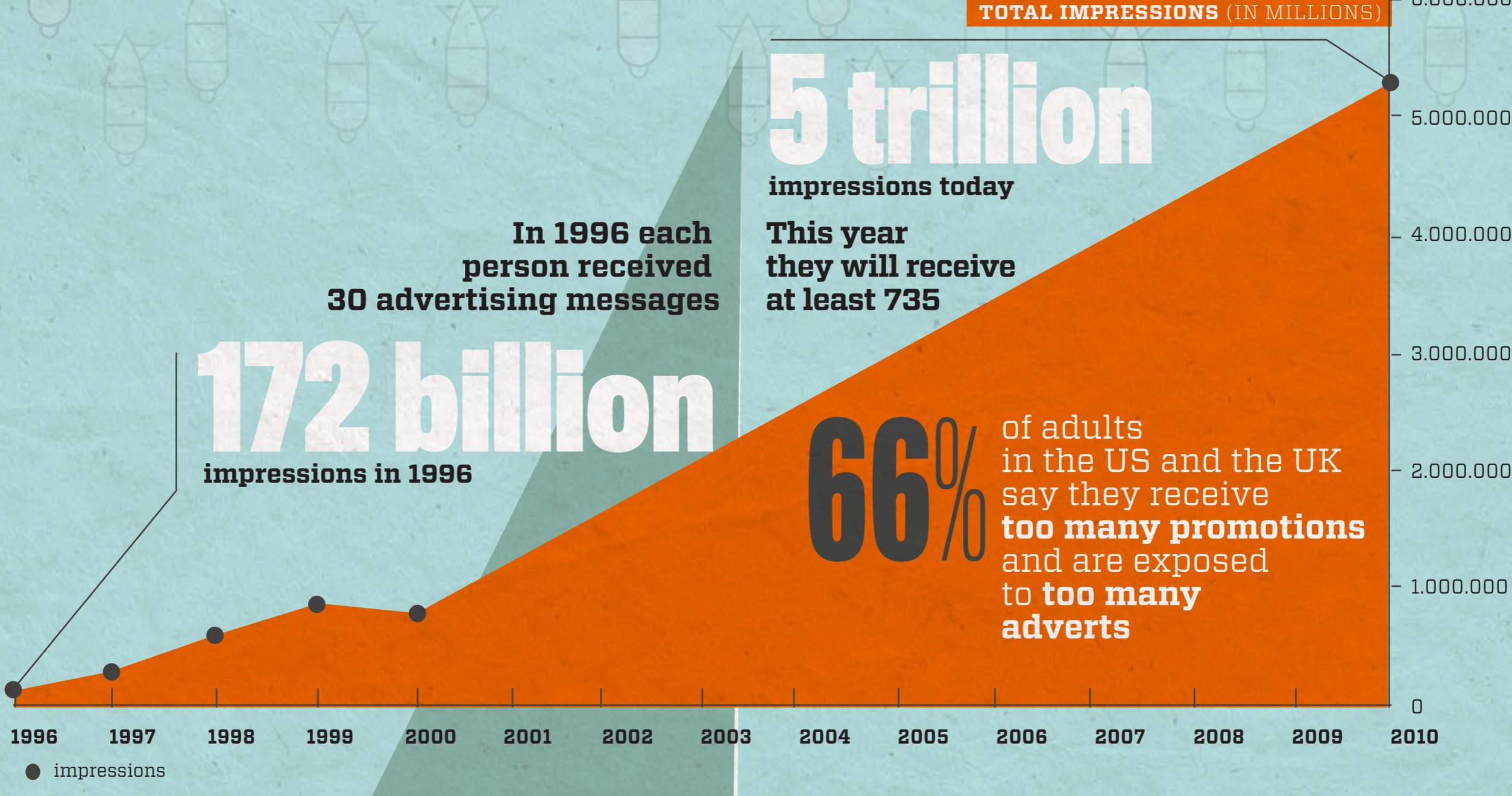
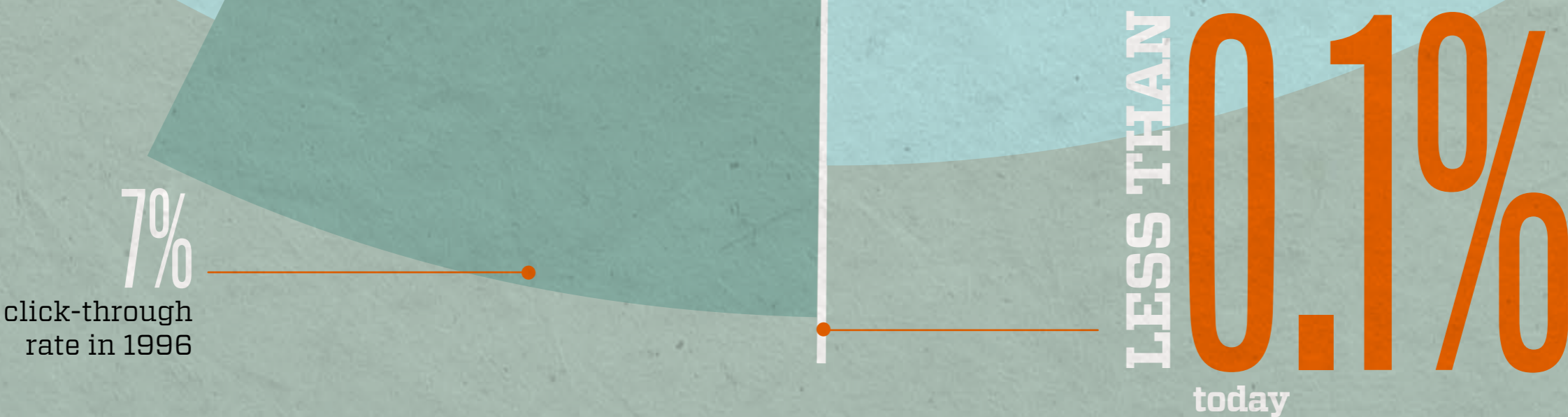


