

Companies are ditching Advertising Agencies for DANO Network

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NEW YORK, NEW YORK, USA, July 20, 2023 /EINPresswire.com/ -- In recent years large corporations such as Pepsi Co ended their contracts with advertising agencies to advertise in-house. The response saves corporations millions when considering how social media and internet advertisements are plagued by click bots and fake interactions. This is the large corporations' way it taking more control over their advertising budgets. Corporations with in-house marketing experts save money by paying production companies to make advertisements and then going directly to steaming tv platforms to distribute their advertisements.



DANO Network with Pepsi Co.

The high costs of advertising have been a major concern for businesses of all sizes. Advertising agencies charge exorbitant fees for their services, which can eat up a significant portion of a company's marketing budget. This has led many businesses to seek alternative advertising channels offering better value. One such platform that has been gaining popularity among businesses is [DANO Network](#).

TV advertising has long been considered a powerful medium for reaching a wide audience, and it continues to prove its effectiveness in comparison to social media and search engine advertising. One of the main advantages of TV advertising is its ability to engage viewers on a larger scale. Unlike social media and search engine ads that may only capture attention momentarily, TV commercials can captivate audiences for longer durations, allowing for more in-depth

storytelling and brand messaging. Additionally, TV advertising has a broader reach, targeting not only the [tech-savvy population](#) but also those who may not be active on social media or frequent search engines. This wider reach ensures that brands can connect with a diverse pool of potential customers. Moreover, the impact of TV commercials is often heightened by their ability to convey emotions through visuals, sounds, and narratives, creating a lasting impression in viewers' minds. While social media and search engine advertising have their merits, TV advertising remains a tried and tested method that guarantees an effective way to reach and engage with a large and diverse audience.

As of now, DANO Network is the only streaming tv platform that has a subscription-based advertising model. Advertisers can pay a low monthly subscription fee to get unlimited impressions on their advertisements. This makes it easier for businesses to plan their advertising budgets as they can accurately predict their monthly advertising costs.

The fact that DANO Network was created by filmmakers means that it produces advertisements for a much lower price than advertising agencies. This is a major advantage for businesses looking to cut their advertising costs without compromising the quality of their advertisements.

Advertisers stand to gain numerous benefits by directly approaching streaming platforms for their advertising needs. Firstly, streaming platforms provide a wide range of targeting capabilities that allow advertisers to reach their desired audiences more effectively. With access to extensive user data, advertisers can tailor their ads based on demographics, interests, and viewing habits, ensuring their messages resonate with the right viewers. Additionally, streaming platforms offer a non-intrusive advertising experience, as viewers are typically accustomed to ad-supported content. This leads to higher engagement rates and better retention of the brand's message. Moreover, streaming platforms enable advertisers to track and measure the effectiveness of their campaigns in real-time, providing valuable insights that can be used to optimize strategies and maximize return on investment. Lastly, by going directly to streaming platforms, advertisers can eliminate intermediaries and potentially reduce costs associated with traditional advertising channels. Overall, the direct approach to streaming platforms offers advertisers improved targeting, engagement, measurement, and cost-efficiency, making it a compelling choice for their advertising needs.

"If you want your business to grow, your marketing methods must grow. Real bosses advertise on TV." - [Dano Veal](#)

In conclusion, the high costs of advertising have led many businesses to seek alternative advertising channels that offer better value for money. DANO Network is one such platform that has been gaining popularity among businesses. It offers a loyalty program, subscription-based advertising, access to Hulu content, and produces advertisements at a much lower price than advertising agencies. As more businesses discover the benefits of advertising on DANO Network, it will likely become an even more popular advertising platform in the coming years.

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