



DID YOU KNOW?

BLUE PLATE MEDIA

Blue Plate Media Services is your full service media agency plus.

Our mission is to maximize your media spend across ALL media platforms.

Call Blue Plate Media Services for ALL of your media needs.

To learn more about our deep discounts, opportunistic media, and our creative strategic media planning and buying services, call 908-918-0202.

As consumers continue to shift away from traditional media to online and interactive entertainment, every marketer must recognize the need to meet them there. Offline advertising tactics are not what they once were. TV, radio, print and outdoor - all have since morphed into a highly effective cast of supporting roles in the modern marketing mix.

Consider these facts:

- 170,000,000 people are online each month in the US alone. (Media Metrix March 2006)
- Of all time spent with various media types, on average time spent online is greatest at 34%, overtaking TV which is 32%. (Media Metrix March 2006)
- 40% of American adults play video games on a computer or a console like Playstation, XBOX or Nintendo. (Associated Press/AOL Games poll of 3,024 U.S. adults, April 2006)
- 42% of online gamers said they spent at least four hours playing games during an average week. About one in six online gamers play more than 10 hours a week.

Audiences still need to be approached in the same manner, with the same familiar processes. However, target audiences must be more tightly defined, detailed and profiled across a greater matrix of digital and online options, more complex media consumption habits and most importantly, the "anytime, anywhere" entertainment lifestyle considerations.

Ad skipping, multitasking, on-demand, always on and the increasingly fragmented media landscape is being driven by consumer choice, convenience and control. Traditional forms of marketing must be leveraged in association with a sound new media and new marketing strategy in order to effectively reach and engage your audience in a compelling way. Integrated marketing communications enables brands to speak to their audiences across many touch points, thus increasing a brand's chances of being heard in a already cluttered and increasingly difficult marketing environment.

To gain a more comprehensive understanding of these marketing platforms and learn how to turn them into effective marketing vehicles for you and your brand, contact Blue Plate Media Services today. We're happy to answer any of your questions and help you navigate your brand through the world of online and interactive entertainment. The time to integrate your brand into new media is now!

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For More Information Contact sales@blueplatemediamedia.net or call 908-918-0202

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