



**Building stronger digital teams**

**Digital Creative Academy**  
**Understanding the real impact**  
Digital Training Academy

We live in a media saturated world. Audiences have become experienced in advertising. Many media are at risk of being screened out; television commercials not seen when they are fast forwarded, sections of newspapers going unread... Yet on the web the advertising is delivered the very moment the viewer requests the next page of content. Rather than an 'opportunity to see' that's a guaranteed view. This means the impact of online advertising can be that much greater.



• **Understanding the creative impact**  
The Digital Creative Academy





***Impact***



**DIGITAL TRAINING ACADEMY**  
The knowledge transfer business

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**Question: Impact**



***“Do all media have the same impact?”***



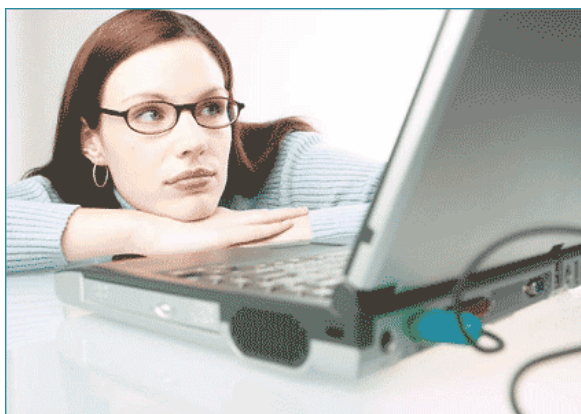
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## ***Impact: a new type of media***

- Intimate
- Immediate
- Intense
- Impossible to avoid



# ***Takeout: Impact***

***Intimacy and impact of  
simple banners***



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## Simple lessons

Ask your questions in the Digital Online Classroom  
[www.DigitalTrainingAcademy.com/mediaplanning](http://www.DigitalTrainingAcademy.com/mediaplanning)

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