**Companies Advertise on Social Media Networks and Search for Customers Online**

Walk down any street in the world and you will probably see young people holding smartphones to their ears, sending text messages or logging on to [Facebook](http://www.english-online.at/media/facebook/facebook-celebrates-fifth-birthday.htm) to find out what their friends are doing. Companies around the world are reacting to the daily habits of young people and sending their [ads](http://www.english-online.at/media/advertising/advertising-techniques.htm) where their customers are: online.

Levi Strauss, American jeans maker, has found out a new way to bring [advertisements](http://www.english-online.at/media/advertising/advertising-techniques.htm) to its Asian customers. Instead of presenting new clothes by models at a fashion show they have chosen a handful of 20-year olds from Singapore, Hongkong, Korea and India and are using them to spread the word about their new products.

One of those ad carriers is a girl called Bright, a writer and blogger from India.  Levi Strauss picked her to talk about clothes on the [internet](http://www.english-online.at/media/internet/the-internet-and-its-use.htm) and answer questions from her friends. According to Bright, they want to know more about the product and trust her judgement more than a commercial on [television](http://www.english-online.at/media/television/television-introduction.htm). She gets free clothes in exchange for writing one post a day.

Levi Strauss, however, has not forgotten about traditional TV and magazine ads. But compared to them, investing in social media is cheap and could pay off**1** in the end.

A study on the use of the Internet claims that people rely**2** more and more on word of mouth**3** and the opinion of others rather than [ads on traditional media](http://www.english-online.at/media/advertising/advertising-media.htm). As technology is becoming better smartphones are turning into mobile computers that people have with them all the time.

Social media advertising has been adopted by other US-based firms too. Procter and Gamble, producer of consumer goods, launched an interactive ad campaign over the Internet. The company invites consumers to ask questions about a product. Answers are then broadcast on YouTube.

Although internet advertising is catching on**4** very fast, advertising experts say that companies must still be careful with these new methods. When they go online they must understand cultural differences that exist from country to country.

*http://www.english-online.at/*

1 to pay off : rapporter

2 to rely on : compter sur

3 by word of month : par le bouche à oreille

4 catch on : prendre de l’importance