



# Spending Advertising Money in the Digital Age: How to Navigate the Media Flow

*Hamish Pringle, Jim Marshall*

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Seismic changes are occurring in the world of advertising due to the inexorable rise of new technologies and the way consumers are using new media. *Spending Advertising Money in the Digital Age* describes how to select the right media channel to promote a brand from the many that are now available, and if employing a range of media, which to concentrate on and how to allocate the budget between them. It also reveals how to determine if the media spend behind a brand has had an effect.

Based on data from Institute of Practitioners in Advertising (IPA) Effectiveness Awards databank (in association with WARC), and research from Nielsen and Millward Brown, *Spending Advertising Money in the Digital Age* is full of examples of top campaigns and interviews with the key players who created the featured campaigns.

*From the Preface:*

"A company's spend on media advertising and marketing communications is one of the largest investments it makes...this book's goal is to help ensure that that the spending of these huge sums is carried out using the most effective approach to media planning, and thus lead to more profitable brand-building."

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