

Future Generation Marketing are not Surprised by recent claims that Marketers waste £485m on Unseen Ads

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With the way people view TV changing dramatically in the last few years, traditional TV advertisements are no longer having the huge impact they once did. [Future Generation Marketing](#) were not surprised by a recent Meetrics report that suggests brands could have wasted £485m on adverts that weren't seen.

About Future Generation Marketing: <http://www.futuregenerationmarketing.co.uk/>

According to a new report from Meetrics, UK businesses may have wasted £485m in the second quarter of 2015 on adverts that were not viewed by consumers. Future Generation Marketing say they are not surprised. With an overload of TV and online advertisements, consumers may feel overwhelmed and the adverts do not have the same impact nowadays than compared to a decade ago. The view-ability figure is 49 per cent in the UK, well below the view-ability in other European countries such as Germany with 64 per cent and France with 62 per cent. Unilever's marketing director Keith Weed recently stated that anything less than 100 per cent is simply not good enough. Future Generation Marketing insist that direct marketing remains one of the most effective marketing tools.

Future Generation Marketing are an [outsourced sales and marketing](#) company based in Reading. The firm has become one of the market leaders in their industry. Future Generation Marketing promote and sell products and services on their clients' behalf on a face-to-face basis. The firm's sales force meets with consumers in person. "It is really important to us and our clients to build long-lasting relationships with people. We want to show them how much we care and that they are not just a number but a valued customer," says Future Generation Marketing. Their strategy clearly distinguishes them from competitors and has led to increasing their clients' customer loyalty by over 35 per cent in the first half of 2015.

Future Generation Marketing meet with over 1,000 people every single day to promote their clients' products and services. They operate with a 'no win - no fee' policy with little risk for their clients who only pay for actual results. "Direct marketing is a very cost-effective marketing tool that focuses on building strong relationships between consumers and our clients," says Future Generation Marketing.

More and more companies have recognised the value of meeting with their target audience face-to-face and allocated their marketing budget increasingly to direct marketing campaigns, reconsidering their spending on TV and online advertisement.

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