

before i go in to my experiences of AD, i think optin 2, increasing AD by 20% on all digital channels is the best option.

Having just discovered the wonders of AD thanks to a friend, Trevor Franklin, i now find myself wanting more. It's like the tub of chocolate icecream, you dip in to it and when you get to the bottum you find yourself stil wanting more. I understand how hard it is to create AD and i would like to thank all those people that have made it possible so far, but let's not think we've done enough, that extra 20% will probably still leave us wanting more, but at least we wil have a bit more icecream in the tub and we all like 20% extra.

feel free to publish my comments and my name.