TRADITIONAL MEDIA CHANNELS

From Chapter 8 of *Integrated Advertising, Promotion, and Marketing Communications*, Sixth Edition. Kenneth E. Clow and Donald Baack.
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TRADITIONAL MEDIA CHANNELS

CHAPTER OBJECTIVES

After reading this chapter, you should be able to answer the following questions:

- What is a media strategy?
- What elements and individuals are involved in media planning?
- How do the terms used to describe advertising help the marketing team design effective campaigns?
- What are some of the primary advertising objectives?
- What are the advantages and disadvantages associated with each traditional advertising medium?
- How can the marketing team use the media mix to increase advertising effectiveness?
- What are the key issues associated with media selection for business-to-business markets?
- What issues are associated with media selection in international markets?

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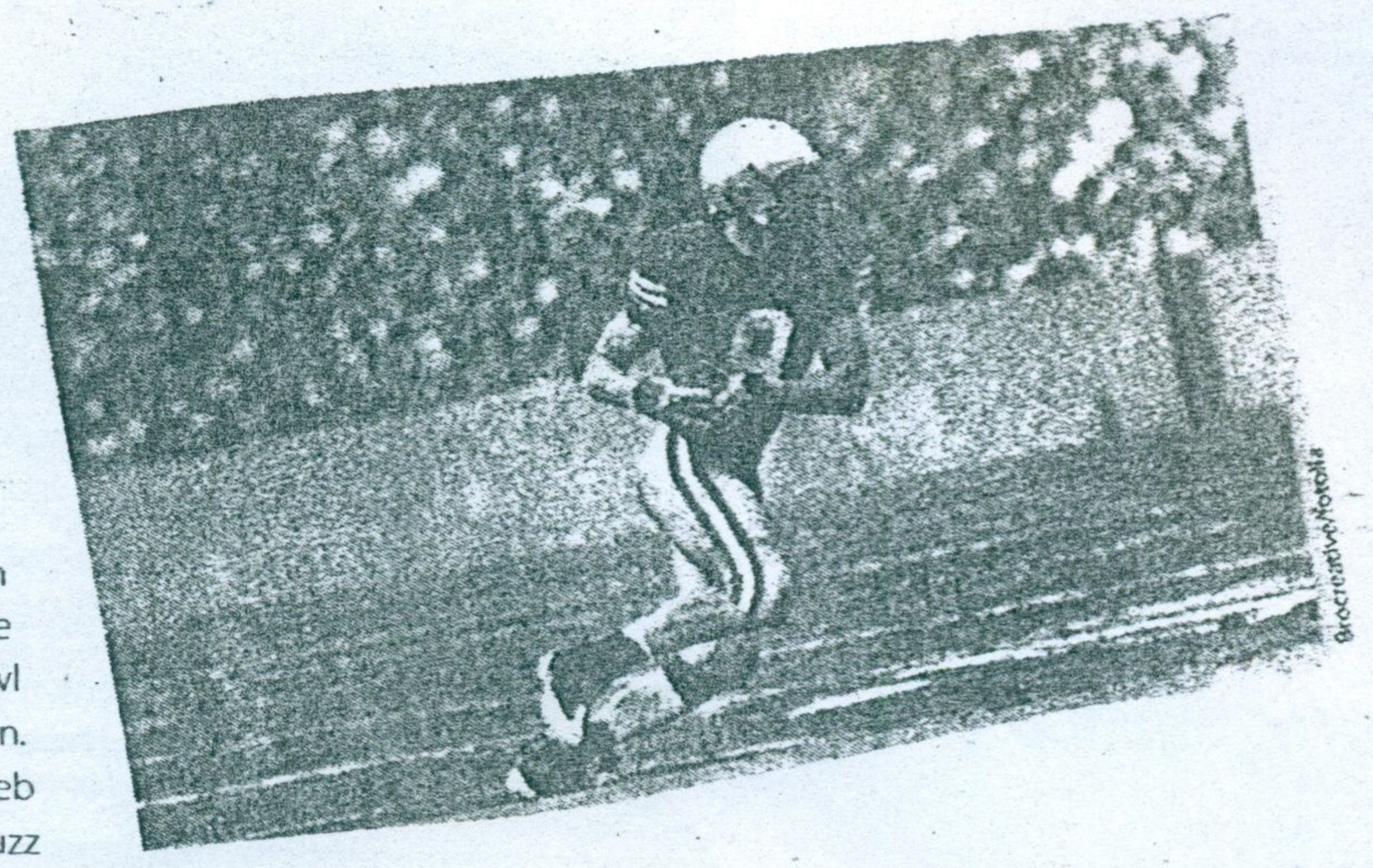
SUPER BOWL BUZZ

If you ask just about anyone where to go to register a domain name on the Internet, the answer will likely be, "Go Daddy." The iconic company developed a strong brand and marketplace presence through its Web site and Internet advertising. In 2012, the company's Super Bowl commercial went one step further, placing a QR code on the screen for anxious viewers to access the newest racy, tantalizing Web site message.

Go Daddy advertisements have built a strong legacy in attracting interest and buzz. In 2005, the company's commercial entitled "Proceedings" appeared the year after Janet Jackson's infamous half-time wardrobe malfunction. "Go Daddy Girl" Nikki Cappelli appears to testify

before a shocked Congress, as her tank-top strap keeps breaking. One of the questioners finally has to grab for an oxygen mask.

From the attention that grew out of that advertisement, plus the one network executives would not allow to be shown, a new form of Super Bowl commercial emerged, because Go Daddy discovered a novel way to create buzz. The company's marketing team submits suggestive and highly provocative advertisements to appear on the Super Bowl that they know will not be allowed to be shown. Word spreads about the prohibited ads on Web sites and in forums and news articles. This buzz helps drive inquisitive customers to the Go Daddy Web site to watch the more controversial ads.



Go Daddy advertising has often featured race car driver Danica Patrick. The 2010 "Lola" commercial features a former football player who becomes a lingerie designer and makes his fortune with Go Daddy's assistance, with Patrick as the narrator. In another, Ms. Patrick is portrayed in sexy situations as a "Hot Smoking" dancer and entertainer.

To maintain interest, Go Daddy annually follows up the initial buzz with 30-second spots that tell viewers that to see the entire "unedited" version of the ad they need to visit the Web site. Over the years, these methods have allowed Go Daddy to benefit from substantial amounts of free publicity, which also increases brand awareness. The commercials provide a new method of creating Web site traffic through traditional media.

Super Bowl advertising represents one of the most powerful venues for reaching customers. Television audiences totaling around 100 million viewers in the United States and nearly 1 billion people worldwide watch at least part of the game. The 2-week buildup, the 4- to 6-hour pregame shows, and the massive media attention paid to the teams and players have been rewarded with a series of exciting games over the past decade.

Go Daddy's marketing team recognizes that Super Bowl ads generate a great deal of buzz. Of the 38 brands presented during the recent Super Bowl, 75 percent experienced nearly twice as many blog posts on the Internet as compared to the average online mentions in the 6 months prior. About one-third of the brands had a threefold increase in online mentions. The additional buzz is not limited to the Internet. One study revealed that 22 percent of word-of-mouth recommendations, whether in person or online, were directly tied to a Super Bowl commercial.

The Go Daddy sequence of provocative advertisements may draw criticism for some individuals for the use of decorative models and sexuality to sell a non-sexual product. At the same time, it would be difficult to argue with the overall success the campaigns have achieved in a relatively short period of time.[1]

OVERVIEW

If a tree falls in the forest and no one is present, does it make a sound? This philosophical question has been posed for many years. In the world of advertising, far too many "trees" fall as unheard and unseen advertisements. Successful marketing involves

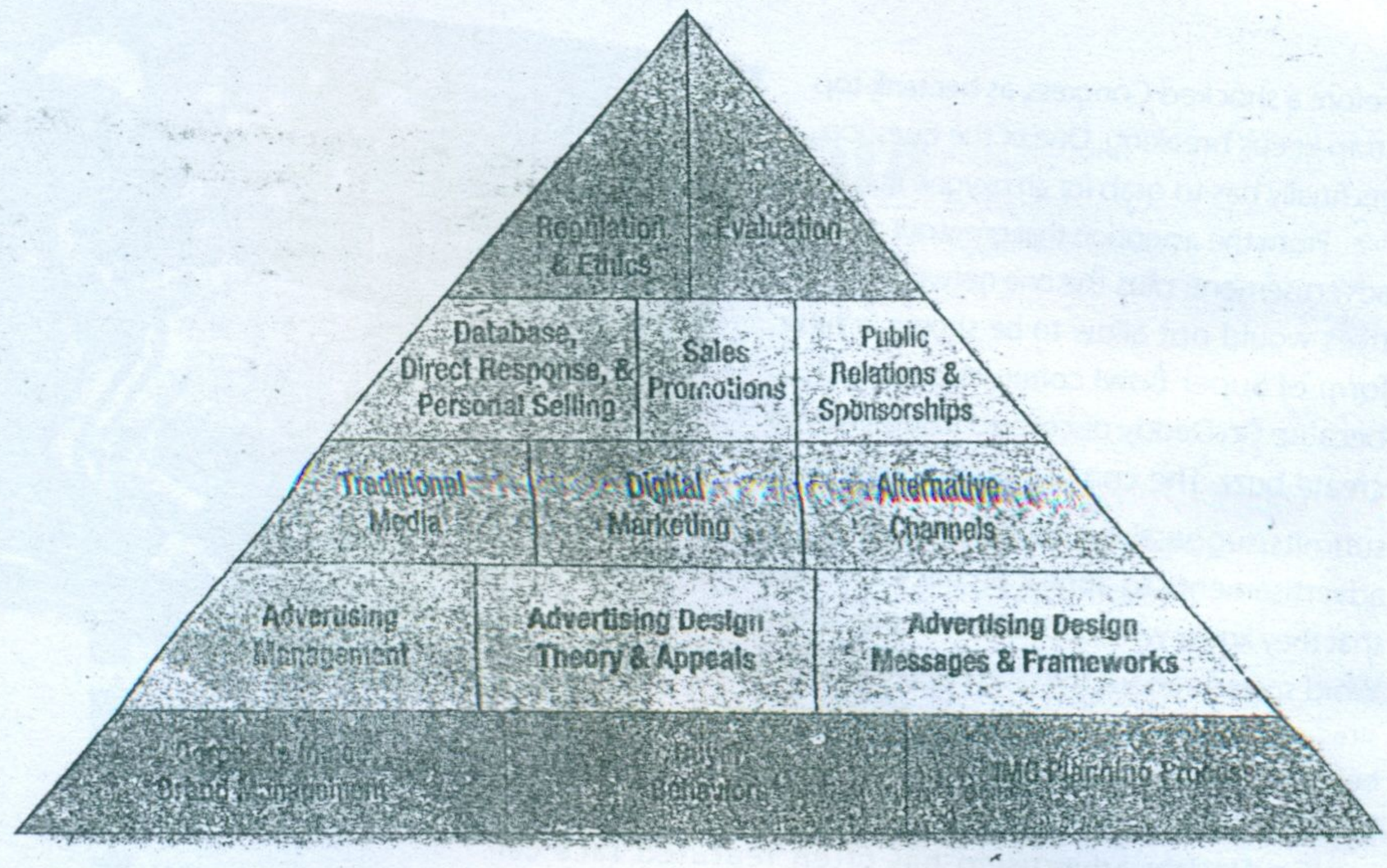


FIGURE 1
Overview of Integrated Marketing Communications

identifying target markets and finding media that reach the members of those markets. Once they identify the right media, creatives can design clever, memorable, exciting, and persuasive advertisements.

