# Article information:

Why Marketers Are Returning to Traditional Advertising  
<https://hbr.org/2022/04/why-marketers-are-returning-to-traditional-advertising>

# Article summary:

1. Traditional advertising is experiencing a resurgence due to its ability to break through digital clutter.

2. Consumers trust traditional advertising more than digital, and marketers are taking advantage of this.

3. The decline of third-party cookies is driving the shift back to traditional advertising.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article provides an overview of the current trend towards increased spending on traditional advertising, and offers seven factors that are driving this shift. The article is generally well-written and provides a comprehensive overview of the topic, with clear explanations for each factor driving the trend.

The article does not provide any evidence or sources for its claims, which could be seen as a potential bias in favor of traditional advertising over digital channels. Additionally, there is no discussion of potential risks associated with increased spending on traditional advertising, such as higher costs or decreased ROI compared to digital channels. Furthermore, the article does not explore any counterarg traditional claims and does not explore any counterarguments or alternative perspectives on the issue. As such, readers should take these points into consideration when evaluating the trustworthiness and reliability of this article.

# Topics for further research:

* Digital advertising vs traditional advertising
* Digital advertising ROI
* Digital advertising costs
* Potential risks of traditional advertising
* Counterarguments to traditional advertising
* Alternative perspectives on traditional advertising

# Report location:

<https://www.fullpicture.app/item/d6d6afd732fdc2c35d78d1f9edd89fe4>