

Advertising

Chestnut Hill College



- To advertise, you need to utilize media.
- Media is the channel
- Each type of media had it's strengths & weaknesses
- Different demographics react differently to different media
- The key to getting media to work for your advertisement is understanding who sees the media

- General Types of Media
 - Print
 - Broadcast
 - Environmental/Outdoor
 - Directory
 - Interactive
 - Alternative

- Print Media
 - Magazines
 - Newspapers
 - Direct Mail
 - Packaging

- Broadcast
 - TV
 - Radio
 - Films
 - Trailers
 - Product Placement

- Environmental & Outdoor
 - Billboards
 - Electronic Billboards
 - Storefronts
 - Retail Exteriors
 - Transit
 - Bus, trucks, Taxi, car wraps & cheap magnets
 - Bills (flyers, in cities usually) or Kiosk

- Directory
 - The Yellow Pages
 - The Yellowbook
 - Chamber of Commerce Directories
 - Superpages.com
 - etc

- Interactive
 - E-mail
 - The World Wide Web
 - Traditional Web*
 - Social Networking Sites
 - etc
 - Interactive CDs
 - Phone
 - Direct Sales Calls
 - Recorded Messages
 - Text Messages

- Newspapers
 - Newspaper can be daily, weekly, monthly or whatever
 - Newspapers can have several sizes
 - Size will affect the type of ad you place
 - Can be tabloid or broadsheet
 - Circulation is the number of copies the paper sells
 - Circulation can sometimes refer to the geographic reach (i.e. national circulation)
 - Do not confuse with readership numbers. These numbers can be different. Readership numbers refers to how many people are reading a publication. Readership is the segmentation of the readers

- Newspaper Advertising
 - Classified Ad
 - Display Ad
 - Run of paper
 - Preferred Position
 - Co-Op Advertising
 - Advertising Sections (often in magazines)
 - FSIs – Free Standing Inserts
 - Supplements
 - Usually in Sunday papers

- Newspaper Readership
 - Segmentation of the Newspaper's Audience
 - Readership should be researched and audited
 - ABC: Auditing Bureau of Circulations
 - Simmons-Scarborough
 - Others

- Newspapers Pro & Con
 - Pros
 - Tend to have a large range
 - Newspapers are used for comparison shopping
 - Newspapers are considered credible, as are the advertisers
 - Geographically well matched
 - Easy to tie local and national
 - Cons
 - Short Lifespan
 - Very “noisy” (Clutter)
 - Losing (mainly younger) readership to the web

- Magazines
 - Consumer Magazines
 - *Rolling Stone, Cosmopolitan, Time, Newsweek*
 - Trade Magazines
 - Targeted at retailers, wholesalers, distributors
 - Industrial Magazines
 - Targeted at specific industries, *Concrete Construction, Communication Arts*
 - Professional Magazines
 - Targeted at professions

- Magazine Classifications
 - Vertical: Sticks to an industry or topic (*Concrete Construction*)
 - Horizontal: cuts across industries, still on target (*Communication Arts*)
 - Geographics: NJ Magazine – specific to New Jersey
 - Demographics: Of specific interest to a demographic.
 - Imagine: *Scene Teens Monthly*, *The Emo Express*
 - By Editorial Content

- Magazine distribution & Circulation
 - Similar to newspapers

- Magazine Advertising
 - Very different compared to newspapers
 - Format can be more restrictive
 - Usually no classified
 - Normally ads “bleed”
 - Still have special sections that are intentionally made to look like content

- Magazine Advertising Pros & Cons
 - Pros
 - Targeted Audiences
 - Receptive Audiences
 - Long Shelf Life
 - Easier to be creative
 - Visually compelling
 - Cons
 - Limited Flexibility (space and timeframe)
 - Rarely immediate
 - Higher advertising cost
 - Limited distribution

- Direct Mail
 - Postcards
 - Letters
 - Pretty much almost anything that goes through the mail

- Direct Mail Pros & Cons
 - Pros
 - Large reach
 - Easy to target
 - Cheap
 - Cons
 - Often tossed away
 - Response rate – at best – is 10%
 - Fighting lots of noise/clutter

- Product Packaging
 - Advertising on the store shelves
 - You have complete control
 - Helps get attention in a lot of clutter
 - Somewhat regulated (esp. in terms of food)
 - The final effort

- Broadcast Media
 - Any media that transmits sounds or images electronically*
- Radio: Broadcast & Satellite
- TV: Broadcast & Cable
- Film & Video: The Movies

- Radio
 - AM: Long Range, but lower quality
 - FM: Shorter Range, higher quality
 - Station types can vary greatly
 - Satellite: (XM/Sirius) Like cable channels
 - Web Radio: iTunes, Pandora, etc

- Radio Advertising
 - Sound only
 - Purchased in time blocks and according to the time broadcast
 - 15, 30 second blocks typically.
 - Different times of the day changes the cost
 - Often the radio station will record the commercial for you.
 - Can be purchased locally or regionally (through a conglomerate such as ClearChannel or Radio 1) or by advertising on a syndicated show.
 - Time and station ratings are researched by groups like Arbitron

- Radio Pros & Cons

- Pros

- Radio is fairly regional and can be geographically targeted.
- Radio is very affordable relative to other media
- Affordability builds in an ease of repetition
- Accepted: People accept radio in the background and is often played all day in various places.

