

## Looking for something more? Something different?

### Get noticed. Get creative. Get RICH!

Rich media represents a broad range of digital interactive media. It exhibits dynamic motion that can float above content, move across the screen, or pull viewers in with video and audio. As more people use the Internet and computers continue to evolve, rich media will continue to grow in popularity.

\* Types of formats include video, audio, vector graphic, DHTML, cursors, Shockwave, and Java.



Rich media sample screenshots

## Why Rich Media?

**Branding:** This is a great way to increase your company's visual identity. In a test study using rich media ads, Intel was able to increase their brand recall by 50%.

**Impact:** Rich media makes the user experience more dynamic. These ads are designed to be more appealing and captivating for the reader.

**Emotion:** Advertisers love the emotionally compelling aspects of television. With rich media, not only can you reinforce TV branding campaigns, you can create even deeper experiences through interaction. Rich media ads engage viewers by allowing them to play games, view a video, listen to a message, or expand the ad to access more information.

**Connection:** Through stimulating graphics and sound, rich media gives the viewer better interaction unmatched by traditional GIF and JPEG ads.

**Results:** Research shows rich media gets higher click rates and response rates. Even if viewers do not click through your ad, there is a higher percentage rate that they will remember you. Using this medium, you are able to increase your brand's awareness and your ad's awareness, resulting in the likelihood these viewers will make some type of desirable action within 30 days.

**Affordability:** Although it is important to weigh the costs of rich media advertising against specific campaign objectives, advertisers often find that rich media is more cost-effective because it produces better results.

To find out more, contact your sales representative or email us at [internet@reedbusiness.com](mailto:internet@reedbusiness.com).