

Digital Marketing:

The Re-imagination of Technology

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Abstract

As technology continues to advance and improve, marketing trends are beginning to shift into the digital space. Addressing the generation gap within digital marketing, this paper reveals the latest digital strategies being utilized, while comparing results from marketers and the younger generation targets they are trying to hit. Both groups were asked a series of nine questions ranging from the following topics: basic demographics, difficulties faced in digital marketing, views of the industry as a whole, as well as opinions on the digital age gap. Data was collected separately and analyzed quantitatively to provide further insight. Solution paths and methods for further research are concluded:

1. Incorporating both traditional and digital in all marketing strategies
2. Hiring recent college graduates in marketing firms to help connect with the younger generation
3. Keeping the older generation informed with the latest technologies

Chapter 1

Purpose of Research

Statement of the Problem:

In a world where technology is constantly changing, people are pushed to adapt to the fast moving pace of improvement. While some find adjusting easy, others struggle to find ways to stay current. Technology will continue to change, and marketers will continue to struggle. With the re-imagining of technology, marketers and advertising firms are finding it difficult to not only stay connected, but also to reach their consumers. Another factor contributing to the difficulty of staying connected to customers is the generation gap. Typically, younger people find it easier to adapt to new technology because they have grown up through its development. Often, older generations struggle to make the adjustment. This gap in the adoption of new technologies creates a problem for digital marketing.

As companies make the shift to digital marketing, they are having difficulty incorporating both old and young generations. To solve this problem, it is necessary to understand the trends and developments of digital marketing. The goal of this study is to analyze the latest uses of digital marketing, test various strategies to find out what is effective, and to essentially reveal the dos and don'ts in the field.

Significance of the Problem:

With digital marketing on the verge of being the main route for marketing, companies need to understand how to use it in order to obtain their intended audience's

attention. It is not just about being able to understand the field of digital marketing to make a marketer successful; it is also about having the knowledge of how to use it effectively. The results gathered from this project are intended for digital marketers who need guidance and a better understanding of how to approach their consumers, thus narrowing this generation gap.

The focus of this project is to gain insight into the digital marketing world. Currently, there is much out there to explore. Ranging from integrated-marketing such as QR Codes and bridging apps, to location services such as Four-Square. Marketers need to know what works for different generations, what areas are worth advancing, and how to remain innovative while appealing to a wide range of ages.

Interest of the Problem:

While still at the beginning stages, digital marketing is poised to take over the field of advertising. Due to the significant increase in digital media, companies must learn to adapt in order to market their products. With the transition of marketing to digital media, new ways to reach targeted audiences continue to emerge. Once these ways are tested, the results will show the areas of the field that can be advanced.

Since this is a topic area that will continue to change and grow, it is beneficial to understand the patterns behind digital marketing. Finding information on how marketers are bridging the generation gap and how younger generations are reacting to their methods is imperative to understand. To reveal marketing strategies it is also important to understand the consistencies that are emerging within the field. This will help discover new ways to predict the future outcome. By combining forces, many opportunities lie

ahead, making digital marketing not only an interesting topic to explore, but also, a vital one.

Chapter 2

Literature Review

In a place where media messages are ever present, marketers have embedded the industry into the daily life of society. As the world has continued to change and grow, so has technology. With the advancements and improvements of technology, the media industry has evolved and adapted trying to form new strategies in order to capture its consumers.

When the Internet did not exist, marketers relied on television, newspapers, magazines, flyers, billboards, etc. Print made up a huge portion of the industry because that was the primary way to reach people. Today, that is no longer the case. With the invention of the Internet, the growth of the print industry has declined, thus making marketers turn towards electronic distribution methods. This new shift has required companies to start implementing and developing digital marketing strategies. As companies begin researching this new development, they have noted that “traditional roadside billboards, print advertisements and direct mail have all suffered, but digital alternatives are starting to become more prevalent, such as billboards and transport advertisements, and advertisements in digital editions of print media, such as mobile applications for traditional publications” (Business Wire, 2012). Noticing and understanding these trends helps marketers see where the future is headed. According to *Marketing Weekly News (2012)*, “Digital marketing remains a growth area, as marketers shift towards new advertising methods at the expense of traditional formats.”

While understanding the evolution and what’s to come of the marketing field, it is important for those within the industry to understand the options available. With that in

mind, “A recent report by analyst firm Gartner predicts that digital strategies like social and mobile marketing will influence at least 80 percent of the consumers’ discretionary spending by 2015” (Farbs, 2011). That being said, it is vital to explore and identify the three current categories of digital marketing. These include online, mobile, and social marketing.

Online Marketing:

In order to understand each branch of digital marketing, it is best to start with an overview of online marketing. Online marketing is defined as the “marketing” of products or services over the Internet. It combines the art of design with the knowledge of technology in order to form various types of online advertisements.

MyNewsletterBuilder, an industry leading online marketing company, explains, “online marketing is sometimes considered to have a broader scope because it not only refers to the Internet, e-mail, and wireless media, but it includes digital customer data and electronic customer relationship management systems.” When implementing in a business, a company will typically have its’ own website in addition to other promotional techniques like online ad banners and direct e-mails (etc.). These various online tools help marketers to create further outreach, while hitting target audiences.

While the purpose of online marketing is rather simple, there are also many considerations one must take into account before fully developing a strategy. According to Theodore Levitt (1960), a writer in *Harvard Business Review*, there are many key

factors that must be avoided within the field of marketing. These factors are made up of the following:

1. Wrongly defining the business they are in
2. Focusing on products instead of the customer. Focusing on production. Focusing on technology as the only objective. Finally, focusing on selling. Instead these focuses should be geared towards customer needs and market opportunities.
3. Unwillingness to innovate and creatively destruct existing product or service lines
4. Shortsightedness in terms of strategic thinking
5. The lack of a strong and visionary CEO
6. Giving marketing only 'stepchild status', behind finance, production and technology (An Intro. To Internet Marketing)

When trying to promote a company's business, these strategies are necessary to abide by in order to avoid narrowing the scope. Narrowing the scope can only hurt a business because it limits the market instead of utilizing all sources. With that being said, "If Internet marketing is to become integrated and fully established as a strategic marketing management tool, then the focus of attention needs to move towards understanding its broader applications within the total marketing process rather than just using it as a communication selling tool" (Defining Social Marketing, n.d.). The Internet is such a huge marketing component; it would be unfortunate to waste its potential by missing out on beneficial aspects it has to offer.

