

Madison Avenue or Direct Response?

Move over Madison Avenue, because direct response marketers are taking over. Pretty soon, there won't be such a thing as a strictly "Above-the-Line" advertising campaign — one that is created just to brand a company or product with the hopes huge sales will eventually follow.

As much as they hate to admit it, these Madison Avenue advertisers are being forced to learn from the direct response marketers that were once considered the bottom of the food chain in most advertising circles. It has become imperative for their clients to get an immediate, measurable response. They no longer have the luxury of waiting for 12 months to see if the campaign worked.

Pay attention here because this is going to sound like a complete contradiction: pure direct response marketers' days are also numbered. DR marketers will become totally extinct unless they let Madison Avenue show them how to keep and own the millions of customers they generate. This will be essential because "Below-the-Line" marketers won't be able to make a profit solely on the direct sale anymore.

There is a rapid shift happening. As little as five years ago, there was a huge difference between direct response marketers and Madison Avenue advertisers. Now, there are a number of reasons contributing to this trend of combining forces.

According to the New York-based Winterbury Group, these include:

1. Changing consumer demographics decrease the influence of traditional mass media (i.e., "one-size-fits-all") marketing messages.
2. Growing consumer sophistication heightens the demand for channel-agnostic communications.
3. Widespread marketing "clutter" diminishes the impact of commercial messages that don't address specific and individually relevant consumer needs.
4. Enhanced information availability empowers both marketers and consumers with insight that allows for precise customer targeting and intelligent purchase decisions.
5. Heightened client pressure to deliver quantifiable value forces marketing services providers, especially agencies, to re-evaluate service platforms.
6. Growing effectiveness of multi-channel campaigns (those that cross multiple media) reinforce demand for tactics that establish one-to-one relationships between marketers and consumers.
7. Rapid technological advances allow for consumer/marketer interactions that are frequent, easier and more relevant than previously possible.

This is a truly exciting time, because we are witnessing two very influential and powerful industries merge into one. What will we call it? Perhaps "dir-seller-tising"?



Take 2 Direct specializes in providing uniquely creative and highly responsive commercials and campaign management. If you want to sell your product and need a company that has the creative vision to drive the call, as well as the practical experience to manage the intricate back-end process, contact Take 2 Direct at (714) 979-5555 and ask for Adam MacDonald at x202 or Kelly Burke at x203.