The third part of this textbook covers the IMC media tools, including both traditional media channels and newer approaches. The concepts of digital marketing and alternative channels are explained later (see Figure 1).

Traditional media continue to play an important role in developing a fully integrated marketing program. This chapter explains the various traditional media channels, including:

- 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
- Media selection in business-to-business and international settings

Advertising agencies design a campaign within the framework of the overall integrated marketing communications program. Client companies depend on effective advertisements to attract customers and entice them into purchasing various goods and services. This helps build the firm's image and creates a larger customer base. Advertising media selection remains an important element in the process.

The Media Strategy

OBJECTIVE
What is a media strategy?

A **media strategy** involves analyzing and choosing media for an advertising and promotions campaign. The average consumer examines only nine of the more than 200 consumer magazines on the market. A radio listener usually tunes in to only three of the stations available in an area. Television viewers watch fewer than eight of the stations available via cable or satellite. Average network prime-time ratings have declined by more than 30 percent over the last decade. Choosing the best media to speak to potential customers creates challenges.

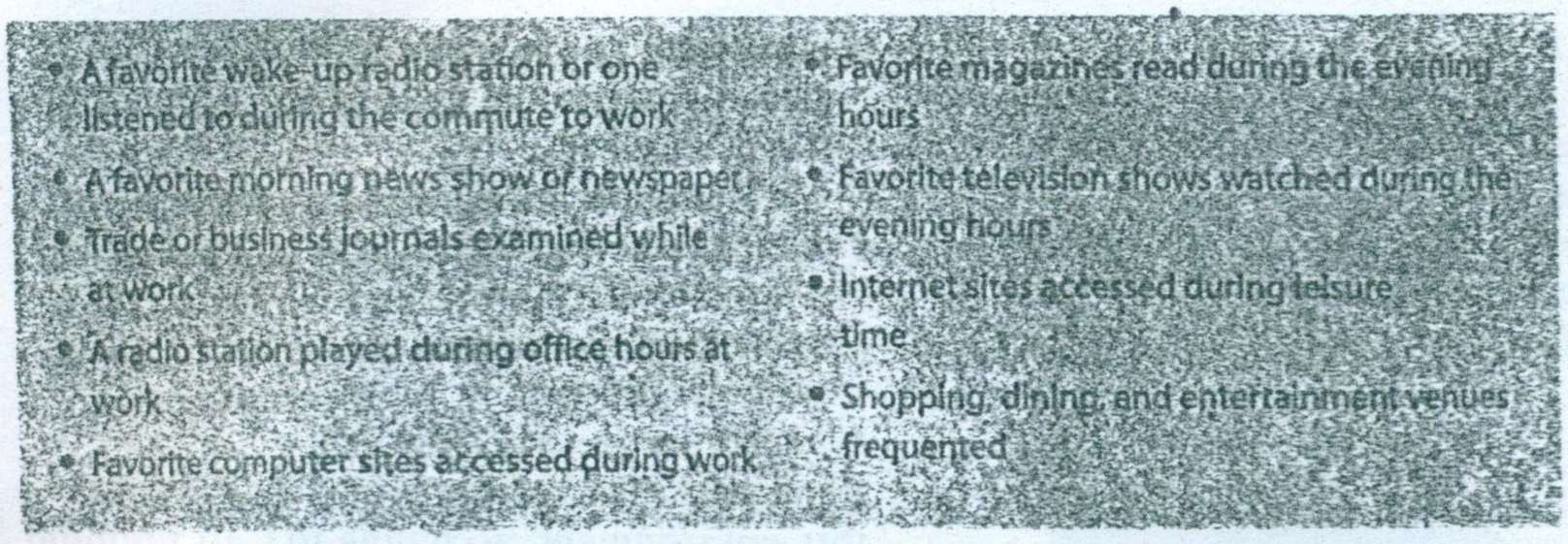


FIGURE 2
Examples of Times Consumers Are Exposed to Advertisements

To make the account executive and media buyer's jobs more difficult, prices for advertising time and space have risen. Client budgets for advertising have not gone up as quickly, even as stronger demands for results and accountability emerged. The marketing team faces difficulties in locating cost-effective media outlets. After developing a media strategy, other aspects of media selection can proceed.

Media Planning

OBJECTIVE
What elements and individuals are involved in media planning?

Media planning begins with an analysis of the target market. It involves understanding the processes customers use in making purchases and what influences the final decisions. One method of addressing media planning is to study the media choices that members of a specific, defined target market might make at different times during the course of a day (see Figure 2).

Details of this type are valuable when developing a media strategy. Demographics such as age, sex, income, and education do not explain the media habits of consumers. Information about the listening and viewing patterns of groups helps the marketing team design messages that appeal to them. These can then be placed at the best times and in the best places. No two media plans are alike. The components of a media plan include the elements identified in Figure 3.

A *marketing analysis* provides a comprehensive review of the marketing program. It includes a statement about current sales, current market share, and prime prospects to be solicited (by demographics, lifestyle, geographic location, or product usage). These elements should reflect a compatible pricing strategy based on the product, its benefits and distinguishing characteristics, and an analysis of the competitive environment.

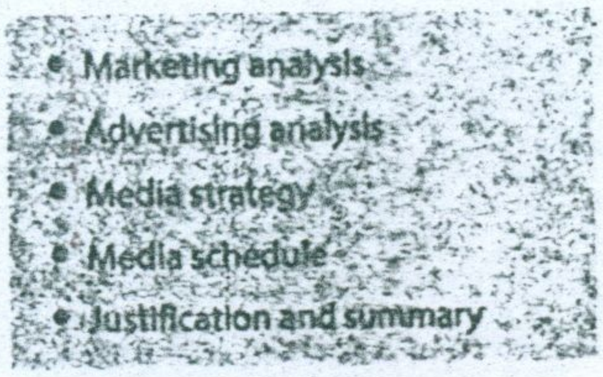
An *advertising analysis* states the primary advertising strategy and budget to be used to achieve advertising objectives. The *media strategy* spells out the media to be used and the creative considerations. The *media schedule* notes when ads will appear in individual vehicles. The *justification and summary* outlines the measures of goal achievement. It also explains the rationale for each media choice.[2]

Several individuals take part in media planning. In addition to account executives, account planners, and creatives, most agencies utilize media planners and media buyers. In smaller agencies, the media planner and media buyer can be the same person. In larger companies, they are usually different individuals. Some agencies employ media firms to handle the media planning and buying, or hire a subsidiary agency.

