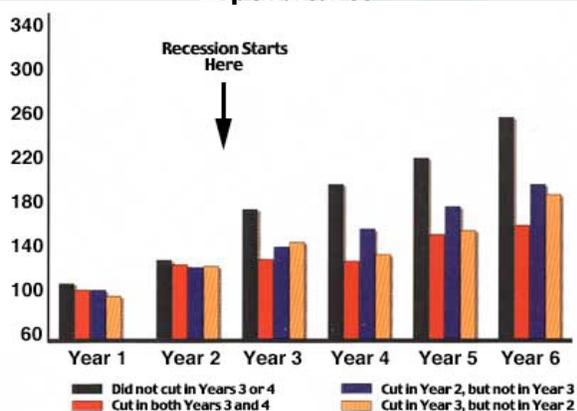


Increasing Market Share During A Recession Comparison of Net Income & Ad Expenditures



Contrary to popular belief, cuts in advertising during a recession decrease net income over the long haul. Companies that maintained advertising during the recession enjoyed measurably higher net income gains not only during the recession, but even more so, two years after the recession. This in stark contrast to those companies those companies that cut advertising both years and significantly reduced their profits during the recession, and for years following.

DID U KNOW ?



Mobile Messages Gain Awareness ~ Text is tops as 100 million-plus people in the United States are exposed to SMS ads

R U Missing UR Customers?

New Ways to Reach Your In Store Customer

More Digital Signs To Use SMS

New research from **Multimedia Intelligence** forecasts that by 2012, 40% of new networked digital display installations like the ones you see throughout shopping malls will take advantage of SMS messaging as a way to interact with consumers passing by. This is up from just 5% last year.

These digital signs aren't just using SMS to connect with consumers via their cell phones, though. Multimedia Intelligence found that so far this year, 169,000 newly installed digital displays were equipped with Bluetooth, RFID, Wi-Fi or SMS functionality, or some combination of the various technologies.

Because text messaging is ubiquitous, the market researcher expects it to be the main way digital displays engage customers and represent the return of one-to-one marketing.

SMS Tops In Mobile Marketing

Text-messaging campaigns result in a much higher response rate than other forms of mobile marketing. "Mobile Marketing: Consumer Perspectives," the first report on mobile marketing from the **Direct Marketing Association**, found that text message campaigns account for 70% of the responses to mobile marketing messages, according to a Mobile Marketer story on the report. Out of the mobile users surveyed, 24% have responded to a marketing message, which is even more impressive considering that roughly the same percentage of those surveyed had never received a mobile offer.

sales@directconnectmedia.net
bcowen@directconnectmedia.net

to Unsubscribe reply: unsubscribe@directconnectmedia.net