

# Ad: Buzz

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## Twitter Has a Business Model: 'Promoted Tweets'

Advertisements have finally appeared on Twitter, and they are in the form of promotion "tweets". As of April 13th the site will include promotions as tweets when users search within the web site, the first companies appearing will be Starbucks, Bravo and Virgin America. Twitter hopes to expand its advertisements, which will currently only be used on the main Twitter site, into other areas like TweetDeck, whirl, TwitterBerry and Tweetie. Users will be able to interact with the tweet by re-tweeting as well as sending it back and forth among other users, just like a regular tweet.

## "The Forth Screen"

Nielsen has created a standardized measurement system for digital out-of-home screens. "Nielsen's inaugural "Fourth Screen Network Audience Report"

GROSS MONTHLY DIGITAL VIDEO AD EXPOSURES, P18+(September-December 2009)				
RANK	Network	Venue	Persons 18+	% 18-34
1	NCM	Movie Theaters	35,301,188	47%
2	Captivate	Elevators	31,332,148	55%
3	Zoom Fitness	Health Clubs	29,396,229	43%
4	Screenvision	Movie Theaters	26,390,071	47%
5	Zoom Social	Bar/Restaurants	25,165,269	84%
6	AMI	Bar/Restaurants	22,609,400	53%
7	The Hotel Networks	Hotels	22,196,922	34%
8	GSTV	Gas Stations	21,306,028	44%
9	IndoorDirect	Restaurants	14,146,853	43%
10	RMG Fitness	Health Clubs	9,548,019	35%
	TOTAL		237,392,127	50%

Source: The Nielsen Company

studied ad exposure among adults in 10 major out-of-home networks in movie theaters, bars and restaurants, health clubs, gas stations and hotels over the last four months of 2009. Those 10 networks generated 237 million monthly exposures among adults. Roughly half of those impressions were among the coveted 18-to-34 demographic." This allows for out-of-home screens to be more competitive and even shift some money from advertiser's traditional TV advertising budget.

## Agencies Tempted by Apple's Newest Toy

"The shiny, new iPad may be the latest trend to hit the digital market, but it may cause agencies to make some hasty decisions regarding its use as a marketing tool. As agencies begin to take advantage of IAds, Apple's new mobile advertising network, their strategy may get lost within all of the glamor that the flashy, new iPad offers. In this digital frenzy, agencies must remember their true objectives to stay on target--regardless of the iPad's current, almost-irresistible appeal."



## The Growing Hispanic Market

Havas Worldwide is hiring two leading creative directors to build a new Hispanic offering at for the Havas agency. This is just one example of agencies trying to grow and improve their capabilities to advertise to the Latino market. Their ultimate goal is to gain more Hispanic business clients. Mauricio Galvan and Leo Olper, from Lapiz in Chicago, are the two creative directors hired by Havas Worldwide to head these new projects.

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