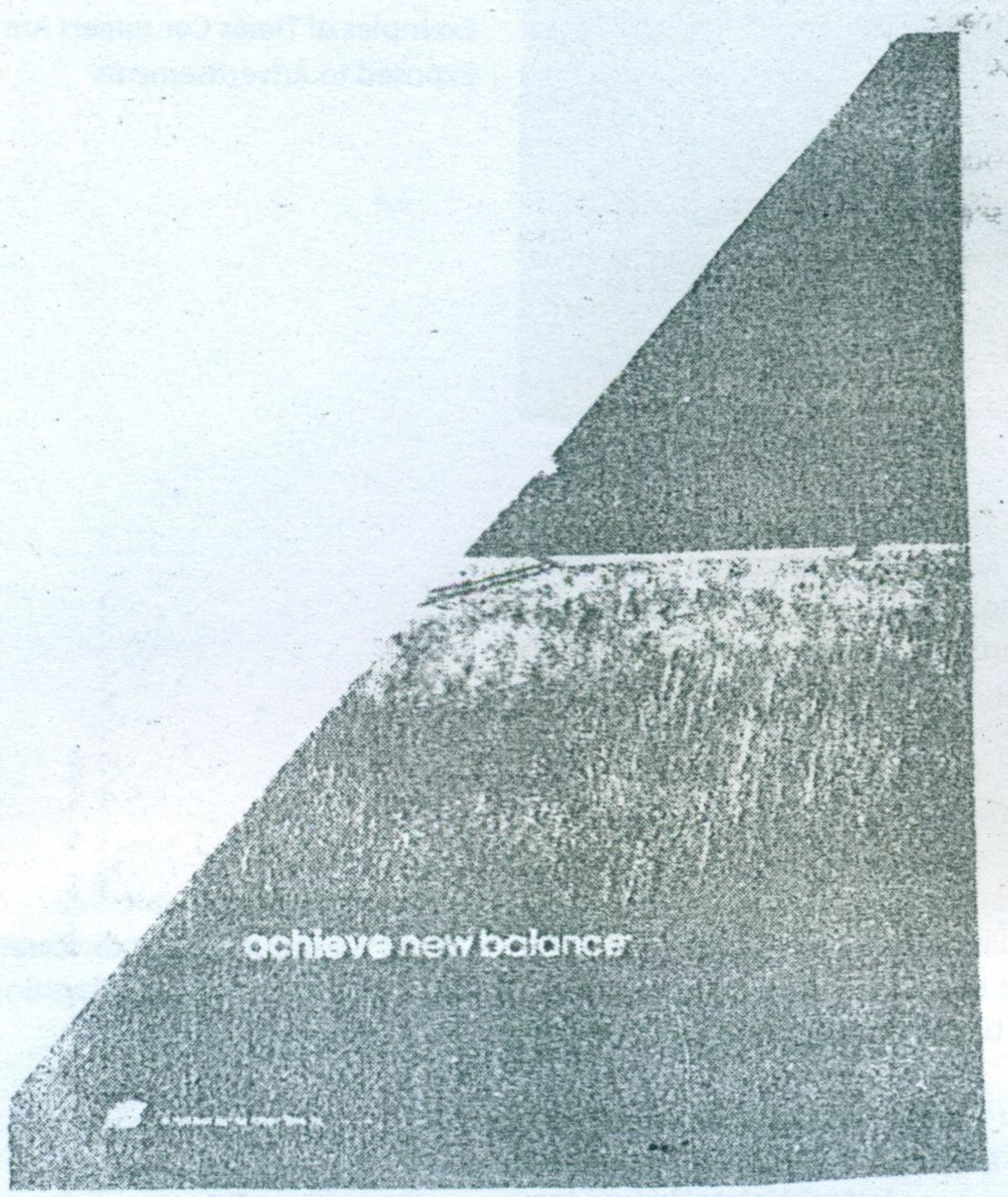
MEDIA PLANNERS

The **media planner** formulates a media program stating where and when to place ads. Media planners work closely with creatives, account executives, account planners, agencies, and media buyers. The creative should know which media will be used to help design effective messages. Television commercials are constructed in different ways than radio or newspaper ads.

Media planners provide valuable services and are in high demand. The issue of accountability for advertising results combined with the need to create a "return on



▲ **FIGURE 3**
Components of a Media Plan



▲ An advertisement featuring New Balance that was placed in Runner's World magazine.

investment" on marketing dollars has caused greater power to be held by the media buying side of an agency.

Media planning impacts strategic planning. Marketing experts at companies such as Procter & Gamble and Unilever consider media planning to be at the heart of a communications strategy. In both companies, setting brand priorities and objectives constitutes the first step.[3] The challenge for media buyers in this environment, according to Carl Fremont of the media services company Digitas, is "to integrate marketing messages across a range of media, and sometimes this involves working with several agencies to accomplish the client's goals."[4]

The media planner conducts research to help match the product with the market and media. A target market consisting of 18- to 25-year-old males with college degrees who love the outdoors leads to media that match those characteristics. The New Balance running shoe ad in this section was placed in *Runner's World* near an article about running and was targeted to avid runners.

The media planner gathers information about various media. This includes newspaper and magazine circulation rates along with the characteristics of those who use them. The audience for a television show may be different from those of a radio station or a magazine. Careful research improves the chances of selecting the appropriate media.

MEDIA BUYERS

After the media are chosen, the **media buyer** purchases the space and negotiates rates, times, and schedules for the ads. Media buyers remain in contact with media sales representatives. They know a great deal about rates and schedules. Media buyers watch for special deals and tie-ins between media outlets (e.g., radio with television, magazines with the same owner, etc.).

Placement in a television show or magazine continues to be an important consideration, both in terms of price and effectiveness. Recently, the Pink Jacket Creative advertising agency purchased magazine space for The Snoring Center consisting of the outer sides of adjacent pages containing an article. The slender ads on the edges of the two pages bracketed the article. As individuals read the article, they first noticed the ad on the left side of the article and the second half on the right side as they held the magazine open. Not only was the ad space cheaper, it turned out to be more effective in conveying the two-part message.

Some research indicates that little connection exists between the size of an advertising firm and the prices it can negotiate. Differences in media costs are based on the time of the actual purchase (closer to the day the ad is to run) rather than the size of the agency.[5] A media plan costing one firm $10 million can cost another $12 million. Other major factors in cost differences are knowledge of the marketplace and the ability to negotiate package deals.

A **spot ad** is a one-time placement of a commercial in a medium. Rates are negotiated individually by the number of times the ads appear. Spot television prices fluctuate by as much as 45 percent for the same time slot. Radio time slot prices vary by as much



Courtesy of Pink Jacket Creative: A Creative Factory.

as 42 percent and national print ads by as much as 24 percent.[6] Negotiation skills affect media purchase outcomes.

Differences in effectiveness of advertising are related to the quality of media choices, creativity, financial stewardship, the agency's culture and track record, and the relationship between the agency and the medium's sales representative. Advertising effectiveness will be determined by quality of the media selections made combined with the advertisement's content.

Advertising Terminology

As with many subjects, advertising has its own unique set of terms and measures (see Figure 4). **Reach** represents the number of people, households, or businesses in a target audience exposed to a media vehicle or message schedule at least once during a given time period, which normally consists of 4 weeks. In other words, how many targeted buyers did the ad reach at least once during a 4-week period?

FREQUENCY

The average number of times an individual, household, or business within a particular target market is exposed to a particular advertisement within a specified time period, again, usually 4 weeks, represents **frequency**. It specifies how many times the person saw the ad during a campaign. A regular viewer sees the same ad shown daily on *Wheel of Fortune* more frequently than an ad shown once on *CSI*, even though the program has a greater reach.

OPPORTUNITIES TO SEE

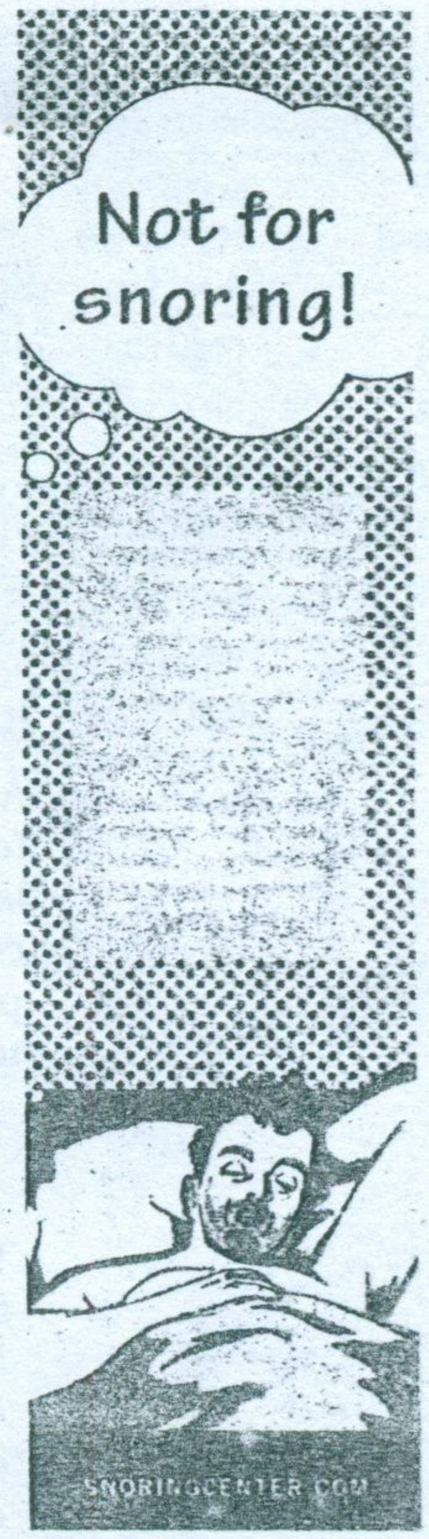
In media planning, instead of frequency, opportunities to see (OTS) can be used. **Opportunities to see** refers to the cumulative exposures achieved in a given time period. When a company places two ads on a weekly television show, there are 8 OTS (4 shows × 2 ads per show) during a 4-week period.

GROSS RATING POINTS

Gross rating points (GRPs) measure the impact or intensity of a media plan. Gross rating points are calculated by multiplying a vehicle's rating by the OTS, or number of insertions of an advertisement. GRPs give the advertiser a better idea of the odds that members of the target audience actually viewed the commercial. By increasing the OTS or frequency, the chances of a magazine reader seeing the advertisement rise. An advertisement featured in each weekly issue of *People* during a 4-week period is more likely to be seen than one appearing in a monthly periodical.

COST

Cost measures the overall expenditures associated with an advertising program or campaign. To be able to compare how cost effective one medium or ad placement is to another, a measure called **cost per thousand (CPM)** can be calculated. CPM is the dollar



Courtesy of Pink Jacket Creative: A Creative Factory

▲ Ads for the Snoring Center placed strategically on a two-page article spread on the outer edges.

OBJECTIVE 3

How do the terms used to describe advertising help the marketing team design effective campaigns?

- Reach
- Frequency
- Opportunities to see (OTS)
- Gross rating points (GRP)
- Cost per thousand (CPM)
- Cost per rating point (CPRP)
- Ratings
- Continuity
- Gross impressions

◀ **FIGURE 4**
Advertising Terminology

cost of reaching 1,000 members of the media vehicle's audience. It is calculated using the following formula:

$$\text{CPM} = (\text{Cost of media buy}/\text{Total audience}) \times 1{,}000$$

Figure 5 displays cost and readership information for a campaign for a 35 mm digital camera. The first three columns of the figure provide the name of the magazine, the cost of a four-color full-page advertisement, and the magazine's paid and verified circulation. The fourth column contains a measure of the CPM of each magazine. The CPM for *Better Homes and Garden* is $66.21and has a circulation of 7.6 million. *Sports Illustrated* has a smaller circulation, 3.2 million, but the CPM is $122.69. In terms of cost per thousand readers, *Reader's Digest* offers the best buy, at $26.04 per thousand.

