

ARADHANA NAYAK RHODES- Marketing Professional Searches for Products on the Silver Screen

Products and Services Marketing- Are commercials dead in the world of TiVo?

"It's certainly harder than it was to successfully market via commercials in the world of TiVo and DVR," Aradhana Nayak Rhodes.

"Products and services marketing is a competitive and expensive business. More and more companies are looking at direct placement in television shows and movies as a way to capitalize on the changing market," Aradhana Nayak Rhodes.

"With years of experience in product and services marketing, I can tell you that the movie industry has grown its product placement revenue stream exponentially," Aradhana Nayak Rhodes.

"I speculate we will see a surge in marketing relevant to the Travel and Leisure Industry over the next couple of years, with companies investing in ways to convince people to spend their already depreciating dollar on family trips and adventures," Aradhana Nayak Rhodes.

"Resorts and leisure facilities of all types will have to incentivise to make-up for the rising costs associated with travel, especially since we are entering an energy crisis," Aradhana Nayak Rhodes.

"The real winners of the Travel and Leisure Industry will capitalize on membership programs that include special treatment for their regular customers and expanding portfolios of corporate rewards programs," Aradhana Nayak Rhodes.

<http://aradhana-nayak-rhodes.weebly.com/>