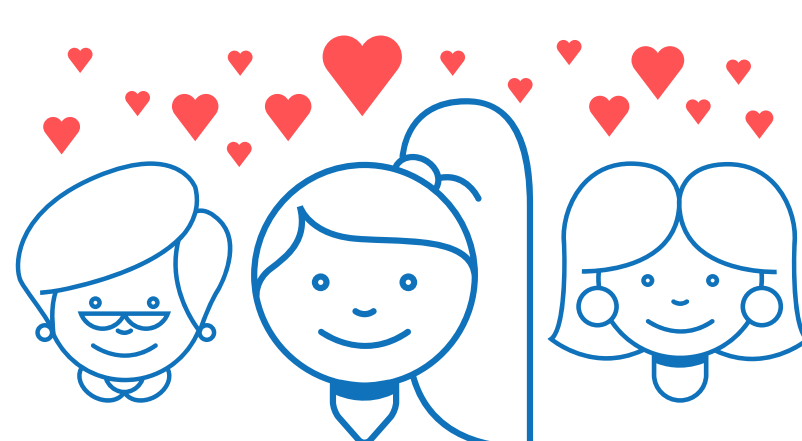
**95000+**  
PROFILE SEARCHES  
PER MONTH



**82000+**  
PROFILE VIEWS  
PER MONTH

The closer Michelle got to finding the right florist, she began to notice a trend - adverts for exactly what she was looking for, like being watched - not the creep guy next door, but online tracking where Michelle saw placements and search results sponsored by suppliers relevant to the specific category she was browsing. Easy to browse, and even easier to compare and choose. Relevant event professionals were having their services delivered to Michelle at precisely the right moment she was looking for them.

Not only were the Jones’ family reunions more fun to put together, they were a lot more fun to be a part of.



**Advertising to the Joneses has changed - Programmatic advertising took care of that. Don’t get left behind.**

#### SOURCES

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- Compiled by Barry Blassoples