Currently, there are various companies that have taken in the knowledge of online marketing and are offering other companies, as a service, to help get them "in the know" to promote their company properly. One example that was recently launched is called

Demandbase Inc. What they have released is called targeted advertising, which claims to be “the first-ever advertising solution for company targeting, which enables advertisers to target and personalize display advertising to specific companies or to companies that meet a predetermined list of corporate attributes” (PYMNTS, 2012). Its solution is to eliminate wasteful advertising and focus on areas that are actually guaranteed to show profits. Another example of online marketing falls into the category of emails. Emailing nowadays is a big factor in companies being able to reach its customers at a more personalized level. Stores are able to target their customers using their data in order to create special ads for their own personal use. For instance, advertisements by email can consist of the customer’s name, suggestions on items they might be interested in based on their last purchase, or even specialty discounts for their next visit. Having access to customer data and combing it with online advertising, opens up new doors and strategic marketing ideas. By doing so, companies can use this combo to gather more consumers and reach broader markets.

Social Marketing:

Working hand in hand with online marketing is social marketing, a strategy used to interact with consumers in a more interactive way. Social marketing is a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behaviors that benefit society as well as the target audience (Defining Social Marketing, n.d.). The interesting concept to note here is that the marketer actually gets to communicate and interact with the consumer, instead of just

throwing advertisements out and hoping that they will catch the target audience's attention. Here, it is easy to see results and understand where to grow, how to change, and what exactly is working. Social marketing's focus is to figure out what the people want and need instead of selling an idea, product, or service to consumers. It is not designed to necessarily benefit the marketers; however, it is designed to benefit society and its consumers. This method is all about unveiling what the people want, which is where marketers do the learning in what they need to promote.

After grasping the concept and background of social marketing, it is time to experience what approaches are used to make it useful. Since the ultimate goal of social marketing is to meet the needs and desires of the consumer, it is crucial to understand as much as possible about the target audience. Without this knowledge, there is no way the strategy can be successful. The marketer must imagine they are in that audience's shoes. Thus, they need to be able to think and feel like the true identity in which they are trying to capture. Two methods are equally used in finding out all about the target audience. These include quantitative and qualitative research. When working with quantitative research, the marketer focuses on assets that uncover how many people think or act based on any particular subject. An example of how to gather this insight would be through surveys that focus primarily on knowledge, attitude, and behavior. On another note, qualitative research reveals why people think or act the way they do. These answers can be met through methods like focus groups and individual interviews. Once the targeted audience is well known to the marketer, they must evaluate how to approach the social media world.

One of the biggest challenges marketers face these days is where to start in the social marketing environment. It has grown so fast and branched out so wide, it is hard to find an angle to approach. An important step before diving in is to be knowledgeable in what social media platforms are out there and what they have to offer the targeted audience. While there are many social media platforms, there are still many more to come. According to *The eBusiness*, the top fifteen most popular social networking sites as of October 2012 include, and in the following order are:

Table 1. Fifteen most popular social networking sites

1. Facebook	9. Orkut
2. Twitter	10. Pinterest
3. LinkedIn	11. CafeMom
4. MySpace	12. Ning
5. Google Plus +	13. Meetup
6. DeviantArt	14. myLife
7. LiveJournal	15. Badoo
8. Tagged	

Source: eBusiness, 2012

Each social networking site listed above has its own unique way of not only reaching, but also gaining their users. Using social networking sites is the ultimate strategy and goal of social marketing. Understanding the various sites out there and knowing what type of user base the site holds, is the key to unlocking the social marketing strategy that will be the most beneficial to the company.

To grasp an overall feel of how social marketing works, here are a couple of examples on companies' approaches to the field. In the beginning of the social marketing media hype, Dunkin' Donuts decided to use Facebook as a key strategy to promote the company's launch of their Keep it Coolatta campaign. Having already built a Facebook Fan page, they created a sweepstakes that allowed fans of the page to be entered into a daily giveaway drawing. Currently, they also have an ongoing campaign where they pick a fan of the week. Both these social marketing strategies help the company create an increased brand and product awareness, while encouraging consumers to try out their new Coolatta drink. A different example of how social marketing is being used is shown through Starbucks' launch of My Starbucks Idea. Here, customers are able to share their ideas to the public, and more importantly, to Starbucks in order for the company to find ways to improve their business. By using this "help shape the future of Starbucks" campaign, the company is able to learn about how to further develop their business while creating brand awareness and customer engagement. It also sets a positive tone for customers to view the company by because they are asking for their feedback. They want to know their wants and needs. It shows Starbucks cares, which goes a long way with customers. One last example is the Evian Roller Babies commercial that was launched in July of 2009. Through just the social networking site of YouTube, the commercial gained a total of 27,000,000 views and 61,000,000 views across the web. With these numbers, *The Times* marks it as "the most popular online advertisement ever". Having results like that, social marketing puts its results into perspective.

Mobile Marketing:

With smart phones becoming increasingly more popular, people are becoming more attached and involved with their phones than ever before. This is where mobile marketing and the importance of it come in. Mobile marketing is defined as any activity that enables a company to communicate and actively engage with its customers via a mobile device (M3Mobile360). It is a huge new availability for marketers because they can now reach their consumers anytime and anywhere. This area of digital marketing is considered to be on the rise because it is an area that is only recently been tapped into. Joe Grigsby (2009), a director of Mobile at VML, states, “Mobile marketing is not about mobile technology...it’s about an ever increasing connected and mobile consumer.” Current research is showing how more mobile phones are out in the world than PC or Internet users. This knowledge is extremely valuable for understanding where digital marketing is headed and what areas show the most prospects. Mr. Grigsby also mentions the values of mobile engagement. These include the following:

1. It is instant
2. It can extend reach
3. It adds measurability
4. Its unique (Mobile Marketing Overview)

These advantages of the mobile marketing further explain the positive outcomes that lie ahead.