RATINGS AND COST PER RATING POINT

A critical concern is the number of readers that fit the target market's profile, in this case for a 35 mm digital camera. **Ratings** measure the percentage of a firm's target market that is exposed to a television show or the number of readers of a print medium. In order to compare media, a measure called the **cost per rating point (CPRP)** may be used. The cost per rating point formula that measures the relative efficiency of a media vehicle relative to a firm's target market is:

$$\text{CPRP} = \text{Cost of media buy} / \text{Vehicle's rating}$$

The number of potential buyers of the 35 mm digital camera is 20 million. The figure shows the rating for *Better Homes and Garden* is 5.2, which means that 5.2 percent of the defined target market for 35 mm digital cameras read the *Better Homes and Garden*. Backing up a step, 13.51 percent, or 1.033 million, of *Better Homes and Garden's* readership fits the target profile for the 35 mm digital camera. The 5.2 rating is then obtained by dividing the 1.033 million *Better Homes and Garden* readers that fit the target profile by the 20 million total in the target market. The CPRP for *Better Homes and Garden* become $98,041. This is the average cost for each rating point, or of each 1 percent of the firm's target audience (35 mm digital camera buyers) that can be reached through an advertisement in *Better Homes and Garden*. Not all readers of a magazine are part of the firm's

				Target Market (20 Million)			
Publication	4C Base Rate	Total Paid & Verified Circulation	CPM	Percent of Readers Fit Target Market	Number of Readers Fit Target Market	Rating (Reach)	Cost per Rating Point (CPRP)
Better Homes and Garden	$506,380	7,648,600	$566.21	13.51%	1,033,000	5.2	$98,041
Glamour	$219,190	2,320,325	$94.47	24.65%	572,000	2.9	$76,640
Good Housekeeping	$387,055	4,652,904	$83.19	10.81%	503,000	2.5	$153,899
National Geographic	$225,455	4,495,931	$50.15	26.96%	1,212,000	6.1	$37,204
Reader's Digest	$185,300	7,114,955	$26.04	18.62%	1,325,000	6.6	$27,970
Southern Living	$198,800	2,855,973	$69.61	10.57%	302,000	1.5	$131,656
Sports Illustrated	$392,800	3,201,524	$122.69	16.77%	537,000	2.7	$145,294
Time	$320,100	2,376,226	$94.81	18.60%	628,000	3.1	$101,943

▲ **FIGURE 5**
Hypothetical Media Information for Select Magazine

Publication	4C Base Rate	Total Paid & Verified Circulation	CPM	Target Market (20 Million)		
				Percent of Readers Fit Target Market	Number of Readers Fit Target Market	Weighted (Demographic) CPM
Better Homes and Gardens	$506,380	7,648,600	$66.21	13.51%	1,033,000	$490.20
Glamour	$219,190	2,320,325	$94.47	24.65%	572,000	$383.20
Good Housekeeping	$387,055	4,652,904	$83.19	10.81%	503,000	$769.49
National Geography	$225,455	4,495,931	$50.15	26.96%	1,212,000	$186.02
Reader's Digest	$185,300	7,114,955	$26.04	18.62%	1,325,000	$139.85
Southern Living	$198,800	2,855,973	$69.61	10.5%	302,000	$658.28
Sports Illustrated	$392,800	3,201,524	$122.69	16.77%	537,000	$731.47

▲ **FIGURE 6**
Calculating Weighted (or Demographic) CPM

target market. The CPRP more accurately measures an advertising campaign's efficiency than does CPM. Notice that the CPRP is the lowest for *National Geographic* and *Reader's Digest*. It is the highest for *Good Housekeeping*.

CPRP provides a relative measure of reach exposure in terms of cost. It costs $37,204 to reach 1 percent, or 200,000, of the 20 million in this firm's target market using *National Geographic*. It costs $146,294 to reach 1 percent, or 200,000, using *Sports Illustrated*. To reach 1 percent, or 200,000, using *Reader's Digest* costs only $27,970. *Reader's Digest* is the most efficient, which raises the question, "Why wouldn't a media planner just do all of the advertising in that magazine?" The answer lies in *Reader's Digest*'s rating. Advertising in only that magazine reaches just 6.6 percent (or 1,325,000) of the target audience; 93.4 percent of the target market does not read *Reader's Digest* and would not see the ad. Another magazine or media outlet is needed to reach them. This explains why diversity in media is essential to reach a large portion of a firm's target market.

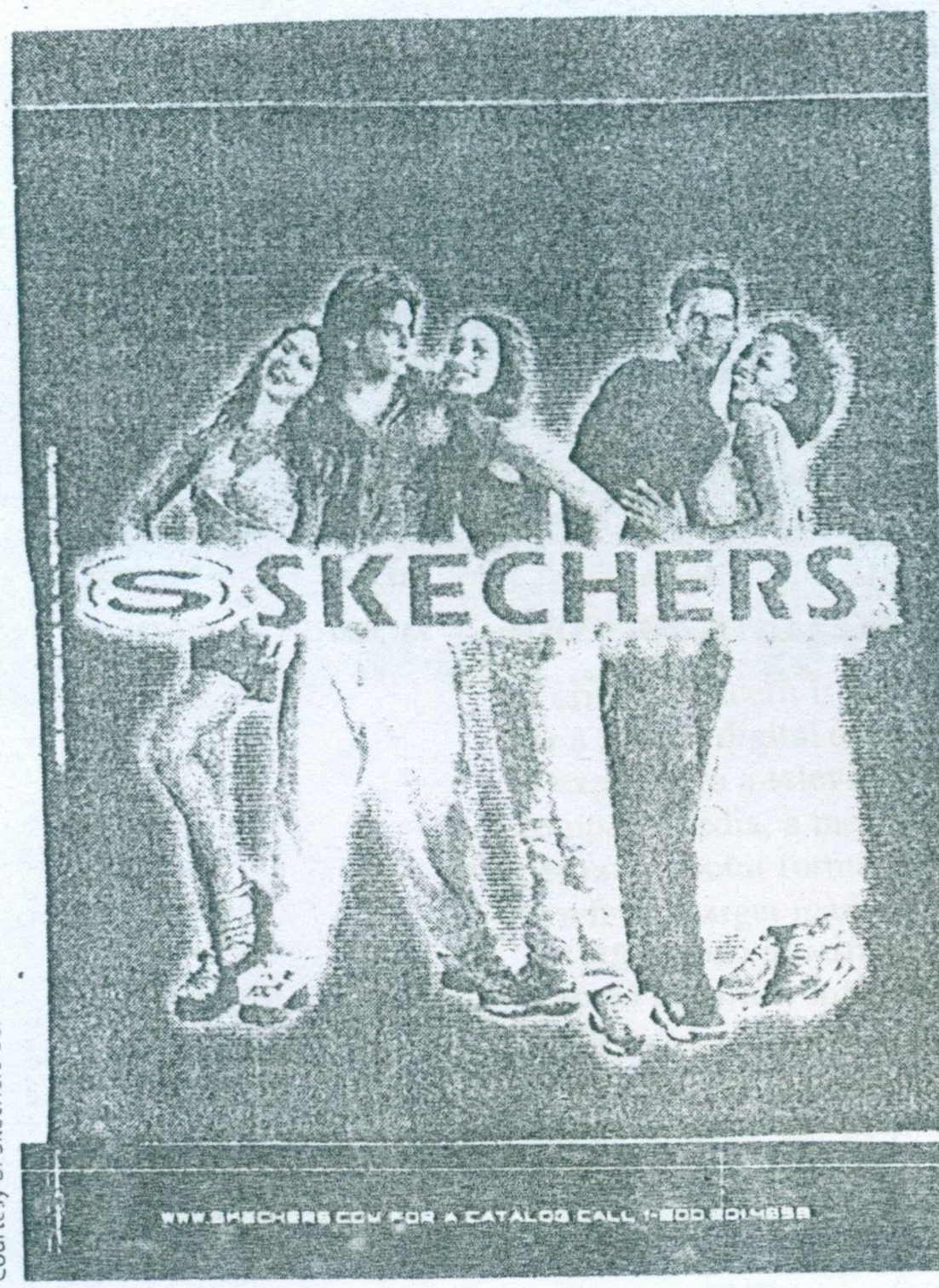
An alternative method of determining whether an ad has reached the target market effectively is a **weighted (or demographic) CPM** value, which can be calculated as:

$$\text{Weighted CPM} = \frac{\text{Advertisement cost} \times 1{,}000}{\text{Actual audience reached}}$$

Referring to Figure 6, the cost of an advertisement in *Good Housekeeping* is $387,055. Although it has a circulation of 4,652,904, only 503,000 of the readers fit the target profile for the 35 mm digital camera. Using the formula for weighted CPM, the cost to reach 1,000 readers of *Good Housekeeping* that fit the target profile is $769.49. As with CPRP, marketers can compare the various magazines to determine which offer the best buy in terms of reaching the target demographic. The difference in the numbers is that CPRP measures the cost of reaching 1 percent of the target market, whereas the weighted CPM measures the cost of reaching 1,000 members of the target market.

CONTINUITY

The exposure pattern or schedule used in a campaign is its **continuity**. The three types of patterns are continuous, pulsating, and discontinuous. A *continuous campaign* uses media time in a steady stream. The Skechers ad shown on the next page could be presented on a continuous schedule. The media buys would be for ad space in specific



Courtesy of Skechers USA Inc.

▲ An advertisement promoting the Skechers brand.

magazines for a period of 1 to 2 years. By using different ads and rotating them, readers will not get bored, because they will see more than one advertisement for the same product.

A retailer such as JCPenney might try a *pulsating schedule* by placing ads in various media throughout the entire year, but then increasing the number of advertisements in small, short bursts around holidays, including Christmas, Thanksgiving, Memorial Day, Labor Day, Mother's Day, Father's Day, and Easter. Pulsating advertising should reach consumers when they are most likely to make purchases or buy special merchandise, such as during the holidays. A Barnes & Noble advertisement just prior to Christmas can encourage consumers to purchase gift cards.

A *flighting (or discontinuous) campaign* schedule would be more likely to be used by a ski resort that runs ads during the fall and winter seasons but none during the spring and summer.

IMPRESSIONS

The final advertising objective is impressions. The number of **gross impressions** represents the total exposures of the audience to an advertisement. It does not account for the percentage of the total audience that sees the advertisement. Figure 5 indicates that *National Geographic*'s total circulation at 4.6 million. If six insertions were placed in *National Geographic*, multiplying the insertions by the readership would yield a total of 27.6 million impressions.

Achieving Advertising Objectives

OBJECTIVE 4

What are some of the primary advertising objectives?

Advertisers consider the number of times a person will be exposed to an advertisement before it creates an impact. Most agree that a single exposure will not be enough. The actual number inspires a great deal of debate. Some argue it takes three. Others say as many as 10 or more.

