



Online Advertising Up To 4 Times More Effective Than Traditional Media

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Online advertising is up to four times more effective than traditional media advertising, according to a survey by design and advertising agency ADZMedia.

PR9.NET September 21, 2007 - Bury, UK - Online advertising is up to four times more effective than traditional media advertising, according to the results of a recent survey conducted on behalf of ad agency ADZMedia.

The study into advertising media looked not only at traditional advertising channels but also into emerging advertising methods online to gauge impact, branding and return on investment, in a bid to rank these different advertising channels.

Mark Webster of ADZMedia (<http://www.adzmedia.co.uk/>) said although the results speak for themselves, it will take time for the market to accept the change. "The findings of the study are hardly surprising, but what it does show is that businesses should approach the Internet with less scepticism as an effective way to advertise. At the moment, there is something of a shift towards online media happening, but it will obviously take time for the concept to catch on across different sectors."

The report also looked at value for money, branding potential and reach in assessing the quality of different advertising media.

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About advertising agency united kingdom

ADZMedia (<http://www.adzmedia.co.uk/>) is a UK-based advertising and design agency, specialising in handling branding and web design projects for a range of client needs.

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