

AD BUZZ

What Social Media Will Look Like in 2012

Freddie Laker of Adage predicts various changes in social media that will come by 2012, one of them being not calling it "social media" anymore. A main prediction by Laker is that users of social media networks will change their views on privacy policies. People will find it more acceptable to give information about themselves as it will be unavoidable through all the various social sites. Another big prediction is that there will be a decentralization of social networks and social network feeds will become integrated into various technologies. A full list of Laker's predictions can be found at takemetoyourleader.com.

Web Tracking Research

"Researchers have recently found new ways to monitor consumers' opinions without tedious and tiring surveys. Their new method involves tracking consumers' behavior on the web, from what they post on social media sites to what they are typing into search engines. Although researchers are wary about drawing conclusions based on mere Google searches and Tweets, they do think that it may lead to new insight about consumer opinion without having to lure consumers into taking long, unappealing web surveys in the future."

Global Ad-Spending Expectations Improve

There has been an increase in global ad spending then previously expected. Since North America led the world into the recession, then we will be the last to emerge. So there is projected to be a decline in global ad spending followed by an increase to put us on back on track.

Budweiser: The Coke of the Beer World

For the 2010 FIFA World Cup, Budweiser will be creating a digital reality show to grow in popularity worldwide to ultimately become the "Coke" of the beer world. The InBev agency is creating a reality show called 'Bud House' that InBev's global chief marketing director describes as being a cross between "American Idol", "Survivor" and football. Commercials for the FIFA World Cup will center around this show.

