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## The Angle

### The Final Frontier of Traditional Marketing

By Michelle Marshall

Yes, once again the infamous, unbelievably complex, mastermind conglomerate Google has announced they are doing something quite wonderful, but at the same time threatening, to one of the last true forms of traditional media and, one might also include, the general public too.

#### What exactly are they doing?

A few weeks ago, Google announced that they had partnered with cable provider Astound Broadband and were testing TV commercials in Concord, California. In translation, Google has started to sell advertisers traditional television spots and Astound Broadband agreed to air them and more importantly, track their individual results for Google.

So while we go about our daily lives, not thinking about this experiment or the results it achieves, I predict that over the next 2 years we will start to see the results of this partnership play out in neighborhoods near you.

The immediate reason for the project is that Google is testing the infrastructure and investment they need in order to make this kind of one-to-one targeting through TV an effective business. They want to know how much it will cost to make their online model a successful and sustainable business in television, or as stated this week in Network World, "It's a matter of taking what works so well on the Internet, of matching up keywords, matching up content and subjects to the advertising to create more relevant advertising for viewers. There are ways to do more relevant advertising based on what programs are being watched."

#### Going beyond traditional advertising

Until now, television advertising has not been able to truly segment a target audience, track results on a per household basis and deliver a specific return on investment (ROI) for its clients. For this reason, Google's vision is a long-time coming, and if you consider last year's acquisition of YouTube, just imagine the future to come. We've already seen this transformation occur within most traditional advertising methods, except in television and radio (with the exception of direct response, of course). Once the infrastructure is readily available, I would state with confidence that we've reached the final frontier for the term traditional advertising.

 advertising

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On the flip side, there is always the possibility for this effort to be squelched by the government based on privacy issues, but since this hasn't stopped any prior innovation in marketing, it is really just a matter of time before online and traditional advertising methods are completely integrated. And, I might add, only a company the size of Google could truly see the value in this investment and set the wheels into motion.

I chose to write this article, because I feel it's important to share and discuss evolving trends in our industry, specifically as it relates to the growing importance and complexity of online marketing and advertising methods as it relates to measurement. At Trinity, our goal is to help clients "break through the clutter" and deliver a message that is relevant, measurable and meaningful to the target audience. With this news of what will eventually result in the merger of traditional and online advertising, the importance of continuing to focus on effective strategy, performance and measurement will continue to challenge us all.

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