

by Taylor Belle Matheny

A Multimedia Approach

Cut through the clutter with multimedia advertising.

As an American Hereford Association employee, I walk past an abundance of history adorning the walls of our building every day and occasionally have the time to flip through copies of the *Hereford World* from the mid-1900s. An immeasurable amount of history and heritage are packed into those printed issues.

From a marketing perspective, I am enamored by the advertising. Often straight to the point and simple, yet so effective. In this issue, the talent of today's graphic artists shines through in each of the ads, contrasting greatly with those of historic issues. The photo, pedigree and contact information once used

abundance of content available through more mediums than ever before.

To put this figure into context, the latest iPhone offers gigabyte (GB) storage capacity options of 128 GB, 256 GB or 512 GB. One gigabyte is equivalent to approximately one billion bites. Simply put, there is a lot of information for the brain to process when you compare it to the storage on a mobile device.

We are inundated with information from the moment our feet hit the ground in the morning until we go to bed each evening. From print to digital, to radio to television, there is

A multimedia approach allows you to stay front of mind with a potential client through repetition. If you only use print advertising, I challenge you to seek out digital advertising. On the other hand, if you only use digital advertising, I encourage you to seek a print advertising option. This holistic approach gives you the opportunity to reach a vast audience and connect with them through various mediums. Be creative as you develop your plan.

Advertising for the future

In an ever-changing digital world, it seems discussion has started about the longevity of print pieces. I would argue that print is here to stay as people find value in being able to get a piece like the *Hereford World* out of the mailbox each month. The challenge will be to differentiate from the other advertising pieces and create a message that resonates with your audience.

Times sure look simpler in those early *Hereford World* issues, and I would venture to say some of you would agree with that sentiment. While it does not look like we are headed to a simpler time, we are headed to one with unlimited opportunities to market in ways never explored. That challenge should provide us all hope and excitement for the future of seedstock marketing. **HW**

Taylor Belle Matheny is the director of communications and digital content of the American Hereford Association. She can be reached at tmatheny@hereford.org.

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to promote the latest herd bull has evolved into dynamic art pieces promoting operations, sales, sires, donors and cow families.

Today, a printed advertisement must stand out to grab the attention of readers while also competing with digital advertising.

Information overload

I recently stumbled upon a headline that read, “The Human Brain is Loaded Daily with 34 GB of Information.” Researchers were seeking to find how much information is processed by the human brain in a world with an

always something to process.

The amount of information each person encounters every day varies by habits, profession and technology use, but still amounts to significantly more than our ancestors processed daily.

What does this statistic mean for seedstock marketing? It means that as a marketer of your genetics, a well-developed multimedia marketing plan is needed to reach a target audience. A printed advertisement will catch the attention of one potential customer, while a digital ad will capture a different prospect.