



Integrated Advertising

What is Integrated Advertising?

Integrated advertising is a combination of many media resources (think tv, radio, print, search, social, mobile, etc...).

It is all about leveraging these tools to create a more memorable and complete experience for the consumer.

An integrated advertising campaign helps advertisers to establish connections with their consumers, develop brand recognition like never before and ultimately drive sales!

Integrated Advertising could include...

TRADITIONAL MEDIA

Print (newspaper, magazine)
Broadcast (TV, Radio)
Billboards and OOH

ONLINE MARKETING

Search Engine Marketing
Search Engine Optimization
Pay-Per-Click Advertising
Social Media Management
Online Advertising

CREATIVE DESIGN & DEVELOPMENT

Graphic Design
Web design & development
Branding programmes
Advertising campaigns
Interactive presentations



[What is integrated advertising?](#)

Volvo Live Test Series – 2014

Agency: Forsman & Bodenfors

Client: Volvo Trucks

How do you get people all over the world to talk about trucks?

That was the challenge when Volvo Trucks introduced five new models within 12 months.



[Volvo Live Test Series](#)

American Rom - 2012

Agency: McCann Erickson Bucharest

Client: Kandia Dulce

A campaign stretching from Point of Sale to Outdoor to Web, that ended in a spontaneous flashmob?

Now that's integrated communication.



[American Rom Campaign](#)

Susan Glenn - 2013

Agency: BBH New York

Client: Unilever

Much more than just the well known commercial, BBH New York's Susan Glenn campaign was a whole experience in itself.

Not only did this campaign turn around the at-times perceived chauvinism of Axe, it turned around the brand's sales numbers, beating its goals for the year.

Proving anything is possible when you Fear No Susan Glenn.



[Axe's Susan Glenn Campaign](#)

The Best Job in the World – 2010

Agency: SapienNitro

Client: Tourism Queensland

This campaign is an example of how a campaign that involves 30,000 active participants around the world can achieve blanket media coverage, and create your content for you.

POSITION VACANT:

Island caretaker

- 6-month contract AUD \$150,000
- No experience necessary
- Live on Hamilton Island, Australia
- Get the full job description [HERE](#)

**THE BEST JOB
IN THE WORLD**

[about the job](#)

[apply now](#)

[about the islands](#)

[The best job in the world campaign](#)



[Volkswagen Kombi Last Wishes](#)