



Traditional Media Channels

Chapter 8

Chapter Objectives

1. What activities are involved in creating a media strategy?
2. How do roles played by media planners and media buyers differ from others in the marketing department?
3. What are reach, frequency, continuity, impressions, and CPM?
4. What are the advantages and disadvantages of the various forms of traditional media used in advertising?
5. Why is the mix of media a key part of an advertising campaign?

Chapter Overview

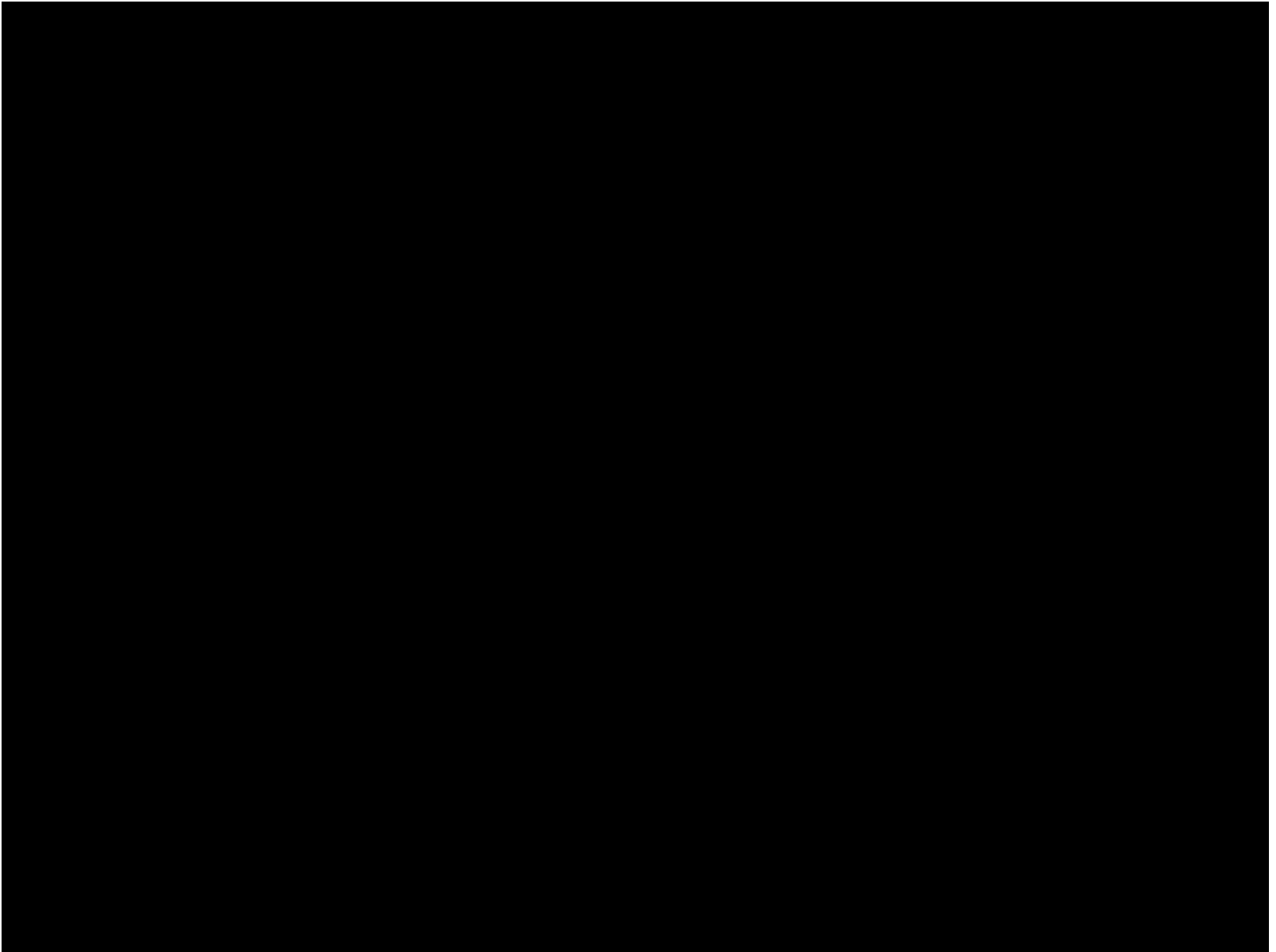
This chapter is devoted to explaining the nature of the advertising media selection. The topics to be covered include:

- The media strategy
- Media planning processes and the roles of the media planner and buyer
- Advertising objectives
- Media choices based on the advantages and disadvantages of each medium

Objective 1: What is a Media Strategy?

