

# ADVERTISING IS DYING?

What future does advertising has in the current global economic crunch?

Uhm! I know so many advertising veterans out there will look at this caption and consider it inappropriate. I know. And, I sympathize with them. You don't joke with a man's job.

Advertising delivers a well defined message in a controlled environment with pre-determined schedule of where and when exposure will appear. For me, this is ok. But...

The message a sponsorship delivers is not for the eyes only but it delivers a heart/mind connection with the consumer, which to me is the ULTIMATE (thanks to the copywriter on Gulder)!

We all know that advertising budget is the first culprit when there is consideration on how to cut expenses by a firm. With this economic meltdown (which many are afraid to call recession) rocking our boat, what's the next thing to do as an ad agency.

Innovate or Die!

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