Within mobile marketing, there are different channels offered in order to approach various targeted audiences. Currently, the three keys to mobile marketing involve optimizing the content for the unique mobile environment, re-imagining marketing

content through mobile tools, and implementing better, faster, easier mobile strategies (Kerley, n.d.). By optimizing web experiences for the specific user, it creates a more satisfied consumer because it avoids frustration. It automatically meets the needs of the audience. Whether it is a newsletter or video, the content must be optimized to make it easier for the viewer. Also, the fact that marketing is being done on the mobile phone allows for dialogue with the audience. Attributes such as brand information or news texts, offer-based texts, and engagement texts are all different ways for the marketer to hit its target in the most effective way possible for each specific person. A trend in the ongoing mobile market today is QR codes. By having articles and newsletters link to video content automatically from your phone is a whole new way to interact and engage with consumers. Mobile apps and location-based services are also innovative ways this market has been adapting to the trends of technology. One example of how mobile marketing is being used is Charmin, the toilet paper brand. Charmin worked with SitOrSquat Inc., a global bathroom directory, to create a site and iPhone application to help consumers find the cleanest public toilets worldwide (Kahn, 2009). The application offered a list of bathroom locations, operating hours, ratings, and whether or not bathrooms were equipped with changing tables.

While all these digital marketing techniques are exciting and new, they also provide a complication to the industry as a whole. How can this be so? It seems as though there are so many paths and choices for marketers to venture down, how can there be a problem at hand? The fact of the matter is the generation gap.

With technology's progression, the world is becoming a more advanced space where the more tech-savvy the person, the easier it is to adapt. Unfortunately, there are

two very distinct groups out there that were born in completely different eras of society. The older generation of society was not born into an age of technology advancement, let alone technology (so to speak). As they continued to grow, the world of technology grew too, but at a slow pace. However, it is their children who were born into a world of technology. Children have been brought up to understand and embrace technology because it was something that has always been present. It is known and it is a way of their culture. Adults, on the contrary, are at a disadvantage. In times nowadays, it is more common to see kids teaching their parents how to use different gizmos and gadgets. They are the ones to teach them what's the newest cool site on the Internet, what's the latest piece of technology, how to download and use apps on smart phones, etc. Taking into consideration the issues at hand, digital marketing is constantly a test for marketers. So what happens to those who have been holding executive marketing positions for years before? How can they stay on top of the consumer and outsmart them to the newest technology trend? These are questions that all need to be solved in order to be able to successfully market to younger generations that make up most of advertiser's largest growth segment. It is important to see that "marketing has become a pervasive presence in the lives of children and adolescents, extending far beyond the confines of television and the Internet into an expanding and ubiquitous digital media culture" (Chester, 2008). Realizing that this is the target, marketers need to find a way to narrow the gap in order to reach out to the younger generations at a level they wish to engage in. Another fact about this digital age gap is that digital marketing requires the marketers "to let go of a lot of control", thus releasing power to the youth (Beltman). This in itself is a huge concept for the older generation to wrap their heads around. The common saying has always been

with age one gets wiser; however, with this new world of technology and constant change, the younger generations are able to adapt to technology's advancements faster. Right now, the main focus is figuring out a way to increase the knowledge and awareness of the older generation marketers who are trying to target the current generation; to find ways to narrow the gap; and to understand the differences and tactics crucial to staying up-to-date with technology's advances.

Chapter 3

Methodology

Introduction:

The purpose of this study was to understand the consequences of the generation gap within digital marketing. Technology is constantly advancing; causing a change in marketing techniques. The problem lies within the marketer's ability to understand these changes and to exploit them in order to target the younger generation markets. Having such a knowledge gap when it comes to technology, especially in the industry, creates a roadblock in being able to clearly understand how to appropriately market to these younger generations. A case study was conducted to gather data in order to help better understand the digital age gap and find new answers and ways to narrow the gap.

Specific research objectives include the following:

- Determine the methods of digital marketing that work across generations
- Evaluate the strategies that hold the most potential for the digital marketing field
- Discover the major problems marketers have in reaching out to the younger targeted markets

Data Collection Plan:

The population to be studied was separated into two groups to gather information on the digital age gap within the marketing field. Group A consisted of marketers who

were considered experts of their field, while Group B consisted of college-aged students who represented a major contributor to the younger generation targeted markets. Each group was asked a series of identical questions (Appendix A) during an interview in order to find conclusive results.

Questions involved a range of topics consisting of basic demographics, difficulties faced in digital marketing, strategies through ranking and comparisons, trends in digital marketing, views of the industry as a whole, as well as opinions on the digital age gap.

Data about marketers and younger generations was collected separately. The data sheet incorporated all questions and answers conducted in each individual's interview.

Data Analysis Plan:

