Streamline Promotions investigates how TV advertising is changing

Friday 18 September, 2015

The way people view TV has changed drastically in the last few years and as a result there has been an impact on TV advertising. Streamline Promotions, direct marketing specialists based in Bristol, investigate how TV advertising is changing.

The way people view TV is changing and as a result of this, the way that brands buy their advertising is changing too. Statistics from ThinkBox show that people are able to view TV in an increasingly varied number of locations; statistics show that 37% of people watch TV when out and about, 17% at someone else's house, 16% on public transport, 13% while at work and 12% while travelling in a car.

About Streamline Promotions: http://www.streamline.gb.com

In addition to this, live TV viewing is decreasing. More data from ThinkBox shows that only 49% of 16-24 year olds watch live TV – 9% is by playback, 9% on DVD, 7% via YouTube – and 67% of all individuals watch live TV – 11% is by playback, 4% on DVD, 3.5% via YouTube (source: Marketing Week, 15th July 2015).

The dominant reason for this change is in the power of technology and the internet. The effect is not only on the way that people watch TV, it is also creating a significant change in the way TV advertising is being directed towards targeting specific segments of audiences known to be watching rather than programmes that a research panel has suggested they 'might see'.

Streamline Promotions are direct marketing, promotions and PR specialists and have observed how technology and the internet have influenced these changes in TV advertising. The firm use direct marketing techniques to increase client's market share.The firm has found that personalised direct marketing campaigns are more effect than traditional forms of advertising that include TV, poster and online advertising.This is because the firm can build a relationship at the initial point of sale which is then maintained during the customer/client relationship. Streamline Promotions believes direct marketing is the most effective form, as in-person promotions make an impact with customers and aren't easily forgotten.

Streamline Promotions are a direct sales, promotions and PR company based in Bristol.The firm specialise in promoting and selling their clients' products and services, whilst increasing their brand awareness to consumers on a face-to-face basis, daily.This personalised approach to marketing has led to increased customer retention for their clients by over 35% in the first two quarters of 2015.

Related Sectors:

Business & Finance :: Consumer Technology :: Education & Human Resources :: Entertainment & Arts :: Environment & Nature :: Home & Garden :: Leisure & Hobbies :: Media & Marketing :: Retail & Fashion :: Sport ::

Related Keywords:

Irresistible :: Product :: Promotions :: Streamline :: Strategy :: Personalisation ::

Scan Me:

Company Contact:

Streamline Promotions

E. info@streamline.gb.com
W. https://www.streamline.gb.com/

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.streamline-promotions.pressat.co.uk