# THE CONSEQUENCES OF DIGITAL AD BOMBARDMENT

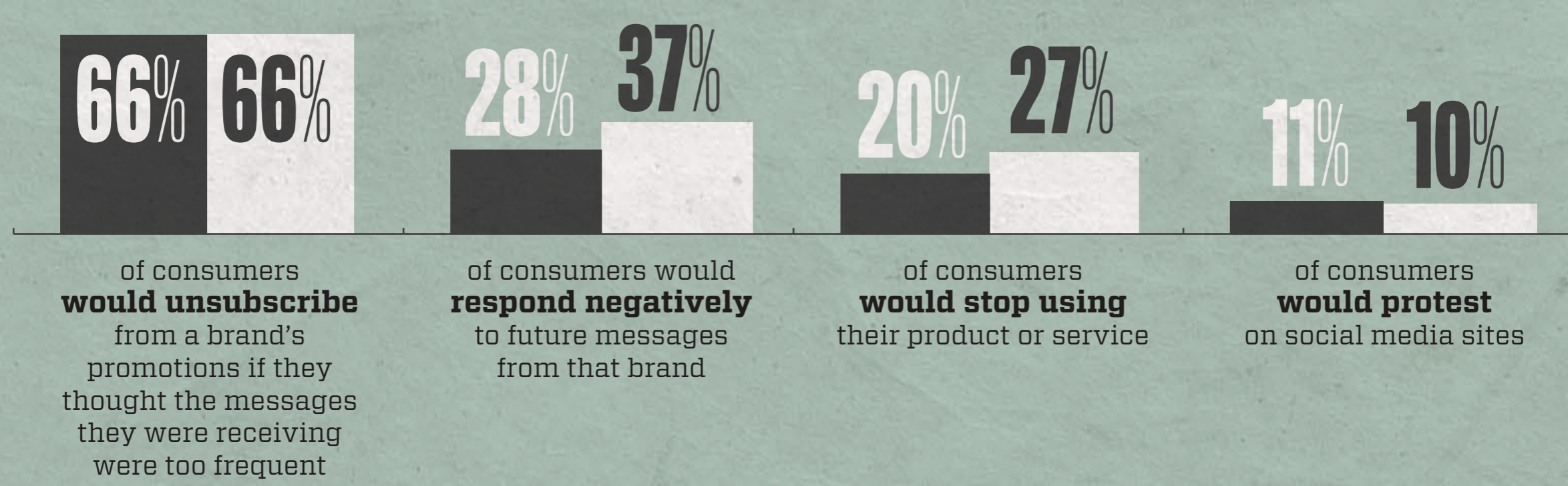
## 1. CONSUMERS ARE SATURATED BY THE SHEER VOLUME OF DIGITAL MARKETING MESSAGES