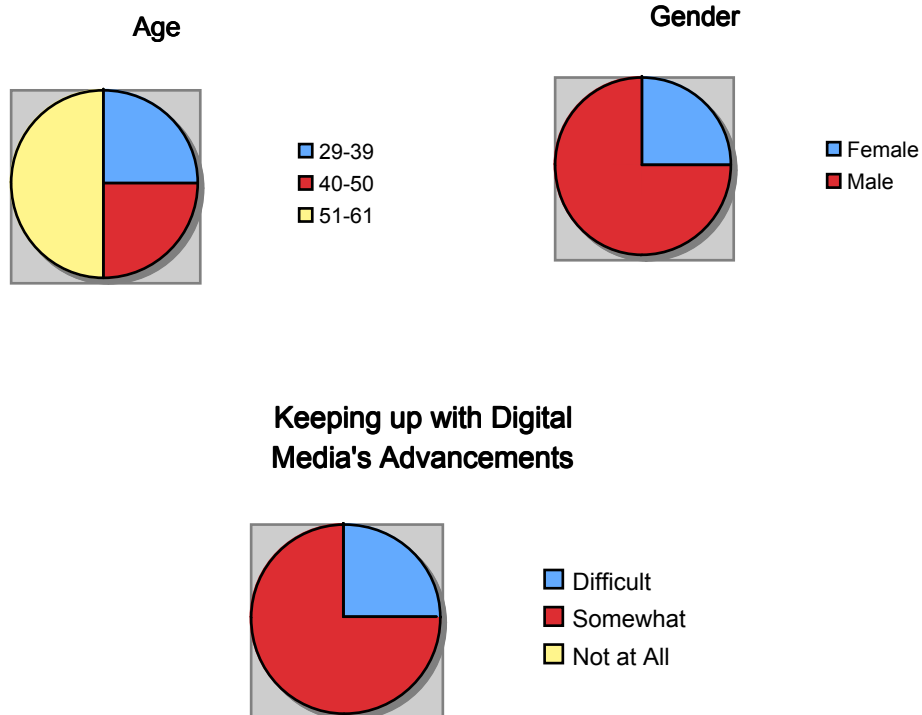
Once data collection was completed, the interview questions were gathered and categorized by Group's A (Marketers) and B (Younger Generation). The answers from each group were then compared within the individual groups. By doing so, a series of trends and patterns determined Group A's versus Group B's overall tendencies. This information was displayed in a chart to make it easier for the viewer to see the results. Next, Group A and Group B were compared to one another in order to reveal new information and potential causes of the digital age gap. Finally, conclusions were drawn from the results of the study.

Chapter 4

Results

Group A (Marketers):

In Group A, four experienced marketers from various companies were interviewed the question set from Appendix A. The results for this group are displayed in the charts and followed by descriptions below.



When interviewing the marketers, all believed that there was at least some sort of difficulty in keeping up with digital media's advancements. A common trend to why each marketer believed this to be true is due to the fast-pace release of new technology

and solutions found within this market space. As far as being asked to rank the various digital marketing types based on effectiveness, marketers mostly responded that it depends on what they are marketing and who their specific target is. In general, marketers feel that although the digital market place is vastly expanding, there will always be a place for traditional marketing. The type chosen may depend on the brand or message that is trying to be conveyed. Overall, the majority of marketers do believe the younger generations are more likely to respond to digital marketing because they not only grew up with it, but also are living in it. Older generations, however, did not have that same benefit. When asked to address the challenges that lie ahead for marketers and the idea of this digital age gap, various answers were given. While one finds the digital age gap to slowly be narrowing due to the digital advancements, another finds that monetizing mobile marketing is challenge that must be faced. According to all of the marketers interviewed, final solutions for the industry is to make sure to always incorporate both traditional and digital in any marketing strategy.

Group A Individual Interviews:

Marketer 1:

1. How old are you? 52
2. What is your gender? Male
3. Do you find digital media's advancements difficult to keep up with?

Definitely

Somewhat

Not At All

4. If yes, what is the hardest part about trying to keep up?

The volume of new solutions and opportunities there are in this segment are changing so rapidly there's not enough time in the day to process.

5. When comparing Internet, social, and mobile marketing, rank in order the most effective marketing type to the least effective type. Explain why.

Best marketing is the Internet because people can access web pages easiest. More business oriented versus social, which is more filled with useless professional info. Mobile apps are growing based on smart phones however it still holds limitations. For instance printing things out. Internet is the best way from a professional standpoint.

6. Where do you see the marketing industry going? Compare traditional marketing to digital.

Digital has expanded and starting to get huge. The cost to educate and get awareness is cheaper than traditional and is becoming the new way of life. Digital marketing has spam which is irritating however allows to flood the mind effectively and rapidly getting the marketing message across to more people rather than by print.

7. Do you think that the younger generation is more likely to respond to digital marketing than the older generation? If so, why?

Yes, they are so digitally compliant. Skill sets and use is trained at a very early age. They grew up with it. Cultural methods are developing such as online shopping instead of going shopping at the actual store. Over saturation with digital marketing, which is

currently happening, creates people to lose the power to resonate it to successful results. Ex Facebook people aren't responding to the ads as well which is why the plug was pulled. Hard to translate to sales.

8. If you perceive there is an age gap within digital marketing, what challenges lie ahead for marketers?

Yes there is an age gap btw digital marketing and the audience that is actually targeted. The world is moving towards hand held devices, easier ways to reach people. Therefore the age gap is shrinking. As time continues, it will change and people will have to comply because the world is moving digitally. People must learn to adapt or they will get lost. Instantaneous info in digital marketing is helping to close the age gap.

9. What are your suggestions for the industry's future? Do you see any solution paths?

Comprehensive plan to work with all sorts of media streams to educate the public in the most cost effective way including both conventional and digital marketing. Cant hone in on one idea have to do a broad message across multiple medians in order to be the most successful. Keep it simple to capture all markets.

Marketer 2:

1. How old are you? 57

2. What is your gender? Male

3. Do you find digital media's advancements difficult to keep up with?

Definitely

Somewhat

Not At All

4. If yes, what is the hardest part about trying to keep up?

Technology is changing so rapidly hard to keep up

5. When comparing Internet, social, and mobile marketing, rank in order the most effective marketing type to the least effective type. Explain why.

Social, internet, mobile more people at this point are aware of social media and are using it where on the mobile side people haven't figured out how to really market to people on smaller devices

6. Where do you see the marketing industry going? Compare traditional marketing to

digital.

Beginning point of digital generation, for the future digital will become more important but as for now it represents a small portion. Right now traditional marketing is still the prominent way to hit people. Print is going away however tv billboards are all still big ways to target markets. Newspapers will go digital. Short term = traditional longterm= digital.

Small companies use digital more effectively. Bigger brands need to use traditional.

7. Do you think that the younger generation is more likely to respond to digital marketing then the older generation? If so, why?

