

Advertising media - A

There is a large variety of media available to *advertisers*, and therefore advertisers must choose the medium/media which best *deliver their message to potential customers* in the most *cost-effective way*. Companies generally use one specific *medium*, i.e. television, the press, *POS promotion*, etc. to run their campaign (= *primary medium*), and one or more of the other types of media to *support their primary medium* (= *secondary media*).

Audience selectivity : you can select your audience more efficiently with this medium than with any other medium except **direct mail**. Although this is a mass medium, it can target more specific markets fairly accurately on the basis of special interests: (sports, hobbies, computers, satellite dish owners, fashion freaks...) or demographics (the emerging male market, teenagers, retired people, business people)...

Captive audience: The audience may be captive at some specific times during the day, e.g. commuters during the rush hours are usually interested in traffic and/or weather reports. Some categories tune in to its programmes throughout the day, e.g. open-air trades (builders, decorators), teleworkers, housewives, ...

Coverage and reach: This enables the advertiser to reach personally some segments which are either not reachable through or not very receptive to other media, such as broadcast media. This is especially so for elderly people or lonely people - single-person households.

Extensive pass-along readership: nonsubscribers read them after subscribers or buyers have done so, for example in a doctor's waiting rooms, or at the hairdresser's...

Impact: It provides maximum visual impact, as well as sound impact in the best cases. This may account for a recall percentage as high as 77% the next day, compared to 20% for television commercials.

Low production quality. Some are poorly printed due to speed of production, and this may result in a poorly reproduced advertisement. The development of technology during the past decade has meant there have, however, been vast improvements in quality, as well as more extensive use of true colours.

Low cost: Despite the often huge initial outlays for commercial production and advertising time, its huge (trans-)national audiences bring the cost per exposure down to \$2 to \$10 per thousand viewers.

Mass coverage: A full 98% of all homes in industrialised countries have a set, while most homes have more than one.

Reach: It fails to reach whole categories of the population who never visit theatres.

Selectivity: It can be tailored to a particular target audience and is very versatile. It addresses the prospect personally and at home.

Selectivity: Its advertising can be targeted at a fairly specific audience in terms of tastes (musical tastes, age, education, ...); it can also be timed fairly accurately to more specific audiences, e.g. be "on air" when business people are travelling to and from work; last, there is a wide range of local stations to meet the needs of small and medium-sized companies.

Short life span. Consumption life is very short, usually limited to one day only.

Low entry level Producing and distributing your campaign on social media can be done at very low cost and without much technical knowledge or sophisticated tools.

	Pros	Cons
Magazines		
Newspapers		
Television		
Radio		
Cinema		
Outdoor		
Direct Mail		
Digital		

Advertising media - B

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Authority: this medium is often used by companies to give more detailed information about their products/services when this is needed (financial products, new technologies, description of rates, ...). No other medium offers time or space for such detailed information.

Colour gives readers visual pleasure, and colour reproduction is best here. Colour enhances image and identifies the package. In short, it sells.

Credibility. Studies show that their ads rank highest in **believability**: this medium is seen as a reliable source of information. TV commercials are a distant second only.

Endorsement: famous personalities may be used in “**voice-overs**”, which may cause audiences to assume that this prominent person is endorsing, i.e. recommending the product.

Geographic flexibility: advertisers can place their message where they want it: nationally, regionally or locally.

Impact on distribution channels: Retailers know that if a brand is advertised on this medium, demand for that product is likely to increase and the item must be stocked to take advantage of the expected upsurge in demand. This even shows on the package, with stickers boasting “As seen on...”

Impact: it offers an immediacy that other forms of advertising cannot achieve and projects the product or service directly into the home where the audience is comfortable, relaxed and receptive.

Interactivity: more than any other medium, this enables consumers to directly interact with the advertiser, thereby establishing a first relationship, conducive to brand loyalty. This is a really participatory medium. It has developed a specific approach known as User Generated Content, UGC, where users upload their own brand-related content. It also encourages consumer reviews and forum / social platform participation.

