

Yes, there is a war on advertising by morrison

[Media](#)



Discussion Post

The article entitled “ Yes, There Is a War on Advertising. Now What?” written by Morrison (2015) presents challenging issues facing the future of advertisers in the digital realm. The emerging intensified applications to block ads in mobile operating systems affirmed the conformity to consumers’ preferences to ultimately experience an ad-free navigating experience. One has shared similar contentions to block intrusive ads which disrupt searching endeavors. However, one also sees the perspective from the point of view of advertisers, as well as publishers, both in the electronic and print media. One was struck by the statement asserting that “ the ad industry has no coherent strategy to confront a movement that threatens its online existence” (Morrison, 2015, par. 11). It is true that advertisers do not want irate consumers. However, if advertisers oblige to the move of ultimately blocking all potential sources for advertisements and promotional campaigns, efforts to push products or services could eventually become futile. As such, there really is a need to balance offering mobile advertising with persistent demands of consumers for an ad-free mobile experience. Given the creativity and imaginative talents of advertisers and marketers in contemporary global sphere, one would not be surprised to see a viable strategy to address efforts of ad blockers and regain access to ad campaigns on a more optimistic light. Who know? Advertisers might just pay consumers to view their ads instead of spending exorbitant fees to place them on various media platforms.

Reference

<https://assignbuster.com/yes-there-is-a-war-on-advertising-by-morrison/>