Absolutely use to it grew up using digital whereas older generation didn't grow up this way and are instead forced to learn how to use it now. Confidentiality issue is more apparent for older generation. Is our info protected on the internet whereas younger generations don't think about identity crisis.

8. If you perceive there is an age gap within digital marketing, what challenges lie ahead for marketers?

Major challenge is to figure out how to truly use mobile marketing and make it work. Mobile is more of a communication tool then access info for products so it might be too intrusive. However it's an area that needs to be figured out. How to monetize mobile marketing is where the challenge lies.

9. What are your suggestions for the industry's future? Do you see any solution paths?

Somehow be inclusive and not making just a digital area for marketing. Incorporate everything.

Marketer 3:

1. How old are you? 29

2. What is your gender? Male

3. Do you find digital media's advancements difficult to keep up with?

Definitely

Somewhat

Not At All

4. If yes, what is the hardest part about trying to keep up?

There are constantly new platforms being created and new ways to utilize existing platforms. The world changes practically every day, so something that worked yesterday will probably not work the same way tomorrow.

A year ago, very few people had ever heard of Pinterest. For us, it is now driving substantially more traffic than Facebook. Undoubtedly in a year's time, completely new platforms will have emerged that customers find even more compelling.

5. When comparing Internet, social, and mobile marketing, rank in order the most effective marketing type to the least effective type. Explain why.

Each has its own benefits and there are many different ways to use each. Within the header of "Internet" marketing, SEM is vastly different than banner ads, and each are different than buying pre-roll on Hulu or running audio spots on Pandora. Mobile and social are growing quickly and provide lower cost opportunities for targeting in some cases. All can be very finely tailored to reach a particular audience.

6. Where do you see the marketing industry going? Compare traditional marketing to digital.

Clearly more advertising will take place in the digital space in the future because the digital space will increasingly take over many traditional realms. Boundaries are already blurring to a large degree. If you run a TV spot on Hulu is that traditional or digital advertising? Does it matter if you watch it on your living room TV, home computer, or mobile device? If you buy a banner ad on a newspaper's website, which bucket does that fall under?

While more dollars are flowing into digital media, traditional media still has a vast reach that cannot be overstated. The fragmentation of media provides huge opportunities for speaking to precisely the audience you want to reach with limited wastage. At the same time, it is increasingly difficult to reach a very broad audience with a single buy. Marquee opportunities (like the Superbowl or the Oscars) remain compelling buys for mass marketers because there are few other places to find that large a captive audience.

7. Do you think that the younger generation is more likely to respond to digital marketing than the older generation? If so, why?

I think it depends on the type of marketing. In some ways younger consumers are more attuned to what is paid marketing in the digital space so reaching them can be challenging. Regardless of media or target audience, you still have to offer a compelling message.

8. If you perceive there is an age gap within digital marketing, what challenges lie ahead

for marketers?

N/A

9. What are your suggestions for the industry's future? Do you see any solution paths?

It seems like more media will be purchased in a Google-auction like manner in the future, and this is probably a good thing. There are still large inefficiencies in purchasing media—e.g. individual reps selling very narrow advertising vehicles and huge opacity in the costs and distribution of different vehicles.

It is also a challenge to evaluate the relative effectiveness (and cost) of advertising across media. Comparing CPMs of a TV ad against a billboard and an AdWords campaign is very challenging. It is even more challenging to compare the engagement (click-thrus, actions taken, purchases made etc.) with many of these media.

Marketer 4:

1. How old are you? 43

2. What is your gender? Female

3. Do you find digital media's advancements difficult to keep up with?

Definitely

Somewhat

Not At All

4. If yes, what is the hardest part about trying to keep up?

The social aspects and also the terminology

5. When comparing Internet, social, and mobile marketing, rank in order the most effective marketing type to the least effective type. Explain why.

Honestly for what I do – it depends on the movie. And the message I'm trying to get out. And the market (I work in 80 international markets – so somewhere like Korea – mobile is huge – social might be less so)

6. Where do you see the marketing industry going? Compare traditional marketing to digital.

I think we will always use TV/Outdoor. Digital offers quick engagement – and word of mouth. TV and Outdoor offer more of a brand messaging

7. Do you think that the younger generation is more likely to respond to digital marketing

then the older generation? If so, why?

It's what they are used to 😊

8. If you perceive there is an age gap within digital marketing, what challenges lie ahead for marketers?

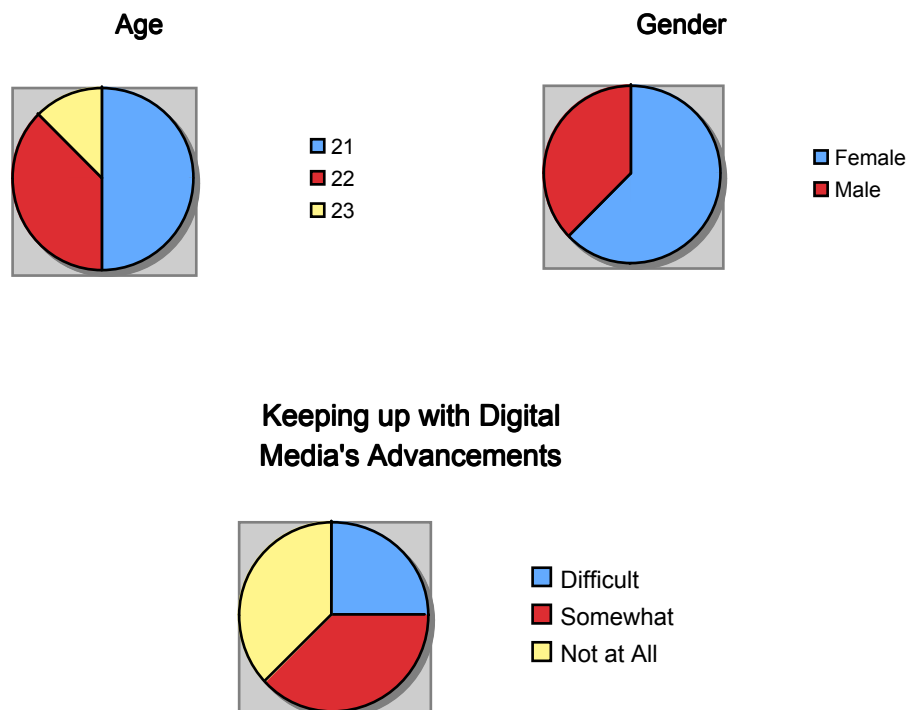
Depends on the brand. In my mind you need the two to work together – there is no one type that will make a campaign

9. What are your suggestions for the industry's future? Do you see any solution paths?

Continue to work together - using them to complement each other.

