
Description: Key Features:
- Industry trends analysis, market data and competitive intelligence
- Market forecasts and Industry Statistics
- Industry Associations and Professional Societies List
- In-Depth Profiles of hundreds of leading companies
- Industry Glossary
- Buyer may register for free access to search and export data at Plunkett Research Online
- Link to our 5-minute video overview of this industry

A complete market research report, including forecasts and market estimates, technologies analysis and developments at innovative firms. You will gain vital insights that can help you shape your own strategy for business development, product development and investments.
- How is the industry evolving?
- How is the industry being shaped by new technologies?
- How is demand growing in emerging markets and mature economies?
- What is the size of the market now and in the future?
- What are the financial results of the leading companies?
- What are the names and titles of top executives?
- What are the top companies and what are their revenues?

Contents, Statistics, Forecasts and Analysis Include:

Major Trends Affecting the Advertising & Branding Industry
1) Introduction to the Advertising and Branding Industry
2) Agencies Face Both Evolving Client Needs and Vast Changes in Media
3) Global Media Giants Acquire both Content and Distribution/Merger Activity Slows
4) Online Advertising Becomes More Targeted, Takes 32.6 Percent Share of U.S. Advertising Market
5) Programmatic Ad Buying Dominates the Market
6) Global Internet Market Tops 3.2 Billion Users/Ultrafast Broadband Expands, both Fixed and Wireless
7) Television Ads Evolve to Face New Challenges, Formats and Online Competitors
8) DVR Market Evolves/Time-Shifting Hurts Advertisers
9) Embedded Advertising/Product Placement/Branded Entertainment and Marketing Soar
10) Market Research Evolves to Include Digital Interaction with Consumers/Ads May Be Consumer-Generated
11) Social Media to Generate $23.6 Billion in Global Online and Mobile Ad Revenues
12) Email Reigns as One of the Single Most Effective Advertising Tools
13) Newspapers and Magazines See Excellent Growth in Digital Editions and Apps
14) Billboards Go Digital
15) Location-Based Technology Delivers Targeted Ads and Discounts/Mobile Advertising Grows at an Exceptional Rate
16) Private Label Brands Grow in Share of Total Store Sales
17) LOHAS-Socially Conscious Consumers Create Challenges and Opportunities for Advertisers and Marketers
18) Hispanic Market Attracts Growing Advertising and Marketing Focus
19) Growth in China's Ad Market Slows
20) Growth in Big Data Supported by Expansion of Cloud Computing and Predictive Analytics

Advertising & Branding Industry Statistics
1) Advertising & Branding Industry Statistics and Market Size Overview
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How to Use This Book

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Chapter 2: Advertising & Branding Industry Statistics
- Advertising & Branding Industry Statistics and Market Size Overview
- Cable & Other Subscription Programming: Estimated Sources of Revenue & Expenses, U.S.: 2010-2015

Chapter 3: Important Advertising & Branding Industry Contacts (Addresses, Phone Numbers and Internet Sites)

Chapter 4: THE ADVERTISING 400:
- Who They Are and How They Were Chosen
- Index of Companies Within Industry Groups
- Alphabetical Index
- Index of Headquarters Location by U.S. State
- Index of Non-U.S. Headquarters Location by Country
- Individual Data Profiles on Each of THE ADVERTISING 400
- Additional Indexes
- Index of Hot Spots for Advancement for Women/Minorities
- Index by Subsidiaries, Brand Names and Selected Affiliations
- A Short Advertising & Branding Industry Glossary
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