

# Experientially Speaking : It's a Conversational Marketplace : Choose The Right Place To Intro

Tuesday, 14 April 2009

It's a Conversational Marketplace : Choose the Right place To Make Your Introduction

It's everywhere these days as if it's a novel concept. Gone are the days of monologue marketing and we have now entered into era of the dialogue. This, of course, is true and is actually something that strong agencies and brands have been doing for years.

The interesting new wrinkle is that there are so many medias to engage your intended audience. The question is which is the best one? People seem to be a little bit paralyzed by this hyper-saturation of media. However, the answer to selecting the proper media is a surprisingly simple one. We simply need to do a wee bit of consumer anthropology to understand our intended audiences' media consumption habits. Once we know where and how the audience is consuming their media - we know how to get to work. What do we do?

We spend our clients' money where their audiences spends their time, and build multi-mediated programs that use the acquisition through experience model and build positive brand experiences regardless of the media where the first touch is. Don't discount TV, radio and print. And certainly don't discount the power of using the rest of the world as a canvas. Just make sure that your message is relevant, and that you introduce yourself to your audience in a way that they will want to further the dialogue.

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