Group B (Younger Generation):

In Group B, eight individuals who are considered part of the “younger generation” were interviewed the question set from Appendix A. The results for this group are displayed in the charts and followed by descriptions below.



When interviewing individuals from the younger generation, there was almost a complete even distribution for each level of difficulty found for keeping up with digital media's advancements. While some individuals found its advancements difficult to stay updated on, others found it to be no problem at all. All those that found some level of difficulty in keeping up, agreed that the hardest part is how new technologies and ideas are constantly emerging. When asked to rank the various digital marketing types based on effectiveness, almost all individuals found mobile marketing to be the least effective, while a close race between Internet (leading) and social was said for most. Overall, all individuals interviewed believe that digital marketing is where the future lies and where the marketing industry, as a whole, is headed. Every individual in Group B believes that the younger generation is more likely to respond to digital marketing because they are the ones who have grown up with it. Older generations, they believe, must learn if they want to adapt, whereas the younger generation is constantly surrounded by it. Individuals believe that as long as marketers stay on top of the market and are updated on the latest trends, there should not be a problem. Many think that since this essentially is the marketer's job, they should be good at keeping up with the digital age. As far as final solutions for the industry goes, all individuals have different ideas for marketing improvements.

Group B Individual Interviews:

Younger Generation 1:

1. How old are you? 21

2. What is your gender? Female

3. Do you find digital media's advancements difficult to keep up with?

Definitely

Somewhat

Not At All

4. If yes, what is the hardest part about trying to keep up?

It's hard to understand how to work the different technologies because there are so many different options.

5. When comparing Internet, social, and mobile marketing, rank in order the most effective marketing type to the least effective type. Explain why.

Internet, social, mobile: most effective when ads are directly emailed to me where as I don't trust ads as much on my mobile device. Social is more of a social aspect for me to connect with friends rather than a way to link me to advertisements.

6. Where do you see the marketing industry going? Compare traditional marketing to digital.

It all eventually will go digital, but as for right now I feel like television is the best way to reach people. I don't think that aspect will ever go away. However, ads in newspapers and magazines will and they will probably all ends up going digital as well.

7. Do you think that the younger generation is more likely to respond to digital marketing then the older generation? If so, why?

Yes because they grew up with all the newest technologies whereas the older generation has to learn how to use it because it has not always been around.

8. If you perceive there is an age gap within digital marketing, what challenges lie ahead for marketers?

I think that marketers might have to start trying to hire younger people because of this issue. Students straight out of college are the ones who have the most knowledge on this subject and are able to connect with the younger generations. Marketers might need to start hiring more of these students in order to stay up to speed with their target markets.

9. What are your suggestions for the industry's future? Do you see any solution paths?

I think electronic billboards will be a new big way of advertising. I also think ads need to be more relevant to the individuals need and be more personable instead of just generic. As far as solutions go, I think the marketing world needs to be made up of more younger generation people in order to help eliminate the digital age gap.

Younger Generation 2:

1. How old are you? 21

2. What is your gender? Female

3. Do you find digital media's advancements difficult to keep up with?

Definitely

Somewhat

Not At All

4. If yes, what is the hardest part about trying to keep up?

Its always changing and I never know what's happening.

5. When comparing Internet, social, and mobile marketing, rank in order the most effective marketing type to the least effective type. Explain why.

Social, Internet, Mobile. Social because everyone's always on it and spends all of their time on it, especially Facebook. Internet is important because emails always notify me and I am always searching the Internet like Stumble Upon. Mobile is not really relevant to me because I am not always on my phone and really only use it for texting.

6. Where do you see the marketing industry going? Compare traditional marketing to digital.

Digital is going to take over because technology is used in everyday life and becoming such a prominent part of people's lives. Tivo has already gotten rid of having to watch commercials, so I feel like there is much more digital marketing that will come into play. As far as print, it is going away like magazines and newspapers.

7. Do you think that the younger generation is more likely to respond to digital marketing then the older generation? If so, why?

Yes because that is the age they grew up in. My parents always ask me how to use it. It's even incorporated in school. Older generations have to learn it to figure it out.

8. If you perceive there is an age gap within digital marketing, what challenges lie ahead for marketers?

No, I feel like although there is a generation gap with digital technology, since it is there

job I think they will still be able to hit all generations. They are in the industry, so it is part of their job to keep up with the younger generations.

9. What are your suggestions for the industry's future? Do you see any solution paths? Hulu makes you listen to the ads, so applying that more into the industry where you can't escape the ads. Also, how Facebook tailors the ads to the individual, implementing that more when marketing socially.

Younger Generation 3:

1. How old are you? 22

2. What is your gender? Female

3. Do you find digital media's advancements difficult to keep up with?

Definitely

Somewhat

Not At All

4. If yes, what is the hardest part about trying to keep up?

Not applicable

5. When comparing Internet, social, and mobile marketing, rank in order the most effective marketing type to the least effective type. Explain why.

Mobile, Internet, Social. Mobile is what I use the most and is always with me whereas I am not always on the Internet or on Social sites.

6. Where do you see the marketing industry going? Compare traditional marketing to digital.

I think the marketing industry is going completely digital. Print is becoming less popular and cell phones are becoming more advanced. Right now, it is becoming easier to target markets through digital devices since they are so central to people's lives.

7. Do you think that the younger generation is more likely to respond to digital marketing than the older generation? If so, why?