THE THREE-EXPOSURE HYPOTHESIS

With regard to exposures, most media planners believe it takes a minimum of three for an advertisement to be effective. The three-exposure hypothesis, as developed by Herbert Krugman, suggests that advertisements can make an impact on an audience regardless of individual needs or wants.[7] Further, the **intrusion value** of an advertisement represents the ability of a medium or an advertisement to capture the attention of a viewer without her voluntary effort. This theory suggests that it takes at least three exposures to capture and keep a viewer's attention.

RECENCY THEORY

Currently, many advertisers believe that clutter has diminished the viability of the three-exposure hypothesis. Another concept, **recency theory**, notes that a consumer's attention is selective and focuses on his individual needs and wants, and the consumer has selective attention processes as he considers advertisements.[8] A consumer pays attention to messages that might meet his needs or wants. The closer or more recent an ad is to a purchase, the more powerful the ad becomes. Further, when a consumer contemplates

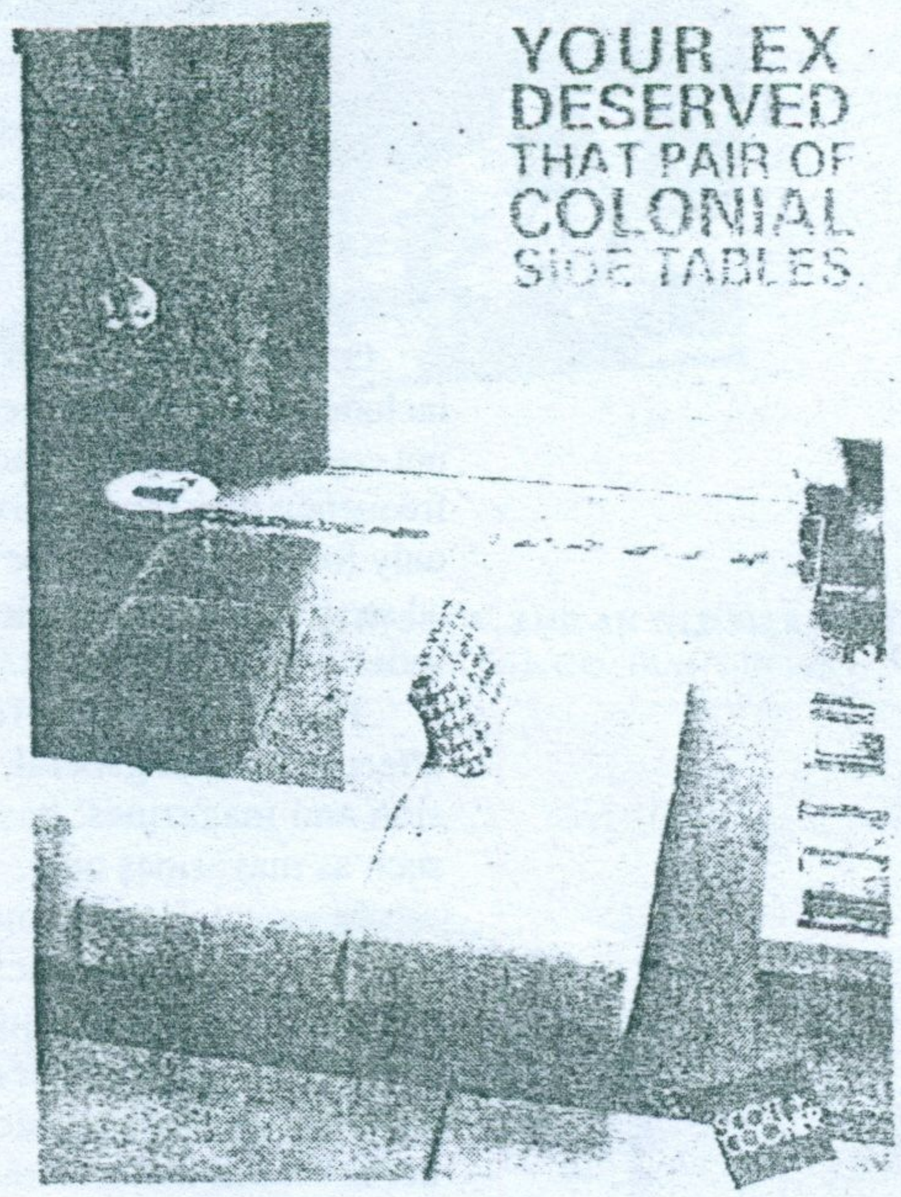
a future purchase of the product being advertised, the consumer will be more likely to notice and react favorably toward an ad. A member of a buying center from a business in the market for a new copier will more readily notice copier advertisements. Someone who is not in the market for a copier ignores the same ad. The same holds true in consumer markets: An individual needing a new pair of jeans notices clothing ads, especially ones that feature jeans.

Recency theory proposes that *one ad exposure* may actually be enough to affect an audience when that person or business needs the product being promoted. Additional exposures may not be necessary. Therefore, companies must advertise almost continually to ensure an advertisement reaches a buyer when she thinks about making a purchase.

The advertising approach that matches recency theory would be to spread the message around using a variety of media, each type providing limited exposure per week or time period. In the case of selling supplemental health insurance to the elderly, magazines such as *Senior Living*, television spots on local news and weather programs, and newspaper ads can quickly reach the target audience in a cost-effective manner. This method, which maximizes reach, accomplishes more than increasing frequency.

In the business-to-business arena, recency theory argues that advertisements should appear in a number of outlets and over a longer period of time rather than running a series of ads in one trade journal. Many times, buying centers consist of several members, each with different responsibilities. Making sure each one sees an advertisement would mean placing ads in every journal that might be read by buying center members. To facilitate the purchasing process for a company seeking to acquire an audio-conferencing system, the media buyer purchases space in trade journals, human resource journals, sales journals, and business journals. This increases the odds that the message will reach buying center members. One exposure might be enough for each, because the member actively looks for information and is ready to make a decision.

From Cassina - Mex Cube sofa and island by Piero Lissoni and LC3 chair by Le Corbusier, Pierre Jeanneret and Charlotte Perriand



▲ Based on recency theory, a person looking for designer home furnishings is likely to notice this advertisement.

▼ Effective reach and effective frequency are important measures to evaluate ads, such as this one for Keepsake.



EFFECTIVE REACH AND FREQUENCY

Seeking to discover the minimum number of exposures needed to be effective may be based on two concepts: effective frequency and effective reach. **Effective reach** identifies the *percentage of an audience* that must be exposed to a particular message to achieve a specific objective. **Effective frequency** refers to the *number of times* a target audience must be exposed to a message to achieve a particular objective. The concept of effective frequency implies that a minimum number of exposures is needed.

Effective frequency and effective reach are crucial. Too few exposures means the advertiser will fail to attain its intended objectives. In contrast, too many exposures waste resources. Discovering the optimal reach and frequency mix to accomplish the intended objectives without experiencing diminishing returns from extra ads should be the goal. The optimal mix for an objective dealing with brand recognition will be different than when brand recall serves as the objective.

FIGURE 8.7
Brand Recognition versus Brand Recall

Objective	Brand Recognition	Brand Recall
Goal	Create or strengthen mental linkages	Place brand in evoked set
Method	Increase reach	Increase frequency (repetition)
Best media	Television	Television
	Billboards	Radio
	Magazines	Newspapers
	Internet	Internet
	Direct mail	

Other elements can also enhance effective frequency and effective reach. They include the size and placement of an advertisement. A small magazine advertisement does not create the same impact as a larger ad. If a firm uses 15-second television ads, effective frequency may require six exposures. In comparison, a longer 45-second spot may require only four exposures to be remembered. In television advertising, a spot in the middle of an ad sequence usually has less of an impact than the ads shown at the beginning and end of the series.

The number of different media used in an advertising campaign also influences effectiveness. In general, a campaign featuring ads in two types of media, such as television and magazines, has greater effective reach than a campaign in only one medium, such as magazines only.

In recent years, numerous media companies have designed computer models to optimize reach and frequency, such as Nielsen SAVE or Adware. The programs that evaluate effective reach and frequency are based on probability theory. They are designed to help the marketing team effectively allocate advertising dollars. The interaction between an attention-getting television commercial and a magazine ad with copy explaining the product's features may create a more potent synergistic effect than either ad would alone.

BRAND RECOGNITION

Brand recognition requires an emphasis on the visual presentation of the product and/or logo. Strengthening or creating links between the brand and other nodes of information that exist in the person's knowledge structure becomes the goal. Rather than having the individual recall the brand name from memory, the advertiser wants the person to recognize the brand name and logo at the retail store or in the advertisement. Media that are effective at maximizing reach include television, billboards, magazines, the Internet, and direct mail.[9]

BRAND RECALL

To increase brand recall, frequency becomes more important than reach. Repetition helps embed a brand in the consumer's cognitive memory. Repetition increases the odds that a particular brand will come to mind. When a 30-second commercial repeats the name of a restaurant seven times, it becomes easier to remember than when it is stated only once or twice. In terms of media selection, television, radio, newspapers, and the Internet offer the potential for higher frequency.[10] Figure 7 compares brand recall with brand recognition.

Once the media buyer, media planner, account executive, and company leaders agree about basic objectives of the advertising campaign, they select the actual media, seeking to identify logical media combinations. The next section examines traditional advertising media.

OBJECTIVE
What are the advantages and disadvantages associated with each traditional advertising medium?

Media Selection

Effectively mixing the advertising media continues to be a vital part of designing a quality advertising campaign. To do so, the advantages and disadvantages of each individual medium should be understood.

