



FILL THE GAPS

Post-COVID-19 Advertising

boom generate crossroads pending digital
hitting hit eclipsed resilient pouring

We've been hearing about the _____ "death of advertising" for years, with ever-increasing ads having less and less influence on actual consumer decisions. Today, the up to 10,000 ads we see every day make each of them less impactful. It turns out that _____ people in the face with a fire hose is actually a bad way to convince them they should take a drink.

But despite the diminishing returns across the industry, advertising is _____. Consider the impact on ad spend during the COVID-19 pandemic: despite an initial (and sharp) decrease in the early months of the crisis, digital ad spending actually increased 12% in 2020.

As the world reopened, not just Facebook and Google benefited from the _____. As New York Times Media Columnist Ben Smith wrote, "... travel companies, liquor companies and everyone else hoping to capitalize on a wide-open summer and the marketing dream of a post-pandemic Roaring Twenties economic boom have begun _____ money into advertising on virtually every platform, but _____ media most of all."

But do all these ads actually _____ their mark and have an impact? Much of the data suggests they don't. Back in 2013, for example, eBay performed a now-famous study that showed "many paid [online] ads _____ virtually no increase in sales and even for ones that do, the sales benefits are far _____ by the cost of the ads themselves." With Apple unveiling its iOS update that enables users to stop apps from tracking them for ad-targeting purposes, the industry is once again at a _____ because less data about consumers may equate with even less effective ads.

Source: [MARKETINGDIVE](#)
Brand Strategy
By Chris Gannett. Published June 14, 2021

Teacher's Key

Post-COVID-19 Advertising

We've been hearing about the **pending** "death of advertising" for years, with ever-increasing ads having less and less influence on actual consumer decisions. Today, the up to 10,000 ads we see every day make each of them less impactful. It turns out that **hitting** people in the face with a fire hose is actually a bad way to convince them they should take a drink.

But despite the diminishing returns across the industry, advertising is **resilient**. Consider the impact on ad spend during the COVID-19 pandemic: despite an initial (and sharp) decrease in the early months of the crisis, digital ad spending actually increased 12% in 2020.

As the world reopened, not just Facebook and Google benefited from the **boom**. As New York Times Media Columnist Ben Smith wrote, "... travel companies, liquor companies and basically everyone else hoping to capitalize on a wide-open summer and the marketing dream of a post-pandemic Roaring Twenties economic boom have begun **pouring** money into advertising on virtually every platform, but **digital** media most of all."

But do all these ads actually **hit** their mark and have an impact? Much of the data suggests they don't. Back in 2013, for example, eBay performed a now-famous study that showed "many paid [online] ads **generate** virtually no increase in sales, and even for ones that do, the sales benefits are far **eclipsed** by the cost of the ads themselves." With Apple unveiling its iOS update that enables users to stop apps from tracking them for ad-targeting purposes, the industry is once again at a **crossroads** because less data about consumers may equate with even less effective ads.

Source: [MARKETINGDIVE](#)

Brand Strategy

By Chris Gannett. Published June 14, 2021

Follow-up Questions

1. How many of the "10,000 ads we see every day" do you actually see?
2. Do you have the option to stop apps from tracking you on your mobile phone?
3. Do you think ads influence the choices you make when you or your parents buy food?
4. Do you think advertising is a clever way of lying about products?
5. What brand is the toothpaste you or your parents buy?
6. What do you think is the best way of discovering the tastes and interests of teenage consumers?
7. Do you think advertising should be allowed to interrupt TV or radio programs?
8. Do you think that ads create a desire for more and more material possessions?
9. Do you think the government has the right to ban advertising for junk food during children's TV programs?