Yes because they are more exposed to it in their day-to-day lives.

8. If you perceive there is an age gap within digital marketing, what challenges lie ahead for marketers?

Yes, marketers have to focus more of their attention on the digital media, which may not be their forte. Therefore, they need to learn more ways to keep up and stay connected with this younger generation.

9. What are your suggestions for the industry's future? Do you see any solution paths?

I think for now marketers, when targeting the younger generations, need to focus and learn all about the digital media ways. As far as connection to older generations, for now digital is not the best way, and traditional marketing should still be incorporated.

Younger Generation 4:

1. How old are you? 22

2. What is your gender? Female

3. Do you find digital media's advancements difficult to keep up with?

Definitely

Somewhat

Not At All

4. If yes, what is the hardest part about trying to keep up?

All the new technology.

5. When comparing Internet, social, and mobile marketing, rank in order the most effective marketing type to the least effective type. Explain why.

Internet, Social, Mobile. Internet is the most accessible, where as social and mobile are more targeted towards younger generations because they are relatively new.

6. Where do you see the marketing industry going? Compare traditional marketing to digital.

I see the industry definitely going digital because that's where everything is headed. More and more technology keep coming out, so it just makes sense that marketing adapt with it.

7. Do you think that the younger generation is more likely to respond to digital marketing then the older generation? If so, why?

Yes because they are better at using digital media since they are around it more and grew

up with it.

8. If you perceive there is an age gap within digital marketing, what challenges lie ahead for marketers?

Yes because they are not born and raised into it. They are challenged with having to keep up with it in order to stay successful.

9. What are your suggestions for the industry's future? Do you see any solution paths?

Making advertising more accessible to all generations by broadening out where it is placed. Also, making sure to keep updated with the digital world since it is so fast paced.

Younger Generation 5:

1. How old are you? 23

2. What is your gender? Male

3. Do you find digital media's advancements difficult to keep up with?

Definitely

Somewhat

Not At All

4. If yes, what is the hardest part about trying to keep up? n/a

5. When comparing Internet, social, and mobile marketing, rank in order the most effective marketing type to the least effective type. Explain why.

Internet, Social, Mobile based on what you do on each device and how you interact with it. For instance, internet you are searching so you are more aware of looking at ads whereas social and mobile your on it for a distinct purpose so the ads don't really grab your attention as much.

6. Where do you see the marketing industry going? Compare traditional marketing to digital.

Traditional will always be around billboards aren't going anywhere and nothing at this point is going away that will completely get rid of it. Digital will however be more prominent.

7. Do you think that the younger generation is more likely to respond to digital marketing than the older generation? If so, why?

Yes their culture is more ingrained with digital. They are growing up in the digital age

whereas older people have to adjust and learn it.

8. If you perceive there is an age gap within digital marketing, what challenges lie ahead for marketers?

Although there is an age gap I don't see a problem for marketers. It is there job to understand how to market to all targets so they know best how to keep up.

9. What are your suggestions for the industry's future? Do you see any solution paths?

Traditional should always be a part of the industry, so marketers should not just completely shift to digital

Younger Generation 6:

1. How old are you? 22

2. What is your gender? Male

3. Do you find digital media's advancements difficult to keep up with?

Definitely

Somewhat

Not At All

4. If yes, what is the hardest part about trying to keep up? N/A

5. When comparing Internet, social, and mobile marketing, rank in order the most effective marketing type to the least effective type. Explain why.

Social because those are the things that I use a lot so I am most aware of what's going on here. Constantly exposed to it because I use it daily. Next, Internet would be because it's the next prominent one in my life. I use the Internet daily to search the news and so I would expose to different ads. Last, mobile because I use it the least.

6. Where do you see the marketing industry going? Compare traditional marketing to digital.

Marketing is going digital. People are not into print as much. I read all my news online, so I see it all shifting digitally because that's where the customers are headed. Traditional marketing will be a small percentage of how clients reach their customers.

7. Do you think that the younger generation is more likely to respond to digital marketing than the older generation? If so, why?

Yes because the younger generations adapt more to digital technology, whereas elders find it harder to make the transition. Ex, my parents still use the news from print and radio whereas I get mine from the Internet.

8. If you perceive there is an age gap within digital marketing, what challenges lie ahead for marketers?

No because the marketing pool is getting bigger and bigger for younger generations so marketers are learning to keep up. People graduating college are constantly entering the field thus helping bridge the digital gap between marketers and the younger targeted markets.

9. What are your suggestions for the industry's future? Do you see any solution paths?

Getting people to be exposed to ads and having them be forced to watch it like on hulu or youtube doesn't really work. Makes me not want to watch it. Suggestions would be to keep making creative, new, and innovative ads because those are what grab people's attention and get them to actually look at the ad.

Younger Generation 7:

1. How old are you? 22

2. What is your gender? female

3. Do you find digital media's advancements difficult to keep up with?

Definitely

Somewhat

Not At All

4. If yes, what is the hardest part about trying to keep up?

How fast new digital media comes out. It is hard to keep up with these advancements because by the time you learn one the next new thing comes out

5. When comparing Internet, social, and mobile marketing, rank in order the most effective marketing type to the least effective type. Explain why.

Social, Mobile, Internet—social media is the most prominent in my life right now and I use it daily so I am always up to date with it. Mobile is second because my phone is always on me and I feel like it is almost a necessity with people these days. Internet has become a less important marketing tool thus.

6. Where do you see the marketing industry going? Compare traditional marketing to digital.

People are constantly on the internet or phone or social media that the digital media is more useful in today's generation. Traditional media has lost grabbing my attention whereas new media like apps or advertisements I see on facebook always seem to grab my attention.

7. Do you think that the younger generation is more likely to respond to digital marketing than the older generation? If so, why?

Yes because the older generation is not as advanced and younger generations have been growing up with it and been able to adapt with it. Whereas older generations have way more to learn in order to stay up to date if they want. The only people in older generations I find staying updated are those who are in the digital marketing world and working with technology in the workplace.