TELEVISION

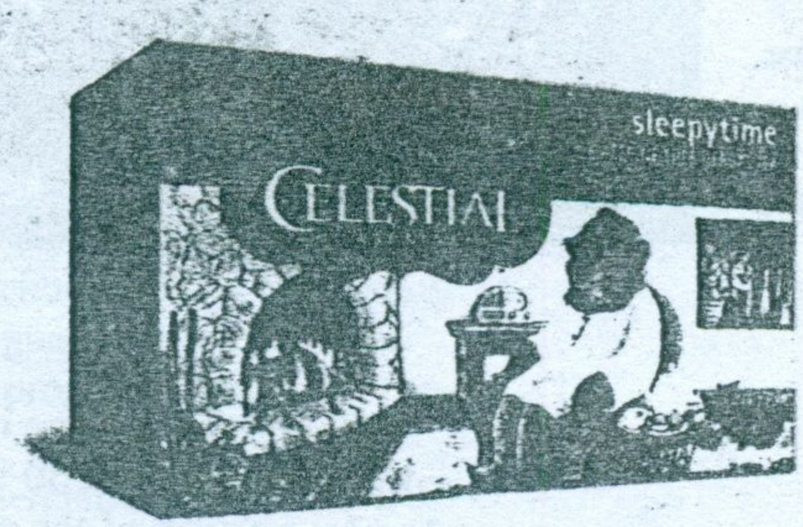
Deloitte Research noted that 71 percent of Americans still rate television as their favorite medium. In terms of impact on buying decisions, 86 percent stated that TV advertising exerts the greatest influence.[11] While the power of television has declined, for many brands and companies it remains a viable advertising option. Figure 8 lists the pros and cons of television advertising.

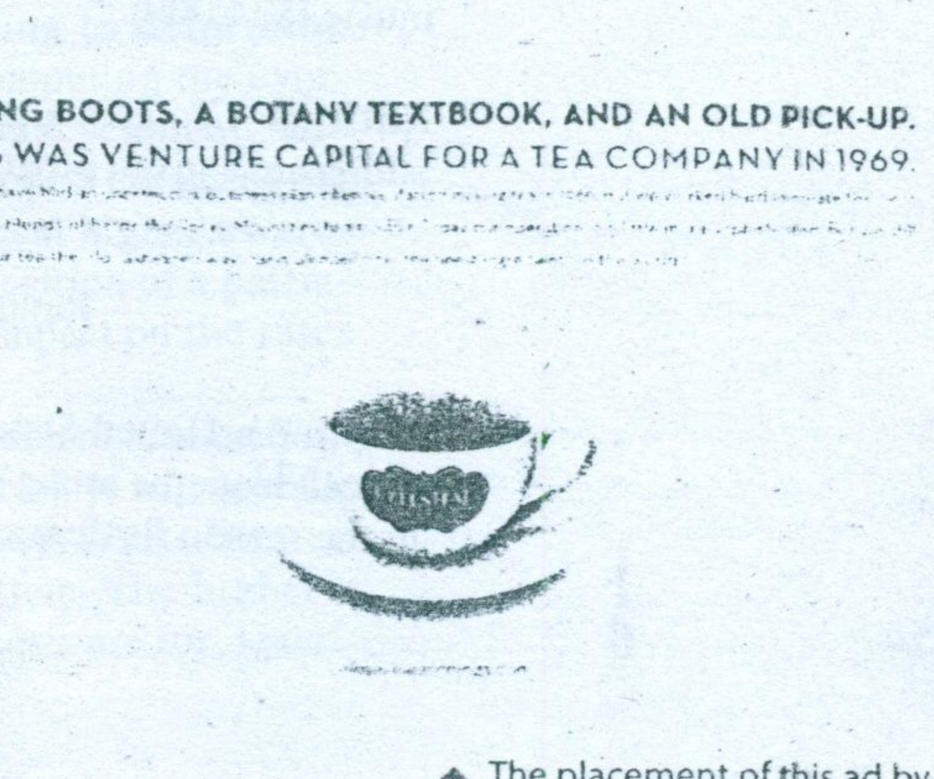
Advantages of Television Advertising Television provides the most extensive coverage and highest reach of any medium. A single advertisement can reach millions. Television offers a low cost per contact, which justifies spending as much as $3.5 million for a 30-second spot on the Super Bowl, where a vast audience of over 110 million households may be watching. The cost per person reached by the commercial is low.

Television has intrusion value. Television commercials featuring a catchy musical tune, sexy content, or humor can quickly grab a viewer's attention. Television offers opportunities to be creative in designing advertisements. Visual images and sounds can be incorporated in a commercial. Products and services can be demonstrated on television in a manner not possible in print or using radio advertisements. Segmentation may be achieved by targeting specialty shows and networks, such as *The Food Channel* or *ESPN*.

Disadvantages of Television Advertising Clutter continues to be the primary problem for television advertising. Many programs include 31 commercials per hour and they take as long as 19 minutes to run. Four- and 5-minute commercial breaks are common.[12] As a result, many viewers switch channels during commercial breaks. Often, low recall exists, especially for commercials in the middle of an advertising segment. Messages at the beginning or near the end of the break have a better chance at recall. Also, ads near the beginning of a television show or during the last commercial break have a higher recall since individuals want to catch the beginning of a show and also make sure they see the last part of a show for its climax or conclusion.

Some viewers cope with clutter by using a DVR, recording favorite programs and watching them later. Advertisers fear the DVR users will skip over the commercials. Recent research indicates, however, that fewer than half fast-forward through commercials. Also, the majority watches the television show the same day it is recorded, and 75 percent have watched it by the end of the next day. This means that time-sensitive ads are being seen close to when they first were run. Consequently, the fear that DVRs cause viewers to skip commercials may be somewhat unjustified.[13]





▲ The placement of this ad by Celestial for Sleepytime Tea will depend on whether the objective is brand recognition or brand recall.

Advantages	Disadvantages
• High reach	• High level of clutter
• High frequency potential	• Low recall due to clutter
• Low cost per contact	• Channel surfing during ads
• High intrusion value	• DVRs skipping ads
• Quality creative opportunities	• Short amount of copy
• Segmentation through cable	• High cost per ad

◀ **FIGURE 8**
Television Advertising

▸ In addition to this billboard, the advertising agency for Louisiana Downs considers other media that might be used to effectively reach the horse racing target market.



Courtesy of Gremillion & Pou.

Television airtime is expensive, as are the costs of producing ads. The average cost of production for a 30-second national ad is $358,000. Production fees account for the largest portion of the cost, an average of $236,000. Other costs include director fees ($23,000), fees for editing and finishing the ad ($45,000), and creative/labor fees and music ($34,000).[14]

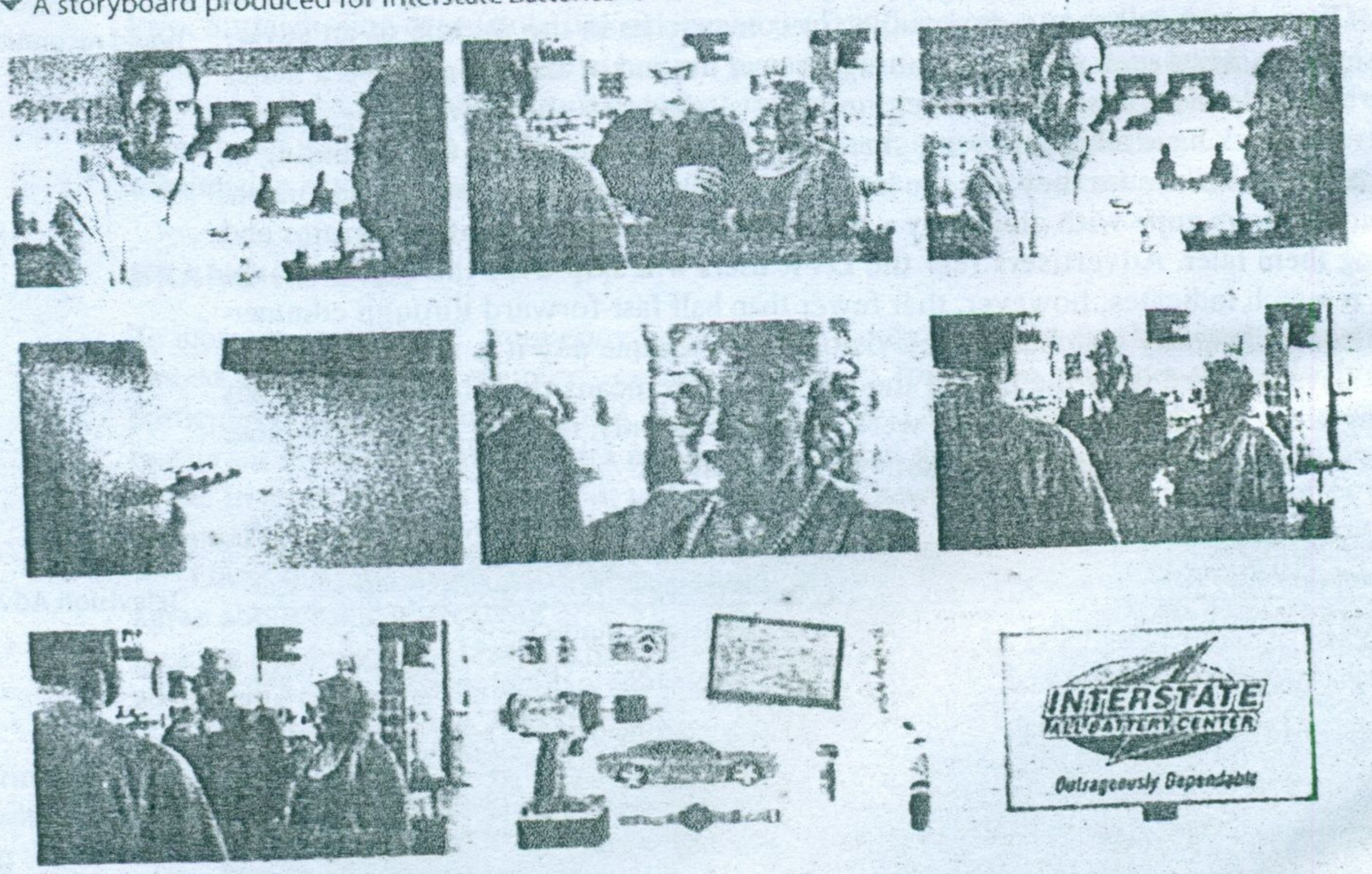
Ratings To gain a sense of how well an advertisement fared in terms of reaching an audience, a given program's rating can be calculated. The typical ratings formula is:

$$\text{Rating} = \frac{\text{Number of households tuned to a program}}{\text{Total number of households in a market}}$$

In the United States, approximately 109.7 million households have television sets. To calculate the rating of an episode of *American Idol*, if the number of households tuned to the season finale was 17.8 million, the rating would be:

$$\text{Rating} = \frac{17,800,000}{109,700,000} = 16.2$$

▾ A storyboard produced for Interstate Batteries for a television commercial.



