

Choosing the Right Media

Media decisions should be based on:

1. Your marketing objectives
2. The target audience
3. Geographic distribution
4. Seasonal factors and shopping habits
5. What the competition is doing
6. Your ad budget
7. The advertising message. Complexity of message may eliminate certain media.
8. The media available.

Evaluate all advertising media on two basis:

1. The sustainability of the medium to deliver a particular kind of message.
2. The ability of the medium to deliver the right kind of audience for you and to do so efficiently.

Mass Media Advantages and Disadvantages

Print Advantages

- Seeing is believing.
- “Loyal” readers in subscribers.
- Shelf life. Stays around home a day or a week.
- “Believability” – it has instant credibility if it’s in print.
- Ability to study the ad and read the specifics.
- Opportunity to use coupons to check response.
- Newspapers are the source of local news.
- Flexibility. Can have an ROP or requested section.
- Size flexibility.
- Quick response. You can expect a response within hours after your ad appears.
- Quick changes. Possible since your ad is needed only day before.

Newspapers

News interest
Smaller circulation
Ads among news
Subscription fee
Ability to select section
Misses a % of readers

Shoppers

Bargain hunter
Giant circulation
Ads mixed w/other ads
Free to everyone
Ability to select section
Misses a % of readers

Choosing the Right Media

Radio Advantages

- Every home in America has a radio. Ave. of 5 per home. Listening in virtually every room means radio is highly accessible and very personal medium.
- 60% of the time, car radio is on.
- Portable radios go with people.
- Radio provides mass coverage and accessibility
- High competition means very competitive marketing - so may be willing to lower rates or do extras for less.
- "Theatre of the mind." The radio listener can "see" the setting, the characters and the product.
- Do not overlook its function as a companion.
- Ads can be rotated at no extra cost.

Radio Disadvantages

- Fragmented markets. Also now competing with Satellite radio and ipods.
- Although it can inspire imagination, it is still "blind."
- Can't show the product, packaging, store interior, or location.
- It isn't conducive to elaborate verbal detail or product attributes.
- Fleeting, perishable nature of commercial.
- To achieve market saturation, must buy rather extensively because radio audiences are so fragmented.
- Ads may fight a wall of inattention, incidental background to other activities.
- Radio button pushing.
- Not particularly suitable for reaching children.

Television Advantages

- Combination of sound and visuals, including motion and color.
- Ability to demonstrate the product, display it in a favorable circumstance and familiarize the audience with the package or location, etc.
- Ability to reach consumers and influence their behavior.
- Can elicit emotional response by personal testimonials.
- Already in the door – it's in every living room.
- Ability to reach mass audiences.
- Can develop prestige by participation in network sponsorship of specials – documentation, dramas, live coverage, etc.

Cable TV

- Particular viewer interest with specialized audiences.
- Low cost.
- Greater scheduling flexibility.

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- You can produce and sponsor your own special interest programs.
(Burnett Realty Show)

Television Disadvantages

- Time is perishable, fleeting message.
- Time limitation – ability to successfully broadcast message in 30 sec.
- TV regulations – ex: personal products, beer, wine, children’s products, etc.
- Expensive.
- Generally confined to campaigns intended to sell mass consumer goods and services.
- Lack of network loyalty.
- Strings of commercials – consumers lose their attention.