

Advertising Age latest issue: does digital sell soap?

✘ From the latest [Advertising Age](#) issue.

*The Truth About What Works in Digital Marketing  
For Consumer Packaged-Goods Marketers, Digital Does Sell Soap  
Does digital media deliver a better return on investment than TV?*

Tough questions and a lot of answers too from one of the very best advertising magazine ever!

[Via [AdAge](#)]