

THE COMPETITIVE EDGE

Our Mission

SEPTEMBER 2017
EDITION

To provide personalized, multi-platform marketing strategies to position our clients at the forefront in consumers' minds by engaging them with advertising that creates an emotional connection. By targeting the right mediums with timely messaging, our individualized marketing plans allow every client to focus on their business while we take care of driving results. Through research, creativity, innovation and technology, we Follow The Eyes.



KILLED THE RADIO STAR by Nathan Warnecke

The media industry has been buzzing about the rise of Over-The-Top television platforms like Netflix, Sling TV, Hulu, and more. We hear about the eminent demise of cable television as consumers rapidly transition to online television, but where is the excitement for online radio? From an agency perspective, we're still a few years away from being able to effectively use Connected TV platforms to advertise on a local DMA level, but online radio is ready to rock here and now!

Less than a year ago when we launched our first Spotify campaign, we needed to use a geography of 10+ large DMA's to serve enough impressions. Today, however, we can serve audio ads in Spotify at a localized level with confidence due to Spotify's expansion and growing ad inventory.

The mobile phone has become the new television, but it has already been the new radio. As the millennial generation gains buying power in the market, traditional radio will continue to lose impact to online radio. Millennial listeners still have access to traditional radios but are less likely to use them. On any given day, AM/FM radio still brings in 35 percent of the general population, however, millennials only spend about 12 percent of their time with traditional radio (Forbes).

Spotify offers :15 or :30 second non-skippable audio ad units appearing in-between songs of active listeners. Our current available inventory is focused on the mobile in-app environment. Packages can be targeted by run of service, demographic, genre, and playlist depending on the geography of the campaign. The

availability and targeting capabilities of Spotify and other online radio providers are making it more appealing for advertisers to occupy this space.

We can see the strain online radio puts on local radio sales teams through their recent pivot to sell digital advertising. As consumers become more reliant on their phones, and as dollars shift into the hands of younger demographics, it is necessary that online radio becomes a larger part of advertising budgets.

The landscape is changing fast, but Follow The Eyes is prepared to harness new technology as it becomes available to better serve our clients.

SPOTIFY QUICK FACTS

- 140+ million active users
- 48+ million paid monthly subscribers
- 30+ million songs
- 20,000+ songs added per day
- 100 million paid subscribers projected by 2020

Forbes.com, Hugh McIntyre
Expandedramblings.com, Craig Smith



Employee Spotlight: Brad Tiernan

Denver, CO | Director of Business Development

My name is Brad Tiernan, and I am the Director of Business Development in Denver, CO. I was born and raised in the small town of Munising located in Michigan's Upper Peninsula. After high school, I attended Central Michigan University and Baker College where I received my degree in Marketing with a minor in Management. Following a 4-year career as a Financial Advisor, I decided to make use of my marketing degree and started working as an Account Executive at the NBC/FOX affiliate in Marquette, MI.

I took my 5 years of experience selling broadcast television and digital media to the NBC affiliate in Denver, CO to try my hand in a larger market. I love the city of Denver! It is a perfect blend of great weather, city lifestyle, and an outdoor playground. I am a huge sports fan, and you can catch me rooting for the Chicago

Bears, Detroit Tigers, Detroit Pistons, and Michigan Wolverines! In my free time, my favorite things to do are mountain biking, golfing, barbecuing, attending concerts, and sporting events.

I joined Follow The Eyes in November of 2016. I really love working on the agency side of the business. I have always preferred being more of a Marketing Consultant rather than a seller. It is much more rewarding to oversee my clients' "entire" marketing plan, and being able to share in their successes as a partner. There is something to be said for the feeling of self-gratification when my clients achieve their desired results from successful marketing campaigns that I helped develop. It's the most rewarding part of my career!



September Celebrations

Follow us on social media for fun pictures!



NEW EMPLOYEES

Chase Vance



BIRTHDAYS

Nathan Warnecke 9/18



If people like you,
they'll listen to you,
but if they trust you,
they'll do business
with you.



—Zig Ziglar

Job Openings

Business Development Directors

Must have experience in media sales. Our goal is to provide cutting-edge marketing plans for our clients. Helping them grow is our passion!

Graphic and Web Designer

If you thrive in a fast-paced environment, have a love for all things creative, and are productive in a self-starting entrepreneurial environment, then Follow The Eyes is for you! Sample projects include video, print, email marketing, digital banner ads, websites and social media. Do you have what it takes? Experience in Adobe Creative Suite is a must.

