

Multimedia Advertising

In this fast-paced information age, people are constantly looking for a new, unique way to stand out. Web viewers are like television viewers: they like to sit back, watch and be entertained. Multimedia fits this need. But what is multimedia? Think of the commercials that you watch on TV; it is the same message played on a computer screen in a video format.



Kathy Ireland's Video



Multimedia on Furniture|Today web site

What We Can Host:

- Your commercials: If you play them on your web site or promote them online, share them with us so we can market your company as effectively as possible.
- Q&As and Interviews with celebrities of interest. For example: Kathy Ireland, Christina Ferrara, Alexander Julian, Chris Kennedy, Live At Markets, and/or manufacturers, retailers or designers with a story to tell.
- Product trailers: You can showcase your products and grab the viewers' attention.
- Advertisements: Do you have a video clip that you want to promote? Let us host it.

Why Use Multimedia?

Branding: A great way to raise your company's visual identity by holding your viewers' attention longer while showcasing your brand. Viewers remember video clips and interviews long after they leave the site.

Impact: Multimedia makes the user experience more dynamic. Video clips are designed to be more appealing and captivating for the reader, and they grab their attention.

Emotion: Advertisers love the emotionally compelling aspects of television. With video clips, not only can you reinforce TV branding campaigns, you can create even deeper experiences through interaction.

Connection: Through stimulating movement and sound, video clips give the viewer better emotional interaction unmatched by traditional advertising.

Results: Research shows video clips get higher response rates. Using this medium, you are able to increase your brand's awareness and your ad's awareness, resulting in the likelihood the viewers will remember and buy what you are selling or sharing.

Affordability: Although it is important to weigh the costs of using video against specific campaign objectives, advertisers often find that this medium is more cost-effective because it produces better results.

To find out more, contact your sales representative or email us at internet@reedbusiness.com.