The process of analyzing and choosing media for an advertising and promotional campaign.

- Takes into account several factors, which should have been specified in a creative brief
- The average consumer spends little time on any advertisement.
 - Simply finding the right places to speak to potential customers is an increasingly challenging task.



Objective 2: What elements and individuals are involved in Media Planning?

Media planning begins with a careful analysis of the target market.

– Demographics such as age, gender, income, and education are not enough to determine the media habits of a person in a target market.

- Times workers are exposed to ads
- Wake up radio station
- Commute to work
- Morning news show or newspaper
- Trade and business journals
- Radio station at work or home
- Magazines read during the evening hours
- Favorite TV shows watched during evening hours
- Internet sites accessed during leisure time

Media Planning

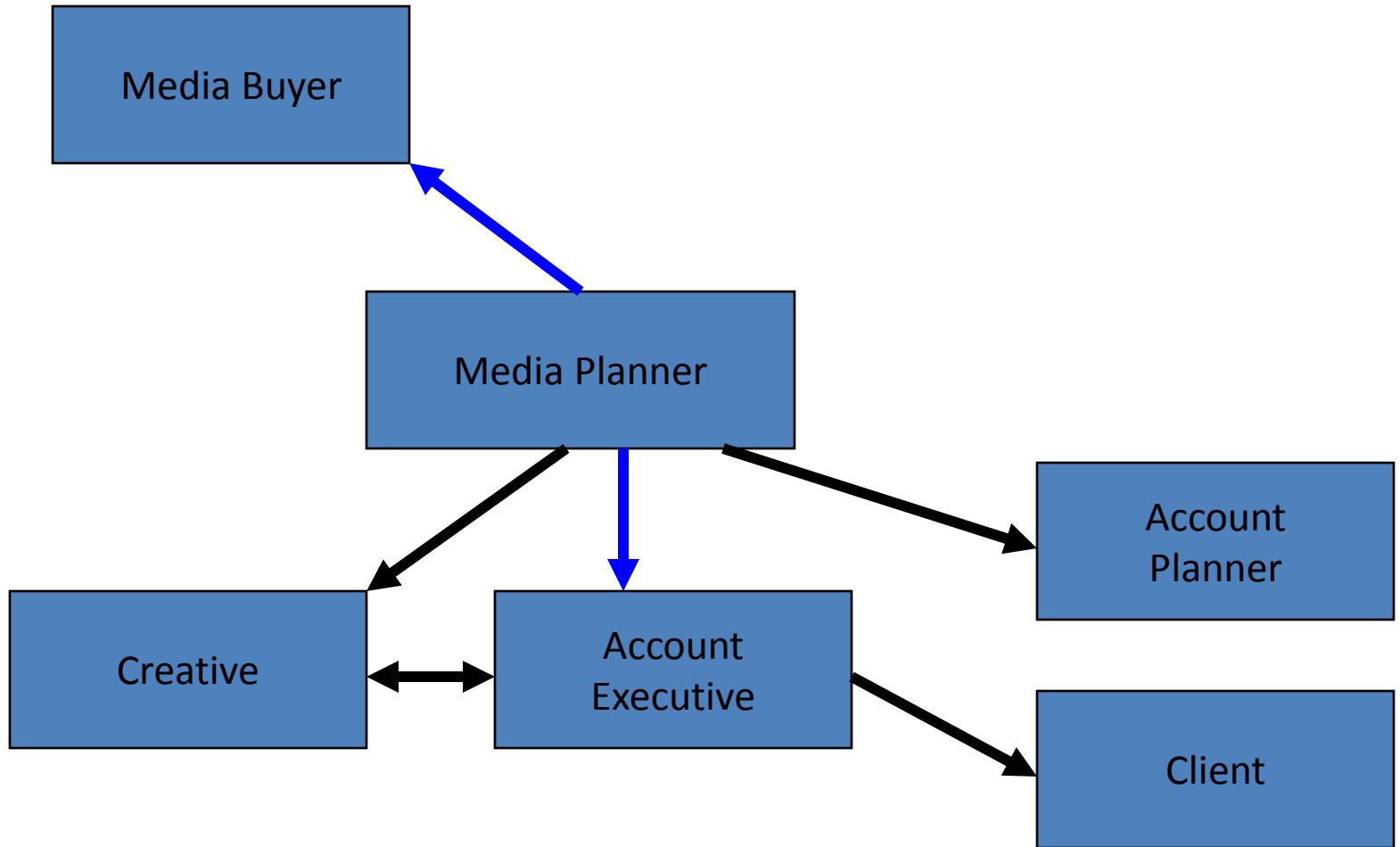
- Analysis of target market
- Focus on consumer behavior
- Understanding purchase process
- Study media choices
- Listening and viewing habit