Mass medium penetrating every segment of society. Almost all consumers read them.

Reach: It is a medium that reaches people who do not have access to a television or who do not read the print media or have access to the electronic media.

Accessibility: this medium carries the advertising message 24 hours a day and cannot be zapped, put aside, thrown away or turned off! Passers-by have to see your message!

Selectivity problems: Appropriate lists may be difficult to obtain or costly to produce. Also, some groups of prospects, like the professional class (physicians, i.e. doctors) or business people, are so saturated with this that they ignore it. Many recipients consider the pieces as junk mail and automatically throw them away.

Advertising media - C

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Availability: Popular sites that are well in sight may be difficult to acquire as they tend to be rare and expensive.

Background medium: Its success and effectiveness is difficult to assess, mainly due to its use as a “background” medium, which is switched on while nobody is actually listening.

Bad memorisation: studies show that most viewers can't remember the product or company in the most recent ad they watched, even if it was within the last five minutes. This is partly due to the fact that it is characteristically a receptive, passive medium with very low target involvement or attention.

Captive audience: The audience is completely captive in their seats, or at least enjoys very limited movement and can hardly go away.

Fleeting message: customers pass quickly; so, design and copy must tell a story briefly and crisply, and the words must sell immediately. Your message must be visual rather than argumentative.

Heavy clutter. The largest-circulation ones carry as much as 52% advertising matter, and only 48% editorial content only. This makes it difficult to stand out against the surrounding advertising clutter.

High production cost: one of the greatest handicaps is the high cost of producing quality commercials. Depending on the creative approach, the cost of filming a national commercial today may run from \$200,000 to more than \$1 million.

Highly selective targeting: unmatched by any other medium. By purchasing keywords and using cookies, advertisers can pinpoint potential customers demographically, contextually but also on the basis of their online behaviour.

Limitations of sound: You cannot show any visual element on this medium, which may prevent the customer from recognizing and identifying your product on a shelf in a retail outlet, where packaging and logo play the important role.

Limited selectivity: This medium is not cost-effective for advertisers seeking a very specific, small audience. It is difficult to target a specific market because of its blanket approach.

Long lead time for ad insertion, sometimes space must be booked two to three months in advance.

Selectivity: It is very easy to target the audience in terms of age or tastes on the basis of the film shown.

Degree of response: this medium achieves the highest response of any advertising medium. About 15% of the responses arrive within the first week, so the advertiser can quickly judge the campaign's success.

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ROI. With this medium you can track, trace and measure your campaign very precisely. This enables you to measure its return on investment and evaluate its cost-effectiveness. This can really be done to the dollar, as it is possible for instance, to calculate how much each online purchase cost you in terms of advertising expenditure, e.g. with an Adwords campaign on Google.

Clutter. Each ad competes with editorial content and with all the other ads on the same page or spread (= double page)

Audience fragmentation.: The increasing offer in the number of channels available to any viewer results in a very volatile audience, prone to zapping. Where in the 70s you could reach most viewers using 3 to 5 channels, you now face up to a hundred or even several hundred channels.

Creative flexibility: They allow some degree of creativity with spectaculars and new technologies of animation. Interacting with mobile phones is also possible.

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Ease of use: this medium can be carried about and read anywhere, i.e. in the office, in public transport and the tablet version offers a real rebirth for these media.

Exclusivity: there are no distractors from competing advertising messages when the target is dealing with this type of message.

High air-time cost. The average cost of a prime-time network commercial reaches \$400,000. Special attractions like the Super Bowl in the United States cost around \$2 million.

High cost per exposure. This medium has the highest cost per exposure of any major medium, about 14 times as much as most magazine and newspaper advertisement.

ROI: its readership and the impact of its ads can easily be measured and monitored, e.g. through the use of the direct response technique (coupons).

Security and privacy concerns still prevent many users from engaging in online purchases: buying online usually requires customers to type in their credit card data, which is an obvious deterrent for many potential buyers.