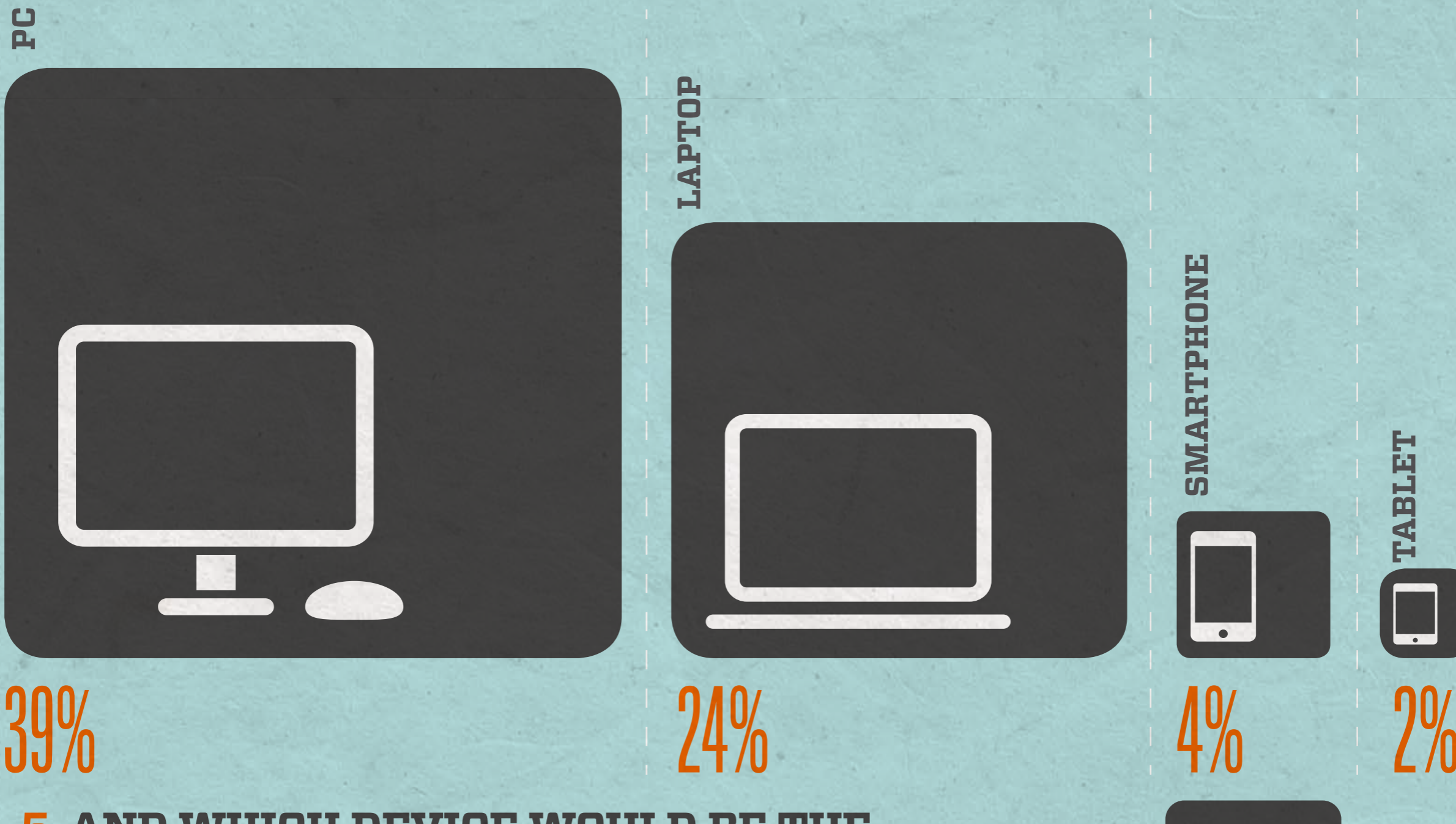
## 2. WHAT DOES THIS CONSTANT BOMBARDMENT DO TO RESPONSE RATES?



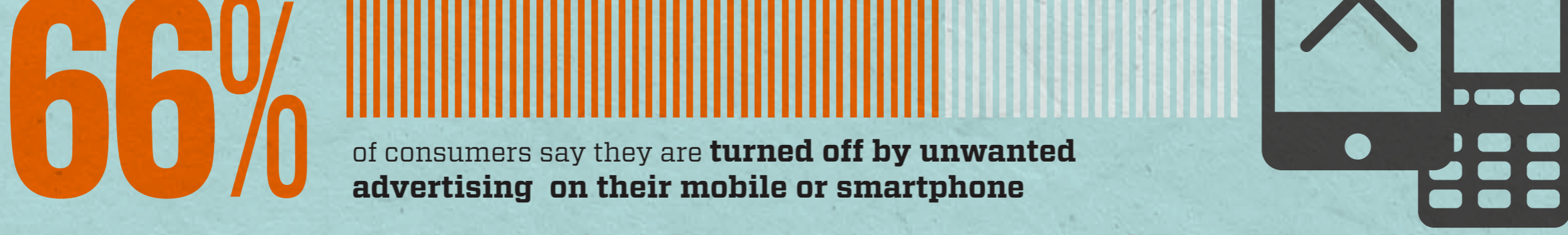
## 3. BUT WAIT! THERE'S EVEN MORE DAMAGE...



