

APRIL 2018
EDITION



Our Vision
To stand out amongst our peers as the leader in comprehensive, client-centric marketing / advertising solutions.

THE FUTURE OF RADIO ADVERTISING by Emily Brock & Devon Cook

Radio is an important medium to keep in the advertising mix. It's a mobile medium that reaches people of all ages in their cars, on a walk, and even on an airplane. While radio has proven itself to be an excellent advertising avenue for all types of businesses for decades, new technologies and generational behaviors are forcing radio to change its ways.

Generation Z (people born after 1995) and their behaviors are one of the biggest driving factors for change, not only in radio, but across all kinds of industries. They've grown up in an on-demand digital environment, which is forcing big changes in radio. For example, by 2020, it's expected that 75 percent of new cars will be connected to digital services – breaking radio's monopoly on car dashboards. It will become more and more common for passengers in a car to listen to music streaming straight from their phone instead of turning on their favorite radio station.

Knowing that Gen Z will make up about 40 percent of all consumers by 2020, we're starting to see radio shift into the digital space. One example of this shift

is iHeart Radio's app, which allows you to stream any iHeart radio station from any location or go back and catch up on your favorite talk shows from weeks ago. The iHeart Radio App feeds into Gen Z's need to have on-demand content and gives them a way to listen to radio without disrupting their daily behaviors.

Moving into the digital space also creates cost savings for radio stations and opportunities for advertisers to deliver more personalized advertisements to consumers. Personalized ads are efficient

for advertisers in both cost and time and benefits consumers by eliminating irrelevant content from the advertising they are being served. In the end, digital radio will produce higher return on investments for businesses.

Radio may be changing and evolving, but it can always remain part of your advertising mix. With the shift to digital, advertisers will be able to reach the right people at the right time in a more cost-effective way.





Employee Spotlight: Devon Cook

Client Services Coordinator

My name is Devon Cook, and I am the Client Services Coordinator here at Follow The Eyes. I studied at the University of Northwestern Ohio, where I received my bachelor's degree in accounting in March 2017. Throughout college I worked as a sales assistant at the local broadcast television station, however, I knew the profession I really wanted to be in was advertising. During my senior year of college, I was given the opportunity to join the team at Follow The Eyes in March 2016. My love for numbers and the advertising world have enabled me to quickly adjust to agency life.

This past year has been a big change for me. I got married, bought my first home, and began to experience life outside of the nest. I enjoy spending time with my wife, Alyssa, my dog, Blue, and my family. We are huge Michigan Wolverine fans, hence my dog's name, so we try to attend as many football games as we can at the Big House. I am also extremely passionate about coaching sports teams, particularly basketball. I have been blessed with the

opportunity to have coached junior high girls basketball at two local schools, as well as coach one year of junior high football at my high school alma mater. However, I decided to step away from coaching for a few years to focus on my career and adjust to all of the changes. I hope one day I am given another opportunity to coach and make a positive impact on the lives of area youth.



April Celebrations

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BIRTHDAYS

Adam Sealts

4/14



There is a difference between being busy & being productive.



Our Mission

Drive client success through measurable business goal achievement and customized pain point solutions.

