# Creative Bube Tube takes advantage of the rise of Social TV by offering fully-integrated ad campaigns

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SocialTV and our fully-integrated ad campaigns

Carlsbad, CA (rushPRnews) 07/03/13 — Television advertising has changed: Social content is leading the conversation in TV advertising like never before. The diverse way in which we can now watch TV – either live or on demand – means a new and arguably more measurable avenue has opened up for advertising companies.

Television is still the most powerful medium to get your brand's message out. However, with the advent and incredible rise of social media, there is a noticeable shift happening with television and television advertising. TV is no longer just a one-way medium. Creative Bube Tube is not missing out on this latest trend and takes advantage of Social TV by pairing their social media campaigns with TV advertising.

For Creative Bube Tube, the shift from the static nature of traditional television consumption to more anytime, anywhere, any screen, which also allows consumers to interact with TV shows and the adverts that support them, is a seductive proposition. Creative Bube Tube understands that

implementing social media into television ads can create a powerful mass media push to help integrate new followers – potential customers - into your social media community.

“Brands that aren’t using the latest marketing techniques will fall behind the competition and miss out on the amazing power of integrated television advertising campaigns. The future is never easy to predict, but one this is for certain, social TV is not going anywhere anytime soon,” stated Jenny Munford, agency founder, CEO and CCO of Creative Bube Tube. “Social media has opened up opportunities for real-time conversations that are helping to propel an advertising campaign across different media. Like never before, viewers are now able to engage in real-time with the content they see on TV.”

With the focus on encouraging people to share content – utilizing a TV commercial as the call to action – Creative Bube Tube takes things one-step further. Social TV ads can provide a platform for users where they can communicate with one another freely, users being the ones that add greater persistence to the campaign which will potentially yield a higher return on investment.

So why wait until your competition gets the upper hand? Tap into the power of social media paired with TV advertising before your competitors do! To learn more about Creative Bube Tube’s fully-integrated campaigns and how they can help your business grow, email Jenny@creativebubetube.com or call 1-855-282-3882 today.

**Media Contact Name:** Jenny Munford
**Media Phone:** 7604387440
**Media Web Address:** www.creativebubetube.com
**Company Contact Name:** Jenny Munford
**Company Phone:** 7604387440
**Company Web Address:** www.creativebubetube.com

**About the author:**

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