



EIAA Media Multi-taskers Report 2009

Top Ten Tips for Advertisers

- 1. Embrace Convergence** – Consumers are increasingly meshing their media, accessing increased volumes of information and performing a greater number of activities online. Overall, media multi-taskers are more active and engaged online and by better understanding the nuances of their behaviour, you can adapt marketing strategies and benefit from more effective targeting of a prime audience – particularly when developing multi-media campaigns.
- 2. Socialise Campaigns** – As more media multi-taskers communicate via social networks and establish their virtual presence online, there are a growing number of routes via which you can target them. Therefore it is important to make sure your creative messaging and campaign is consistent across all platforms and online elements.
- 3. Think Creative in Context**– With simultaneous consumption of TV and internet, media multi-taskers will have more brand messages fighting for their attention. It is therefore important to ensure that campaigns are eye-catching and inventive, but most of all relevant, to stand the best chance of achieving brand stand-out.
- 4. Tap into new Technologies and Trends** – Media multi-taskers are technologically savvy and likely to be early adopters of new technology. Therefore to develop successful campaigns that appeal to this sample market, it is important to stay on top of what trends are 'hot' at the moment and how they might evolve in the future.
- 5. Location, Location, Location** – Media multi-taskers are leading the way in mobile internet and are accessing the internet from a broadening spectrum of locations and devices. Bear this in mind when developing campaigns - the opportunity is there to target media multi-taskers via the online medium while they are at fixed point or on the move.
- 6. Timing can be Everything** – While they are heavy users of the internet generally, media multi-taskers are most likely to go online during the evenings. This is worth bearing in mind when planning the execution of a campaign as they are a captive and engaged audience.

- 7. Understand how the Media Multi-Tasker and their use of media is evolving** – The media multi-tasker is a heavily engaged internet user and it is important for advertisers to understand how their simultaneous consumption of media is evolving and becoming more complex. The internet now offers a much more varied environment where multi-taskers are making the most of information, communication and commerce opportunities.
- 8. Communicate to Convert** – Media multi-taskers are heavily influenced by ‘word of web’ and look to websites of well-known brands, price comparison sites, expert comments and reviews online to provide them with the information they need to form an opinion – especially when looking to buy online. It is important that your brand/product /service has the right online presence and is well represented in online conversations as this will help drive sales.
- 9. Monitor and Manage Brand Reputation** – The rise of ‘word of web’ gives media multi-taskers more power to communicate their own thoughts and opinions online and means that brand can be both heralded and criticised. It is therefore important to be aware of how your brand is being represented and discussed online and to learn how to manage this effectively.
- 10. Look to Learnings** – Online advertising benefits from its ability to be targeted, timely and relevant. Brands are increasingly pushing the boundaries of creativity, innovation and results through effective internet marketing. You can see how some of the world’s biggest brands have used online – and the successes they have achieved - by visiting the EIAA Case Study Library at www.eiaa.net