

It's no secret that the advertising industry has taken a big hit in the past few years. With the myriad of media vehicles through which advertising can be delivered, the market has become diluted, making ad placement a huge challenge. The constant stream of advertising has created consumers adept at ignoring it and increasingly eager to avoid it altogether. So what does it take to capture consumers' attention? Campaigns that are humorous, evoke an emotional response, include exciting special effects or breathtaking visuals are those that are garnering attention.

Lately companies have added a new weapon to their arsenal of advertising tactics: debunking "facts" about their competitor's products and services in order to gain attention for themselves. AT&T Wireless and Verizon Wireless are two of the most notable companies currently taking swings at one another in their campaigns. Verizon threw the first punch with its commercials targeting weaknesses in AT&T's network and AT&T hasn't backed down.

Although the popularity of the iPhone increased the number of customers in AT&T's network, the volume it's generated on the network has caused an increase in dropped calls and slow internet for customers, and Verizon was quick to capitalize on customer dissatisfaction. With rumors circulating about the impending end of AT&T's monopoly over the iPhone, Verizon has seized the opportunity to persuade individuals considering switching to AT&T for the iPhone to hold off on signing a two-year contract with their competitor. Shedding light on the problems with AT&T's network isn't necessarily meant to persuade wireless customers to immediately sign a contract with Verizon, but to keep them from signing with AT&T.

As products like cell phones become commodities with few differentiating features, cell phone carriers must find other ways to drive interest in their brands, and exposing the weakness of competitors to drive interest in their

## Waging War Through Advertising

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own brands has clearly proven to be an effective tactic. Check out this article on [Advertising Age](#) for more information on the latest battles being waged through advertising.