

TURNER'S SPECIALE: THE FUTURE OF ADVERTISING IS NOW

REDUCED AD LOADS, AUDIENCE BUYING AND
BRANDED CONTENT CHANGE THE GAME

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The media landscape has changed so dramatically over the past five years that, if you want to study the future of advertising, all you have to do is look around.

Donna Speciale, president of Turner Ad Sales, has had a front-row seat to that transformation, seeing the revolution that has occurred at agencies, brands and media companies. For instance, viewership now takes place on so many platforms that “Television cannot be our success metric anymore,” she says.

Turner has been reimagining how media companies can help brands connect with consumers. Reduced ad loads, audience buying and branded content have all become vital tools for brands to engage their fans and put their messages front and center. And advertisers have to take advantage of these tools today.

“The future is now,” she says. “We can’t wait to do audience buying anymore. We can’t wait to do branded content anymore. We can’t be doing [business] the same way. We have to break the status quo.”