

**ADVERTISING FOR DOT.COMS:
THE WORLD WIDE WEB BILLION DOLLAR BUST**

DiMassimo Brand Advertising Surveys Americans To Find Out The "Real" Impact of Advertising on Internet Companies

Madison Avenue has missed the mark when it comes to reaching the ever-growing consumer base of online users largely due to misguided ad strategies. According to a survey by DiMassimo Brand Advertising, **only 6% of frequent online users said they visited a website because of an offline commercial.** Also, **only 10% of people surveyed who use the Internet everyday could name a TV commercial for a website that they had bookmarked.** Even online users who recently purchased items from a website had difficulty recalling the name of the dot.com. **Only 13% of those people surveyed who purchased an item online during the past week could remember the name of the virtual retailer.**

DiMassimo Brand Advertising informally queried 1,200 randomly selected people about the effectiveness of e-business advertising. The survey discovered that advertising for online companies has not been successful because the majority of Internet based businesses are seeking name recognition instead of employing an on and offline branding strategy. According to the survey, the barrage of dot.com TV commercials have not made up for misguided strategies or just bad advertising. For example, ...**"The Giver" was rated as the favorite dot.com commercial by high Internet users, but only 5% could say what website the spot was for.**

"Simply airing a commercial hundreds of times a day doesn't make a successful advertising strategy or being outrageous for name recognition alone," explains Mark DiMassimo, president and creative director of DiMassimo Brand Advertising. "If the message in the commercial is off base - it'll miss the mark the first time as well as the hundred and fifty seventh time its aired. The brands with great advertising and good delivery are doing well despite the inundation of dot.com messages."

Other interesting facts include... **only 18% of the people surveyed who were frequent Internet users were able to name three characters on NBC's drama ER compared to 79% of infrequent internet users who knew at least three characters on the hit show.** Also, **only 16% of people surveyed who use the Internet everyday could name over half the sites they have book marked.**

DiMassimo Brand Advertising was founded in 1996 by Mark DiMassimo, president and creative director. Clients include The Plaza Hotel, LivePrint.com, Smartmoney.com, Lotus Sports Cars and Kozmo.com.

Mark DiMassimo, president and creative director of DiMassimo Brand Advertising is available for interviews.

Did You Know That...

According to DiMassimo Brand Advertising's Internet Survey

ADVERTISING

www.ijustspentamilliondollarsforthirtyseconds.com

Only 4% of the people surveyed could name a website that advertised on last year's Super Bowl while 62% named Levi's as a sponsor and 82% named Pepsi.

How Well Do You Know Your Favorites

Only 10% of people who use the Internet everyday were able to name a TV commercial for a website that they have book marked.

THE GIVER

"The Giver" was rated as the favorite dot.com commercial by high Internet users, but only 5% could say what website the spot was for.

Reading is Fundamental

3% of frequent web surfers who are avid readers could name an ad for an online book supplier.

Retail vs. Virtual

75% of online users could name a favorite offline brand while only 8% of frequent web surfers named a virtual brand they had an allegiance to.

Web Surfers Could Use A Little Ginko

Only 16% of people surveyed who use the Internet everyday could name over half the sites they have book marked.

Cha-ching!

Only 13% of those who said they made an online purchase in the last week could name the site they purchased from.

There Goes That VISA Limit

57% of Internet users said that the #1 motivation to purchase goods online was impulse buying.

Sex Sells, and Sells, and Sells, and Sells, and Sells, and Sells

While 32% of the people surveyed said they had repeat visits to the same "racy" sites while only 16% of the people surveyed said they made repeat purchases on retail website.

Where do I find a ...

63% of people surveyed said they most frequently purchased products online after a new search.

GENERAL

Roses are Blue, Violets are Red...

Only 17% of the people surveyed who use the Internet frequently said that they have written poetry for a significant other while 83% of people who rarely use the Internet put pen to paper for their loved one.

www.IDO.com

People who rarely use the Internet were twice as likely to marry their high school sweetheart than people who use the Internet daily.

Oh, for me!

69% of infrequent surfers who were surveyed have sent their spouse flowers on their anniversary compared to only 31% of frequent Internet users.

Old Faithful

Infrequent Internet users are three times more likely to have cheated on their spouse than people who surf the web often.

Mind if I slip into something a little more comfortable?

42% of people who rarely surf the web have bought sexy lingerie for a significant other while only 6% of the people who frequently use the Internet said that they've purchased a sexy little number for their someone special.

A table for two

People who rarely use the Internet are four times more likely to have a candlelit dinner with their significant other compared to people who surf the web frequently.

Quality Time.com

Only 9% of frequent Internet users who have kids said they attend their children's sporting events on a regular basis, compared to 61% of infrequent surfers who make it to every game.

Quality Time.com II

Infrequent Internet users are four times more likely to have Sunday dinner with their families than frequent Internet users.

Paging Dr. ...What's his name?

Only 28% of the people surveyed who were frequent Internet users were unable to name three characters on NBC's drama *ER* compared to 79% of infrequent internet users who knew at least three characters on the hit show.

What are you a wise guy?

When asked about the significance of ducks to HBO's mafia character, Tony Soprano, only 3% of frequent web users knew that they were representative of his family compared to 41% of infrequent web users who knew what their significance was.

Sorry Mr. Heston, Moses never carried a gun

Infrequent web surfers are five times more likely to own a gun than people who frequently use the Internet.