Components of a Media Plan

- Marketing analysis to review the fundamental marketing program
- Advertising analysis to spell out fundamental advertising strategy
- Media strategy to state the media to be used and creative consideration
- Media scheduling notes the times ads will appear
- Justification and summary to state the measures and the rationale for media choices

People Involved in Media Selection

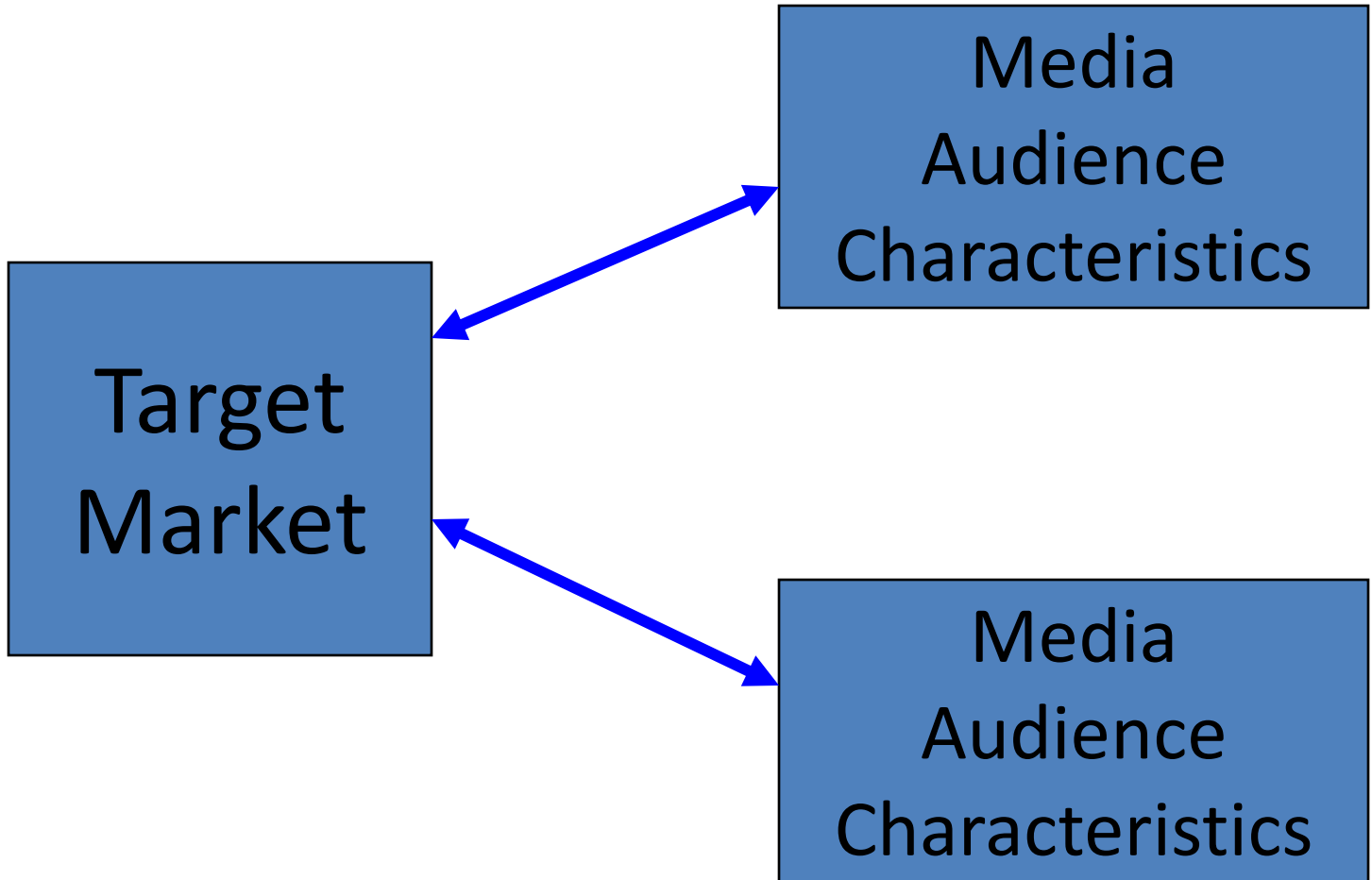


Media Selection

People Involved

- **Media Planners**
 - Formulate a program stating where and when to place advertisements, working closely with creatives and account executives.
 - Conduct research to match target with media
 - Gather facts about media reach, rates, and circulation






Media Buyer

- Purchases the space, while negotiating rates, times, and schedules for ads.
- To ensure promotional dollars are spent wisely, it is best to involve the media planner and the media buyer with the creative and the account executive in the design of an advertising campaign.

Media Mix

- Selecting the proper blend of media outlets for advertisements is a crucial activity as campaigns are prepared.
- Media planners and media buyers are both excellent sources of information on what type of mix is the most effective for a particular advertising campaign.
 - There are several possible linkages between various media.

Old Spice Swagger



LL COOL J, BEFORE

"WITH OLD SPICE SWAGGER, I'M DOIN' IT AND DOIN' IT AND DOIN' IT WELL. BEFORE SWAGGER, I WAS DOIN' IT AND DOIN' IT AND DOIN' IT JUST OKAY. THANKS, OLD SPICE." -LL COOL J

Old Spice
Swagger
FOR MEN THAT SWAG & SWEAT



Objective 5: Advantages and Disadvantages of traditional advertising media?

- Effectively mixing the advertising media continues to be a vital part of designing a quality advertising campaign
- To do so, each of the media must be understood



Television

Advantages of Television Advertising

- High reach
- High frequency potential
- Low cost per contact
- Quality creative opportunities
- High intrusion value
- Segmentation possibilities through cable
- Disadvantages of Television Advertising

Disadvantages of Television Advertising

- Clutter
- Channel surfing during commercials
- Short amount of copy
- High cost per ad
- Low recall

What do :30 TV ads cost

Depends when it airs:

- Sunday Night Football - \$512,000.
