

THE Source

US VIRGIN ISLANDS

Advertising Insights for January 2025

This month's *Source Advertising Insights* takes a look into the year ahead for marketing. We draw attention to the emerging trend of focusing on sustainability in messaging. The goal is to bolster consumer loyalty. We also take a look at the importance of authenticity in your advertising. And don't forget our continuing video offerings: Adisha Penn brings the voices of Virgin Islanders in the news every week, while Jesse Daily shares the all-important weather forecast. Both offer unique advertising opportunities.

2025 Marketing Trends:

Looking Ahead - Sustainability

Sustainability promises to be a major trend in marketing for the coming year.

In 2025, expect to see more companies and organizations promote "eco-friendly practices into their marketing," according to website Little Black Book - *lbbonline.com*, a global platform for the advertising and marketing community.



Experts predict that many will be "highlighting sustainable initiatives, like using recyclable materials in connected packaging."

The goal is to "foster customer loyalty."

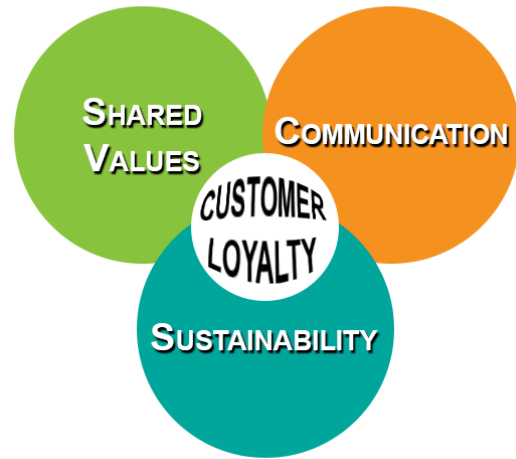
Communicating Your Values

This focus on sustainability is part of a larger trend. For some time now, companies and organizations have been working to communicate that they share values with their customers and clients.

What does that mean for you?

First of all, the effort must be genuine. Make sure that your operations do in fact "align" with "eco-conscious values" or you run the risk of being exposed and embarrassed.

Second, if you do operate with sustainability in mind, don't be shy about pointing out what you do and how.



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... if you operate with sustainability in mind, don't be shy about pointing out what you do and how.

Even something simple, such as "packaging" for sustainability, should be promoted. If you've found ways to cut waste in your packages or you faithfully practice recycling, let your customers know.

Efforts do not have to involve materials or products. You can support causes, participate in beautification projects or clean ups, or take a role in animal rescue.

More and more individuals want to "feel good" about who they do business with, so be sure to communicate your work to those you're trying to reach.

Full Article:

<https://lbbonline.com/news/2025-marketing-trends-what-to-expect-in-the-new-year>

December Closes 2024 with 522,948 Pageviews



In December 2024 combined Source Publications on St. Thomas, St. Croix and St. John achieved 522,948 Pageviews. That's in-line with figures for December historically.

Like all media, there is always some seasonality in readership. That said, Source publications continue to provide, month after month, season after season, a consistent - and consistently high - floor of Pageviews.

For a more detailed look inside the numbers, talk to a Source sales representative by emailing us at advertising@visource.com or calling 340-244-6631.

Spread Your Ad Reach:

A Great Opportunity for Our Advertisers

Find outstanding coverage of the week's biggest stories from our *Consider The Source* newscast with Adisha Penn. Readers can tune in to hear directly from a wide range of residents making an impact in the community.



Consider The Source airs Sundays on Fox/NBC (Channel 10) at 10 am, and Mondays on our Virgin Islands Source sites and YouTube channel - for the latest updates, subscribe or follow host Adisha Penn [here](#).

We're excited to give the Source - and our Territory and advertisers - a positive platform for exposure with *Consider The Source*. The show can be seen throughout the Caribbean, Florida and across the East Coast.

Don't miss out on this unique advertising opportunity!

Consider The Source: <https://stthomassource.com/>

Authenticity:

Keeping It Real in Ads

In this newsletter, we often talk about the importance of "story telling" in successful marketing.

It's important to remember one point. When we refer to "telling your story," we don't mean fiction, although many vivid and dramatic elements from fiction may come into play.

Rather, we're talking about conveying your business or organizational activities in an authentic fashion.

"Keeping it real" may be the simplest way to express this principle.



There's good reason to "keep it real." According to the pros at Exploding Topics, "Studies have shown that more than 75% of consumers say they trust content from average people more than content from brands." Exploding Topics is a web-based analysis tool designed to identify emerging trends and topics.

“ ... ”

*... consumers say they trust
content from average people
more than content from brands.*

– explodingtopics.com

In short, consumers are "calling for more authentic messaging from brands and in the ads they run."

Banner Ads - The Ideal Authentic Medium

Authenticity in ads isn't anything new.

Advertising has always relied on testimonials. Usually, ads have featured experts or celebrities. The big change is the shift in focus to customers - and even employees.

Exploding Topics points out that, "75% of marketers say that adding content from users makes a brand's message more authentic."

So it's not surprising that "70% of companies are using or plan to use employees as advocates."

And there's no better forum to promote authenticity than the banner ad that reaches your audience everyday.

Put an  Authentic' Face on Your Business or Organization

The banner ad provides a simple yet effective way to put an "authentic" face on your business or organization.

You can feature your customers, who will offer testimonials.

Or you can "introduce" your on-site employees to the community, effectively creating a welcoming committee that can build affinity and create a warm, family feeling.

For help in building in authenticity into your messaging, you can speak to a Source sales representative by emailing us at advertising@visource.com or calling 340-244-6631.

Full Article:

<https://explodingtopics.com/blog/advertising-trends>



Your Source for VI Weather Updates...

The VI's busy winter season is well underway! Source readers and viewers can quickly check out the Source's weather video updates from Jesse Daley. You can find them on all Source publications. And - contact us at advertising@visource.com to learn more about sponsorships and advertising opportunities in our weather section.

Get Help With a Click or Call!

The Source's marketing professionals are available to provide you with personalized help in developing ads and ad campaigns.

Feel free to discuss your needs. Just email us at: advertising@visource.com or call: 340-244-6631.



The graphic is a rectangular box with a dark blue border. On the left side, there is a circular logo with a white 'S' on a blue background, surrounded by orange and green rings. To the right of the logo, the text reads: 'Need an ad? Contact the Source for fast, affordable ad designs.' Below this text, the contact information 'advertising@visource.com • 340-244-6631' is displayed. At the bottom, a dark blue button contains the text 'Click ✓ for Our Media Kit'.

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Contact Us:

Email: advertising@visource.com

Call: 340-244-6631