- Cons

- Listener may not pay close attention to your message
- Lots of communication noise
- On Air personalities
- Changing the Station

- TV
 - Network TV
 - Subscription TV
 - Broadcast TV

- Broadcast TV
 - Over the airwaves
 - Local

- Network TV
 - National programming carried over affiliates
 - National scope

- Subscription TV
 - Cable or Satellite
 - “Free” stations like USA, CNN, The-N & Spike
 - Premium stations like HBO, Showtime
 - Little to no advertising
 - Usually carries local coverage

- Program Audience
 - Measured by ratings, usually by neilson
 - Not just during “sweeps” week
 - Measured by ratings points or share
 - 40% of the audience
 - Or X points, where 1 point is approx. 1 million homes*

- The TiVo & DVR problem
 - People can skip commercials
 - Perception vs. actual
 - Not everyone skips commercials

- TV Pros & Cons

- Pros

- Pervasive – Almost every home has a TV
- While Expensive, cost per home viewed can be very affordable
- High Impact- sight and sound can be very effective

- Cons

- Can be expensive to produce
- Some spots can be expensive to buy (think: Superbowl)
- Flipping during the commercials
- TiVo and DVR commercial skipping
- Hard to target due to large reach
- Not Flexible: You have to buy your spots early
- Intrusive Advertising – people want to watch their stories
- Move to watching TV over the Internet

- Film & Video
 - Cinema
 - Trailers & Before the trailers
 - Movies
 - Product Placement
 - Video
 - Product Placements
 - Previews
 - VHS, ~~Betamax~~, DVD, Blu-Ray DVD, ~~HD-DVD~~

- Film/Video Pros & Cons
 - Pros
 - Product placement implies an endorsement, is subtle
 - PP can be tied into a larger campaign
 - Captive Audience
 - Cons
 - Difficult to target
 - Difficult to know how well a movie will do
- BLOG: The next time you watch TV or a movie, count the product placements. Comment on this on your blog. What are your thoughts on the matter?
- PROJECT: How can your product/brand benefit from broadcast. What's being done, what can be done.

- Interactive Advertising
 - Advertising on the Internet is never simple. It's a new medium and it's still maturing. Understanding the medium is key. The Internet is a network of computers. Do not confuse the Internet with the web, email, etc. Also: Interactive advertising isn't JUST on the internet
 - The World Wide Web
 - Web Sites
 - Social Networking
 - E-Mail
 - Interactive CDs

- Email, E-Mail, e-Mail... The many forms of spam
 - It's spam, no matter how you cut it
 - Well, there are ways of getting past this, but it's difficult.
 - Qualify your list if you can
 - Be judicious with your use
 - Beat the spam filters
 - Considered VERY intrusive
 - Legally tricky

- Web Advertising
 - Banner Ads have only recently become effective
 - Banner ads can be on any type of information-dealing site like CNN, or entertainment sites such as those for a TV show or Social Network Sites (SNS)
 - Text-Ads are also effective on blogs and search engines
 - Pay per click advertising makes ROI very effective
 - Pop-ups and Pop-unders, while irritating can be effective

- Social Networking Profiles
 - Very new advertising method
 - Qualified Audience
 - Medium can be finicky
 - Great for communicated with brand-loyal consumers
- Viral
 - YouTube
 - Case Study: ATHF & Boston

- Web Sites
 - Affordable
 - Qualified Audience – They came to your site by some call-to-action or their own interest... or by searching
 - SEO – Search Engine Optimization is a technique to ensure someone looking for your product will hit your site
 - Have fun, provide “Advertainment”
 - Product based sites, Like M&Ms have provided ways to keep the audience on their site. This doesn’t work for service based industries as well.
 - Cookies can track visitors

- Interactive CDs
 - Can be handed out
 - Low Cost
 - Very interactive

- Pros & Cons of Interactive
 - Pros
 - Can be easy to target with cookies, etc
 - Very Affordable
 - Viral Marketing can be VERY effective
 - Fairly customizable and Creative
 - Trackable
 - Cons
 - Intrusive
 - Blocked Content
 - Businesses, some countries
 - Constantly Changing
 - LOTS of noise