

Richard Gee

From: Touchpoint [news@touchpoint.co.nz]
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To: Richard Gee
Subject: Digital growing pains



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IN THIS ISSUE

- » [The Marketing 2.0 Toolkit](#)
- » [Tooling up for a new era of accountability](#)
- » [ORCON Case Study: Mastering the art of catching new customers](#)

Media Releases

09 October 2006

Touchpoint makes senior appointment

Multichannel marketing company Touchpoint has appointed Zac Pullen strategic partnerships manager. [more](#)

29 September 2006

Touchpoint appoints project delivery manager

Multi-channel marketing company Touchpoint has appointed Romi Dexter project delivery manager. [more](#)

22 August 2006

Multi-channel marketing company Touchpoint has made two senior appointments.

Brian Boyle has been appointed as Senior Business Analyst. A newly created position, he is responsible for architecting marketing automation campaign solutions for both agency partners and direct clients. [more](#)

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Hello Richard,

Filling in for Steve - who as I write hasn't yet managed to wipe the holiday grin off his face, having recently returned from a few days of R&R in Europe following Ad:Tech in London - I thought I'd make a splash in this edition of In Touch.

Doubtless Steve will soon announce fresh predictions about the future and the tremendous possibilities for marketers here. But, before we get a taste of things to come, I'd like to reflect on the industry now.

With a recent Roy Morgan poll picking online advertising to increase by 50 per cent over the next year, and international industry figures confirming online media as the fastest growing medium for the advertising dollar, you'd think digital marketers could start to crow a bit - even if 96 per cent of advertising budgets in this country continue to be spent in traditional media.

Current industry figures and New Zealand's status as a relative digital marketing laggard aside, there is no doubt our industry's time has come, given the galaxy of current and fast emerging interactive tools now available, and the hitherto unattainable transparency they offer marketers.

In terms of maturity, I figure our industry is about to break out in acne, just as teenagers do when they encounter the involuntary rush of hormones designed to accelerate their growth from childhood to adolescence. However, in drawing this analogy, I also believe that we are currently suffering another universal ailment of adolescence. Growing pains. In teenagers, growing pains are caused by out-of-kilter growth, as a growth spurt in one body part causes a certain ache in another. Our industry right now is currently experiencing growth pains - nothing too serious but, nevertheless, of sufficient magnitude to cause a verbal contest.

The current growing pain relates to an apparently anachronistic industry buying model. The contentious issue was earlier this month aired by a band of online advertising specialists, who aim to shake up New Zealand's online advertising buying practices, which they say are holding back the entire industry and costing advertisers dearly. The group, called New Zealand Online Media (www.nzonlinemedia.blog.co.nz), has released a whitepaper that argues New Zealand's prevailing "fixed tenancy" model, which forces advertisers to buy online space for a set fee, is giving advertisers a bum deal and mostly to blame for the paltry four percent of advertising spent online in New Zealand.

It's an important debate and many industry players have enthusiastically jumped into it, as the blog shows. Regardless of your standpoint, the important thing is that industry issues like these are openly and maturely debated, as they have been in this case. You can't grow up without a bit of shouting and discomfort.

Until next time,

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Zac Pullen,
Touchpoint's new guy and strategic partnerships manager.

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The power of putting bucks where you can measure bang. Touchpoint senior account manager Simone Kaho gets the measure of advertising performance.

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