
Big Brother is Dead. El día que el consumidor hizo callar a las marcas

Big Brother is Dead: The day the consumer silenced the brands



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Over a century ago, the industrial revolution and mass production forced companies to look for mass markets for their products. These companies made use of a new tool (advertising) to bombard enormous audiences with generic messages through the loudspeaker of the media.

Many years later, the panorama of the media and consumer behaviour have both changed. However, thousands of brands still cling to the old publicity formula based on repeated impact and advertising breaks. Hyper-saturation advertising and new digital technologies, which allow consumers to search for information wherever and whenever they want and without advertisements, have meant that audiences have been scared off and become fragmented.

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