



Internet Advertising – It's Baaa-aack! (Really)

By Sandy Cahill

So, have you noticed? Advertising on the Internet is back - in a big way. Creatively it's splashier, technically it's more complex, and the biggies are spending lots of formerly off-line (mostly TV) advertising dollars here.

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Yahoo!'s home page is likely to have a large ad that's interactive and definitely falls "above the fold". The trend apparently began last May with the [Coke C2 launch](#) on the MSN and Yahoo! home pages. Coke spent an estimated **\$50 million** on the C2 online campaign.

Since then, car and entertainment companies have invested in high profile ads on mass market (portal) home pages. Depending on what you buy and when it runs, prices on the portals can range from **six to seven figures**.

For example, last week, Mitsubishi launched a big splashy campaign for the 2006 Mitsubishi Eclipse. When visitors arrived on Yahoo!, an Eclipse drove across their screen and parked itself in one of two large Mitsubishi banners with an invitation to take the "Thrill Ride Challenge." When users clicked the car, they could "drive" it around their computer screen, using arrow keys on their keyboard to steer. The right and left keys turned the car, up and down keys shifted gears. *This was the first time a car could be driven across Yahoo!'s screen, leaving skid marks across the page as it moved.*

Why do the big advertisers pursue these complex, expensive campaigns?

- 1.** They are the easiest way to reach a large consumer audience of high-end Internet users.
- 2.** More eyeballs are on Yahoo!, MSN, and AOL than on **prime-time television**.
- 3.** The ads are very easy to find and the clicks are trackable. Advertisers like to see where their marketing dollars are going.

The next million (or two) you come up with **absolutely** must be invested in a splashy online ad! Seriously, now that broadband has hit critical mass and ad dollars are pouring into the Internet, you will see more big campaigns from the biggies.