

Title:

Multimedia replacing traditional design

Word Count:

342

Summary:

There are many reasons as to why multimedia is gaining popularity: in addition to increasing i

Keywords:

Multimedia design firms have been sweeping the traditional advertising award shows. Previously

Article Body:

Multimedia design firms have been sweeping the traditional advertising award shows. Previously

There are many reasons as to why multimedia is gaining popularity: in addition to increasing i

For example, some magazine advertisements, when photographed with a cell phone, can <a href=ht

One of the most talked about ^convergent~ advertising campaigns were Dove's wildly successful

Campaigns such as Dove's have opened the door for interactive advertising campaigns to compete

None the less, getting interactive accepted by marketers as a comparable to traditional medias

Regardless of who wins future awards, there is one thing is one point advertisers and marketer

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