

'If your brand's not here, it's nowhere': Media owners unite to highlight the power of advertising

Australian media owners have come together to remind CEOs, chief financial officers and marketing offers, of "the importance of advertising to the long-term sustainability of their businesses."

The group includes ACE Radio, Australian Radio Network, Foxtel, Grant Broadcasting, JCDecaux, Macquarie Media, Nova, Ooh Media, Southern Cross Austereo, 10 and NewsMediaWorks members News Corp Australia, Nine and Seven West Media.

The campaign was created by Publicis Group's creative team at Saatchi and Saatchi.

The group is uniting under the banner, "Advertise or Die" (see advertiseordie.com.au), with copy highlighting the strengths of these platforms for advertisers.

THE TIME IS **NOW** TO ADVERTISE OR DIE

HARNESS THE POWER OF AUSTRALIA'S PREMIUM MARKETING PLATFORMS

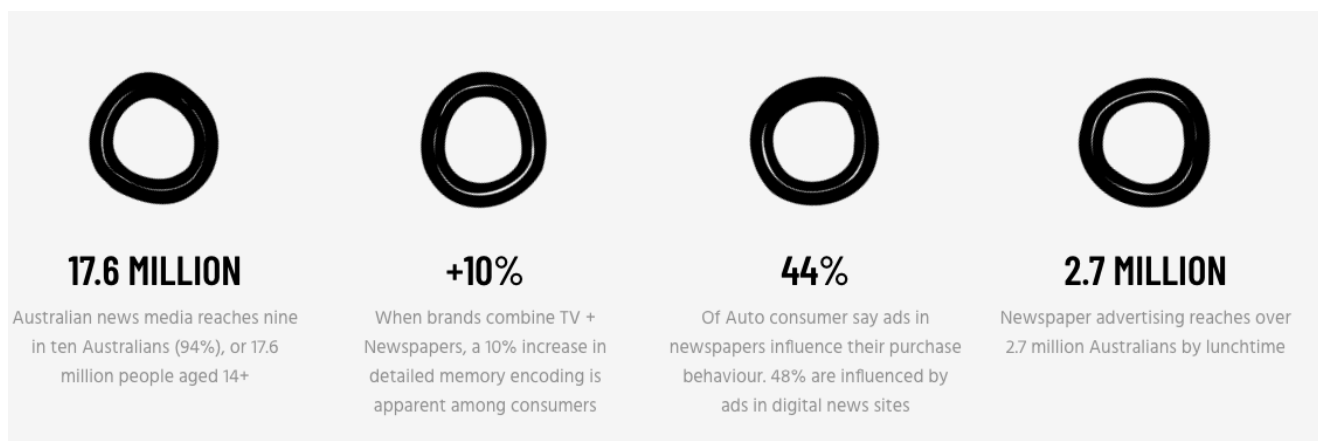
"NO ONE SAID YOU HAVE TO CHOOSE BETWEEN BRAND BUILDING OR SALES ACTIVATION. QUITE THE OPPOSITE. IF YOU COMBINE THEM, IN BALANCE, YOU GET POWERFUL MULTIPLIER EFFECTS."

According to Mark Ritson, leading marketing academic and Advertise or Die spokesperson, those who manage Australia's corporate budgets need to continue

to invest in advertising, even in an uncertain economic environment.

“Make sure at least half your budget is invested on the top of the funnel and on long-term brand building, not just on short-term spending,” said Ritson.

“Don’t fall for the siren song of new, exaggerated media opportunities at the expense of proven long-term, brand-building media.”



The campaign will be running across the media assets of the participating owners from December 8.

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