

## Rethink, Rebrand, Restick

Rethink the way you communicate with your target audience. Over the past decade, the rise of e-mail, the Internet, PDAs, Blackberries, iPhones and other electronic media has prompted a seismic shift in the way people research their purchasing decisions.

In 2011, the trends are based on a consumer's ability to access information when, where and how they want it. Smartphones were the fastest growing technology of 2010, and 2011 promises to not disappoint. The Android and iPhone are battling it out for first place among the mobile-device using public. With the introduction of a number of new Android apps this year and the iPhone adding its new carrier, Verizon Wireless, this battle certainly is not over.

So marketers are banking on the popularity of mobility. More and more businesses, large and small, will need to develop mobile websites, partake in mobile advertising and perhaps even create an app for whatever "that" may be. The need to rethink and reassess a company's current campaign creative becomes necessary, as mobile viewing is a more concise and attention-grabbing marketing tool than traditional digital advertising.

Most importantly, and ironically, 2011 will see a simplification and consolidation of technologies. As noted previously, when where and how easily today's techies can access information, the better; therefore today's most popular and useful gadgets include multiple tech tools. The iPhone, for example includes Internet access, email, GPS, music player, camera, a seemingly endless variety of apps and of all things, a phone that allow a user to perform any task from the palm of their hand.

The rapid expansion of technology does not mean we can text our friends while the car drives itself or teleport to grandma's house for the holidays. In 2011, we will however have the opportunity to receive and give out information at any time or any place with the growing development of mobility.

Stephen and Heather Foster are the proprietors of Studio F Design. They consider themselves more than just a marketing and advertising agency. "We're here to help you reach your goals with a regimen of stronger ads, harder-working interactive, more-moving events, and innovative communications that surprise and revitalize." For more information, call or email Stephen and Heather at 732.539.8106 or [info@studiofdesign.com](mailto:info@studiofdesign.com), or visit them online at [studiofdesign.com](http://studiofdesign.com).