8. If you perceive there is an age gap within digital marketing, what challenges lie ahead for marketers?

If everything gets switched digitally, older generations are going to have a harder time marketing to younger generations because they are not updated on their current form of identifying ads.

9. What are your suggestions for the industry's future? Do you see any solution paths?

Unsure

Younger Generation 8:

1. How old are you? 21

2. What is your gender? male

3. Do you find digital media's advancements difficult to keep up with?

Definitely

Somewhat

Not At All

4. If yes, what is the hardest part about trying to keep up?

Discovering new websites that have the newest deals and constantly trying to keep updated with what's going on with the digital world

5. When comparing Internet, social, and mobile marketing, rank in order the most effective marketing type to the least effective type. Explain why.

Internet, Social, Mobile—more people are casually on the Internet and see ads like online ad banners rather than going specifically on social websites. Also not everyone has smart phones so it makes a limited audience for the mobile market

6. Where do you see the marketing industry going? Compare traditional marketing to digital.

Going towards Internet marketing, eventually come up to all mobile. Still will be traditional techniques will be used such as flyers and billboards.

7. Do you think that the younger generation is more likely to respond to digital marketing than the older generation? If so, why?

Yes because they know how to use it and access it more and are constantly being updated on how to respond to it, whereas older generations have to learn about it first.

8. If you perceive there is an age gap within digital marketing, what challenges lie ahead for marketers?

Informing the older generations on how to access the info that marketers are trying to give and by staying updated with the new media

9. What are your suggestions for the industry's future? Do you see any solution paths?

Informing the older generations on this digital age. I.e. tutorials that take place in senior citizen homes to teach them about the new technologies emerging. Younger generations encouraging older generations to get into the digital era (like grand kids supporting and helping out their grandparents)

Chapter 5

Conclusions

After compiling all the data, specific conclusions can be drawn. Based on Group A and B's responses to Appendix A's question set, various patterns and trends were brought to surface. While gender did not appear to play a key factor in each individual's response, age seemed to contribute to the individual's ability to keep up in digital media's advancements. Each marketer represented in Group A found somewhat of a difficulty to keep up with the digital age. This group is made up of what can be considered the "older generation" when compared to Group B. Even though Group B had some members, who felt the same as Group A members, overall responses were leveled out and showed even distribution across both groups. Taking these factors into account, it can be shown that age within the older generation relates to the difficulty of being able to stay updated on digital media's advancements; whereas, it is an unrelated factor towards the younger generation.

As far as explaining the reasons for why digital media is difficult to keep up with, both Group's A and B reported same results when question was applicable. Responses showed that due to the fast-pace release of new technology and solutions within the market space is directly the cause for lack of staying current. Knowing this is the case presented, it can be concluded that a new system and method should be implemented in technologies release in order to help everyone stay up-to-date on best possible solutions within the digital world.

When ranking of digital marketing types (Internet, Social, Mobile) based on effectiveness are compared across both groups, no distinct trend is obtained. However, it

can be concluded that currently there is no most effective approach within the digital marketing world. Right now, different digital marketing types work best for people on an individual basis. Strategy effectiveness strictly relates to personal preference. Therefore, those who are constantly involved in social media and who are always on Facebook or Twitter might find social marketing most effective, while those who are always on their phone and downloading the latest apps would prefer mobile marketing. In general, all marketers find that method type always depends on the target they are trying to hit.

Overall, both groups agree that the younger generation is more likely to respond to digital marketing. Since this is the generation that has grown up within the digital age, they are the ones who are better able to adapt and relate with technology's advancements. The older generation, however, did not have that same opportunity or upbringing and therefore, must be willing to learn in order to adapt. These results reveal that different marketing strategies, traditional vs digital, should be considered when determining who the target market is.

Conclusively, both groups see the marketing industry's future lying in digital. While marketers tend to hold a belief that traditional is still the prominent method of choice, they understand the industry will eventually start to shift more to the digital side. The younger generation explains they already see the transition from traditional to digital happening and believe it will continue to pick up as digital becomes more and more evident in society's daily life.

Considering all the challenges that lie ahead for marketers when relating to the digital age gap, different thoughts are addressed within both group's responses. While most individuals within Group B believe it is the marketer's job to stay updated on the

latest advancements, and therefore should not have problems hitting target markets; Group A individuals respond differently. One response explains how challenges are different when marketing each brand, meaning there is no one specific challenge all marketers will have to face. Another finds that the key issue at hand for marketers is discovering how to monetize mobile marketing. This market is currently the least tapped into and, once solved, has the potential to expand marketing in great depth.

In conclusion, there is no one answer to pinpointing the generation gap within digital marketing. Different factors relate to the problem, however, no one cause can be determined. What can be concluded are various solution methods to fix areas where problems arise. Suggestions for ways to improve the digital age gap include the following:

1. Incorporating both traditional and digital in all marketing strategies
2. Hiring recent college graduates in marketing firms to help connect and give more insight into the younger generation
3. Keeping the older generation informed (i.e. tutorials) on the latest technologies

Areas for further study and research would be finding methods to keep people updated on the emerging technologies. If an approach can be found to encourage individuals to learn about the digital space, more can be accomplished. The fact that both groups found trouble staying on top of the latest technologies proves a new way needs to be discovered to notify people of what is happening. If this can be accomplished, an equal playing field can be established, allowing marketers to more effectively hit target markets.

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Appendix A

1. How old are you?
2. What is your gender?
3. Do you find digital media's advancements difficult to keep up with?
Definitely Somewhat Not At All
4. If yes, what is the hardest part about trying to keep up?
5. When comparing Internet, social, and mobile marketing, rank in order the most effective marketing type to the least effective type. Explain why.
6. Where do you see the marketing industry going? Compare traditional marketing to digital.
7. Do you think that the younger generation is more likely to respond to digital marketing than the older generation? If so, why?
8. If you perceive there is an age gap within digital marketing, what challenges lie ahead for marketers?
9. What are your suggestions for the industry's future? Do you see any solution paths?