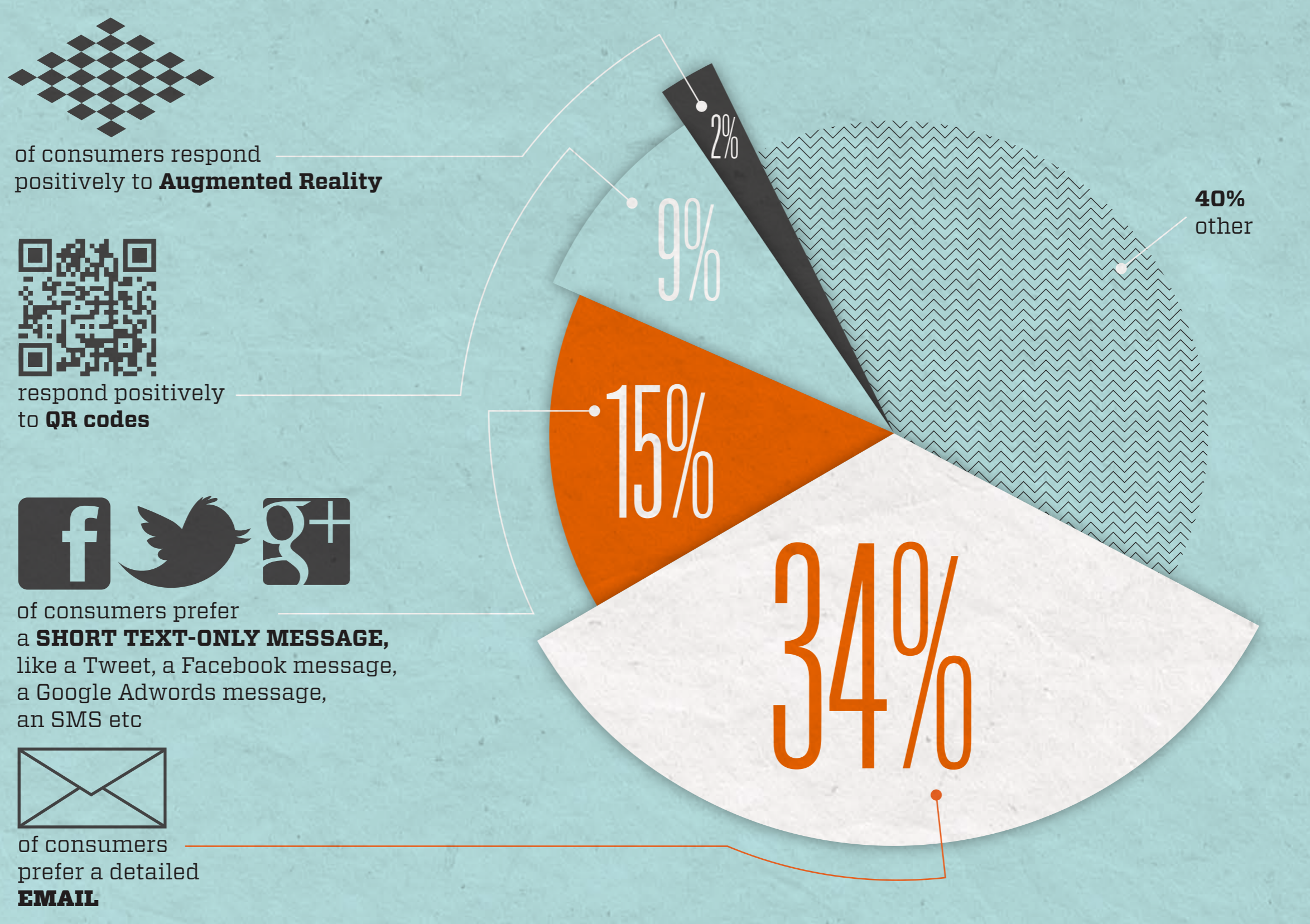
## 4. SO WHICH ONE DEVICE WOULD THEY LIKE TO RECEIVE ADS AND PROMOTIONS ON?