- American Idol - \$468,100 during the results show!
- The Simpsons - a top ten most-expensive show for advertisers - \$254,000 per spot.
- Monday's most expensive series for advertisers is Two and a Half Men - \$252,000
- Glee - \$267,000
- X Factor - \$320,000 poor
- College football - \$85,000



Nielsen Ratings

- Measure TV audience
- Determines ad rates
- Nielsen rating – number of households tuned into a program
- Share – number of households with TV on watching a particular program.

Social Media & Television

Advantages of Social Media

- Amount time people spend is increasing
- Reduced cost
- Everything is measurable
- Brand engagement
- Demographic targeting
- Real-time results
- Holds attention

Disadvantages of Social Media

- Time consuming
- Negative feedback
- Use and skill
- Appropriate online media
- Brand damaging chatter

Radio

Advantages of Radio

- Lower cost per spot than television
- Low production costs
- Background music can match station format
- High segmentation
- Flexible
- Intimacy - listeners can develop a closeness to the DJs and personalities
- Creative opportunities
- Mobile

Disadvantages of Radio

- Short exposure time
- Low attention
- Few national audiences
- Target duplication when several stations use the same format

Outdoor Advertising

Advantages of Outdoor

- Large, spectacular ads possible
- Able to select key geographic areas
- Accessible for local ads
- Low cost per impression
- Broad reach
- High frequency on major commute routes
- Long life

Disadvantages Outdoor

- Short exposure time
- Brief messages
- Limited segmentation possible
- Cluttered travel routes

Magazines

Advantages of Magazines

- High market segmentation
- Target audience interest by magazine
- High color quality
- Special features available
- Long life
- Direct response techniques
- Read during leisure time

Disadvantages of Magazines

- Declining readership
- High level of clutter
- Long lead time
- Low flexibility
- High cost

Newspapers

Advantages of Newspapers

- Geographic selectivity
- High flexibility
- High credibility
- Strong audience interest
- Longer copy/message possible
- Cumulative volume discounts
- Excellent location for coupons and special-response features

Disadvantages of Magazines

- Declining readership
- High level of clutter
- Long lead time
- Low flexibility
- High cost