

The Invasion of Advertising

While advertisers were focused on invading the next available mediachannel over the past two decades, consumers gained power over their own attention. Advertising cannot and will not ever work like it once did.

2012	Native Advertising and Facebook Mobile
2010	Twitter
2009	Mobile Apps
2008	Online Articles (In-Text Ads) and LinkedIn
2007	Mobile Websites, Facebook and YouTube
2003	Blogs (Google Ad Sense)
2001	Pop-Ups
2000	Mobile SMS and Pay-Per-Click (PPC)
1994	Banner Ads and Email
1970	Telemarketing
1954	Junk Mail
1941	TV
1922	Radio
1872	Catalogs
1867	Billboards
1844	Magazines
1650	Newspapers
1472	Posters

DIGITAL

PRE-DIGITAL

PRINT

Let's talk.

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