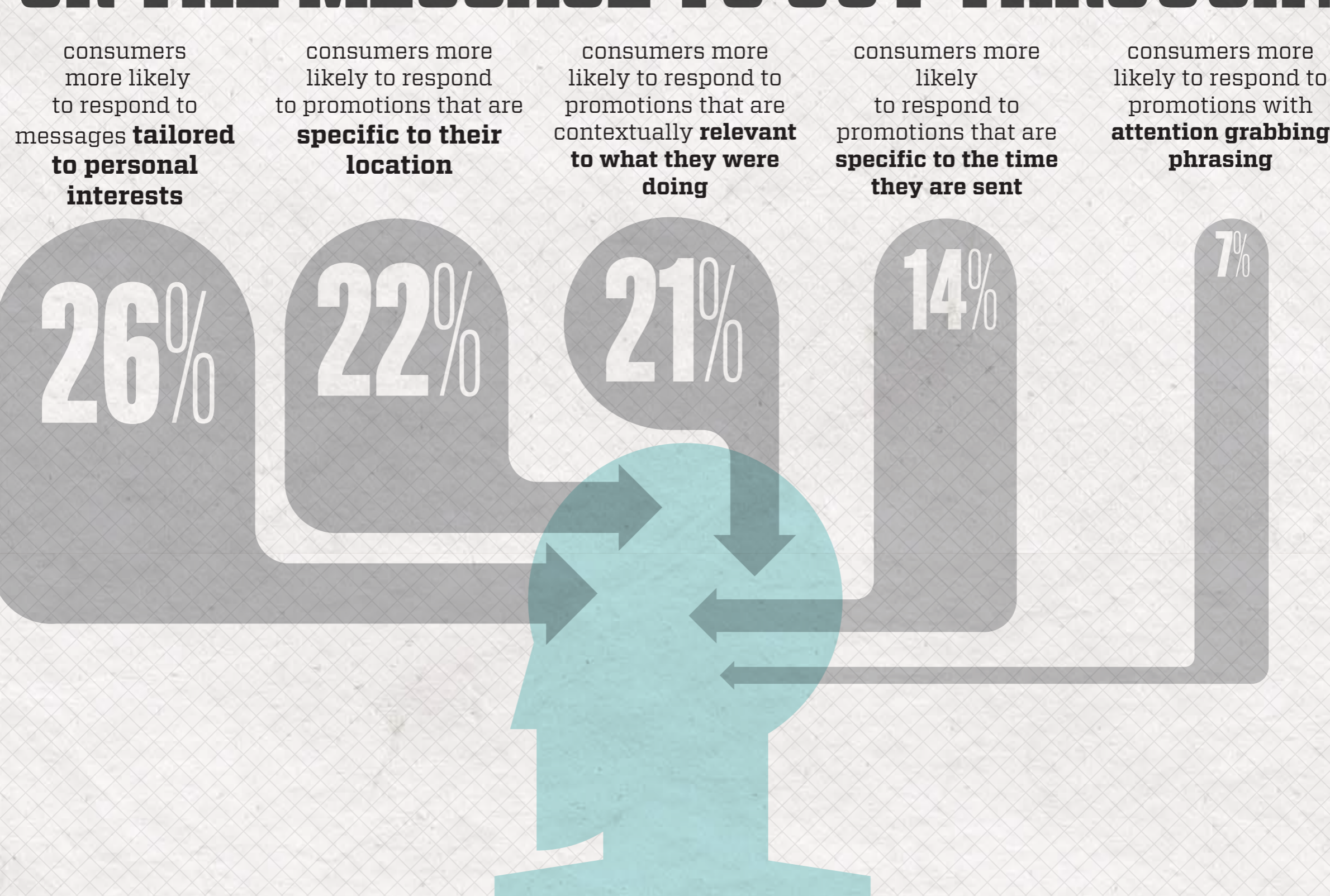
## 5. AND WHICH DEVICE WOULD BE THE MOST UNACCEPTABLE?



## 6. SO CONSUMERS HAVE DIFFERENT TOLERANCE LEVELS ON DIFFERENT DEVICES. WHAT ABOUT DIFFERENT DIGITAL CHANNELS?



## 7. AND WHAT DOES IT TAKE FOR THE MESSAGE TO CUT THROUGH?



ANY GIVEN DAY, CONSUMERS ACCESS THEIR FAVOURITE COMMUNICATION CHANNELS THROUGH VARIOUS DEVICES.

SO DEVICE-SPECIFIC MARKETING, (MOBILE MARKETING, WEB MARKETING ETC) IS BECOMING **OBSOLETE**