Interstate Battery Systems International, Inc.

Next, if the advertiser were interested in the percentage of households that actually were watching television at that hour, the program's share could be calculated. Assuming 71 million of the 109.7 million households had a television turned on during the hour in which *American Idol* aired, the share would be:

$$\text{Share} = \frac{\text{Number of households tuned to } \textit{American Idol}}{\text{Number of households with a television turned on}} = \frac{17,800,000}{71,000,000} = 25$$

A 16.2 rating would mean that 16.2 percent of all televisions in the United States were tuned to *American Idol*. A 25 share means 25 percent of the households with a television actually turned on were watching the program. Ratings do not guarantee viewers saw the commercial. Ratings and shares only indicate of how well the program fared.

C3 Ratings Recently, advertisers adopted a new system—the commercial C3 rating—which is a rating for the actual commercial time slot rather than the television program. It calculates commercial's rating plus any viewing of the commercial three days after the original ad ran. Many firms now use the C3 rating to determine national television advertising rates. It is currently calculated by computing the average rating of all commercials within a particular pod, or commercial segment. The criticism advertisers have of the system is that not all ads within a pod create equal exposure. For instance, the first position in a pod generates 28 percent higher awareness than ads in the middle of the commercial sequence. Thus, the position of a particular ad in the commercial break and the length of the pod have no impact on the rates being charged.

Nielsen intends to expand the C3 rating system to correct this problem. Called "On Demand C3" the new system will produce a rating for each commercial. It will include the show's live telecast viewing along with 3-day post viewing period via DVRs.[15]

Figure 9 provides the costs of 30-second ads using the C3 system. The higher a show's rating over time, the more that can be charged. The highest costs are for *American Idol* at $467,617 and *Sunday Night Football* at $415,000.[16]

Ratings Providers ACNielsen is the primary organization that calculates and reports ratings and shares. The company also provides local channel information regarding shares of stations in local markets known as *designated marketing areas* (DMAs). Data-gathering techniques used by ACNielsen include diaries written by viewers who report what they watched, audience meters that record what is being watched automatically, and people meters that allow the viewing habits of individual members of families to be tracked.

These numbers can be further refined to help advertisers understand whether an advertisement reached a target market. Within rating and share categories, viewers can be subdivided by certain demographics, such as age, income, gender, educational level, and race or ethnic heritage. Organizations that prepare this information include Nielsen Media Research; Starch INRA; Hooper, Inc.; Mediamark Research, Inc.; Burke

American Idol	$467,617
Sunday Night Football	$415,000
Glee	$272,694
Family Guy	$259,289
The Simpsons	$253,170
House	$226,180
Grey's Anatomy	$222,113
The Office	$213,617
Desperate Housewives	$210,064

◀ **FIGURE 9**
Cost of 30-second advertisements based on C3 ratings

Source: Adapted from Brian Steinberg, "Simon Who? Idol Spots Still Priest in Primp Time," *Advertising Age*, October 18, 2010. http://adage.com/print/146495.

gives the advertiser a sense of whether the program provides the best audience for an advertisement or campaign.

Local and Regional Television Advertising For local and regional companies, spot TV may be the best television advertising option. In many cases, national brands supplement national commercials with spot TV purchases in select markets. Media planners do this primarily because of the high cost of national ad time and because 75 to 80 percent of prime-time slots are sold out during the spring, shortly after they go on the market. By selecting local early news, late news, and local prime access, a media planner can generate higher GRP at a lower cost than if only national ad time has been purchased.

Denver local pizza operation Anthony's Pizza & Pasta switched from 90 percent out-of-home to 90 percent television. The company used a concentrated flighting schedule during the fourth and first quarters to build awareness and drive traffic to the restaurants. Spots were run in Denver on all of the national broadcast networks and 14 cable channels including ESPN, Comedy Central, Cartoon Network, Food Network, and AMC. All of the spots featured the key message/tagline "authentic, New York-style pizza." Five spots focused on the crafting of the pizza, and six spots utilized humor. During the 6-months when no ads were run, the company used social media, especially Facebook, to maintain contact with customers.[17]

Effective Television Advertising Choosing the best television advertising outlets starts with finding shows match the firm's target market. Most television programs have well-defined audiences. The media planner looks for the best matches between the product's target market and the television show's audience profile. In a recent advertising and promotions campaign, Oscar Mayer used television to launch the "It doesn't get better than this" campaign on the *Golden Globe Awards*, with supporting print ads.

Social Media and Television With the rise of social media and the Internet, some advertisers have become concerned that television provides less of an impact. While many consumers watch less TV as they spend more time online, for others the opposite takes place. Social media, mobile, and the Internet can enrich television viewing experiences and actually drive consumers to watch more programs. Individuals that spend considerable time with social media tend to watch more TV. Adam Rossow of iModerate notes that these individuals "love the social interaction and frequently add shows to their viewing lineup due to social chatter. More time is spent on social networks and more hours watching television." A Deloitte Research study revealed that 75 percent of consumers multitask while watching TV—42 percent are online, 29 percent are talking on phones, and 26 percent are sending text messages.[18]

As a result of the interaction between social media and television viewing Bluefin Labs began examining online buzz about brands and television shows. People who commented online about Wal-Mart also tweeted or commented about television shows *America's SuperNanny*, *Dallas Cowboys Cheerleaders*, *Wife Swap*, *Cell Block 6: Female Lockup*, and *America's Most Wanted*. In contrast, social media comments about Target were tied to online comments and tweets about *Top Secret Recipe*, *My Yard Goes Disney*, *HGTV'd*, *Fashion Hunters*, and *Free Agents*.[19]

As the amount of time people spend on social media continues to increase, so will the online buzz about television shows. By monitoring this type of online chatter, advertisers and their clients can gain a better perspective on which television shows to place ads.

YouTube and Television Many companies and advertising agencies post television ads on YouTube. Some of the ads are placed on the site simultaneously with the TV launch (called *in-stream*) while others are be submitted to YouTube prior to the national launch (called *pre-roll*). For the Super Bowl, part of the ad, a teaser, appears on YouTube prior to the game.

Google and Ipsos research indicates that YouTube pre-roll of TV ads as well as in-streaming of TV ads result in higher recall. Individuals who watched the ad on YouTube and on TV had a 200 percent higher recall than individuals who saw the ad only on TV. Those who saw the ad online on YouTube only had a 150 percent higher recall. More than 3 billion consumers watch videos on YouTube daily.[20]

Super Bowl Advertising The Super Bowl continues to be the biggest television advertising event of the year. Many viewers tune in to watch the game, but a significant percentage of the 110 million also pays close attention to the ads. "We see the Super Bowl as a huge brand-building opportunity," says Paul Chibe, vice-president of marketing at Anheuser-Busch.[21]

In the past, ads were kept under wraps until the moment they appear during the game. With the rise of social media, the trend has changed. Many Super Bowl commercials first appear on YouTube, Facebook, the company's Web site, or the agency's site prior to the game. As noted, teaser ads entice viewers to watch the entire commercial during the game. Another new approach involves the release of extended versions of advertisement with more content or additional information about the ad spot on the Web site. Pre-rolling ads generates excitement and allows viewers to see, share, and discuss the ads before, during, and after the game. Many companies and agencies now spend as much time developing a marketing plan for the pre-roll as they do for the actual Super Bowl commercial.

One teaser ad for Volkswagen released to YouTube three weeks prior to the Super Bowl was viewed 11 million times. An extended version of the sequel was uploaded to YouTube the week prior to the Super Bowl and was viewed over 1.3 million times. A Super Bowl commercial for the Chevrolet Camaro went online 17 days before the Super Bowl. Brian Sharpless, chief executive of HomeAway, stated that "Because social media can build buzz for Super Bowl commercials before, during, and after the game, if you don't take advantage of all that, you're not getting the most bang for your buck."[22]

Super Bowl advertising result in nearly immediate feedback. A number of companies run various types of ad meters during the game and monitor social media buzz to determine the best ads and those that missed the mark. Stan Richards of the Richards Group commented, "You get quick feedback. I have to tell you, when you go to bed right after the Super Bowl, your last thought is, 'What is it going to say in *USA Today* tomorrow morning?' "[23]

RADIO

Despite CDs, iPods, audio books, and other types of audio devices, the vast majority of Americans, approximately 80 percent; still listen to the radio daily.[24] Adverting professional Mary Price stated that, "Right now, on a weekly basis terrestrial radio still reaches 93 percent of everybody. It used to be 96 or 97, but it's still up there. As long as they can create a following for local personalities and local events, you can't get that off an iPod. If you want some kind of commentary about the music you're listening to . . . you can't get that on a pre-recorded iPod."[25]

While radio may not seem as glamorous as television, it remains an effective advertising medium (see Figure 10). A well-placed, clever ad results in a one-on-one message (announcer to driver in a car stuck in traffic). Many smaller local companies rely heavily on radio advertising. Most radio ads are produced locally and with small budgets.

Advantages of Radio Advertising Skillful radio advertisements cause the listener to remember the message by creating powerful images to visualize and by using repetition. This moves the information from the consumer's short-term to long-term memory. Sound effects and lively tunes assist in this process. Through repetition a person hears an advertisement often enough to generate recall.

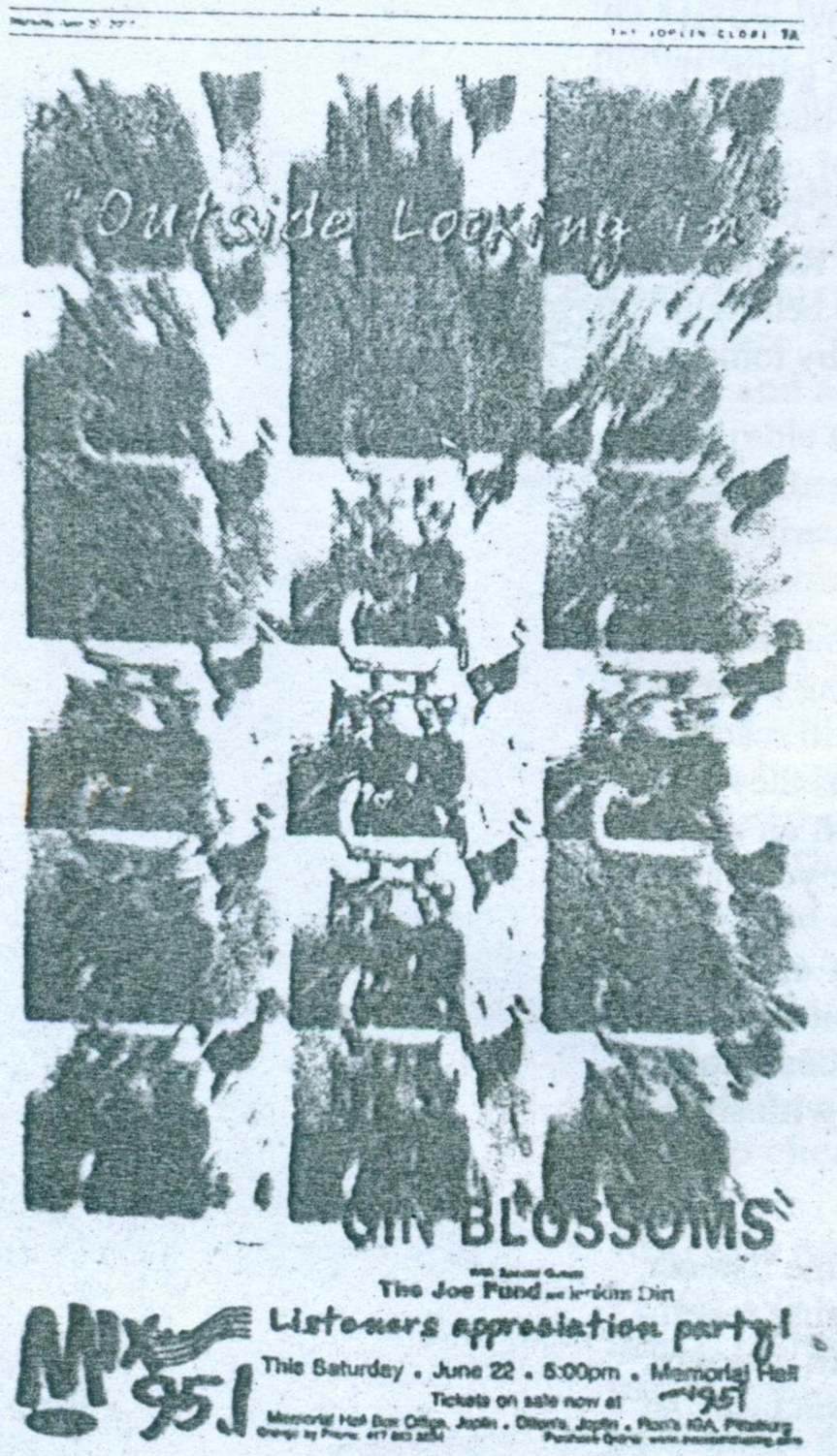
FIGURE 10
Radio Advertising

Advantages	Disadvantages
• Recall promoted	• Short exposure time
• Narrower target markets	• Low attention
• Ad music can match audience	• Difficult to reach national audiences
• High segmentation potential	• Target duplication with several stations using the same format
• Flexibility in making ads	• Information overload
• Modify ad to local conditions	
• Intimacy with DJs	
• Mobile – listen anywhere	
• Creative opportunities with sound and music	

A radio station reaches definable target markets based on its format, such as talk radio, lite mix, oldies, or country. A firm can advertise on a specific type of station across the country. Radio advertisers can examine the rating and share of a program as well as the estimated number of people listening. Arbitron calculates these numbers for local stations. Radio's All-Dimension Audience Research (RADAR) reports ratings for national radio networks.

Radio can create intimacy. Listeners often feel personally close to DJs and radio personalities. The attachment grows over time. Listening to the same individual becomes more personal and intimate, especially if the listener has a conversation with the DJ during a contest or when requesting a song. The bond or intimacy level gives the radio personality a higher level of credibility and an edge to goods and services the radio celebrity endorses.

▼ This advertisement for Mix 95.1 highlights the market niche served by the radio station.



Beachbody, a fitness brand based in Santa Monica, California, used radio as the prime medium to promote its P90X, a home exercise system that promised total body improvements within 90 days. Robinson Radio from Virginia was contracted to develop and manage the radio campaign. Robinson realized the best approach was to use "radio's secret weapon," the DJs, who used the product, documented their successes, and then described their progress on the air. The DJs also posted their photos on the company's Web site, created chat rooms for listeners, and asked listeners to share their success stories. Early in the campaign it became clear that the micro website was a key component of the radio campaign, because it allowed communications between the listeners, customers of the product, and the DJs. The other advantage of using radio was that it was easy and inexpensive to make changes to ads as the campaign progressed. The campaign was highly successful in California. Beachbody expanded the campaign nationally within a few months.[26]

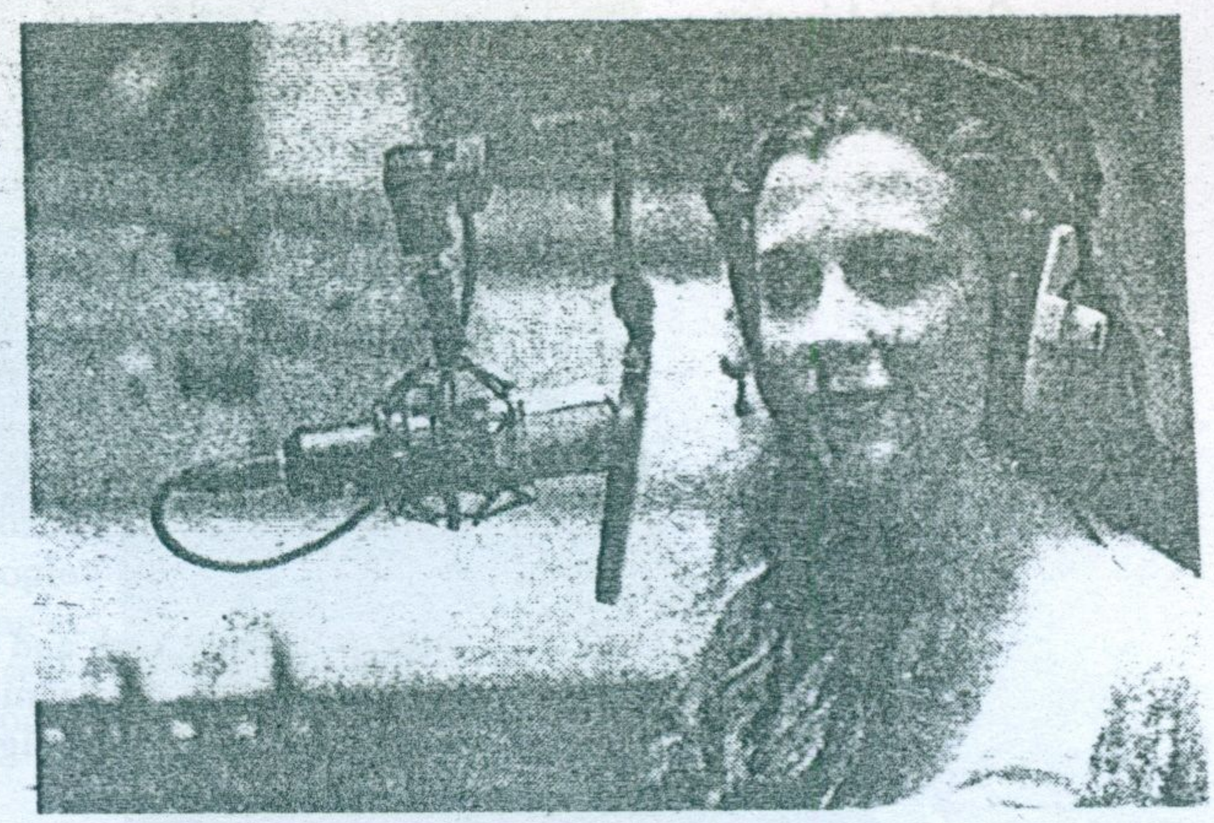
Disadvantages of Radio Advertising Short exposure time creates one problem for radio. Most commercials last 15 or 30 seconds. Listeners involved in other activities, such as driving or working on a computer, may not pay attention. Further, people often use radio as a background to drown out other distractions, especially at work.

For national advertisers, covering a large area with radio advertisements is challenging. To place a national advertisement requires contacting a large number of companies. Few large radio conglomerates means contacts must be made with multiple stations. Negotiating rates with individual stations based on volume can be difficult. Local businesses can

often negotiate better rates than national advertisers because of the local company's relationships with the radio stations.

The four main national radio networks in the United States are Westwood One, ABC, CBS, and Unistar. These are joined by a few other strong networks, such as ESPN radio and CNN. Nationally syndicated programs such as those on the Fox radio network offer some opportunities to national advertisers.

In large metropolitan areas, duplication presents another problem. Several radio stations may try to reach the same target market. Chicago has several rock stations. Advertising on each one may not be financially feasible, yet reaching everyone in that target market will not be possible unless all rock stations are included.



© Wavebreakmediamicro/Fotolia

▲ Radio enjoys the advantage of intimacy with the local DJ.

Radio advertising offers a low-cost option for a local firm. Ads can be placed at ideal times and adapted to local conditions. Careful selection of stations, times, and quality construction of the advertisement will be the key. Radio allows local businesses to present remote broadcasts. Remotes can attract attention to a new business (restaurants, retail stores, etc.) or to a company trying to make a major push for immediate customers. Radio promotions can be combined with other media (local television or newspapers) to send more integrated messages.

For business-to-business advertisers, radio provides the opportunity to reach businesses during working hours, because many employees listen to the radio during office hours. Radio can reach businesspeople while in transit to or from work. Both radio and television usage has increased for business-to-business marketing.

OUTDOOR ADVERTISING

Billboards along major roads are the most common form of outdoor advertising; however, there are other forms. Signs on cabs, buses, park benches, and fences of sports arenas are other types of outdoor advertising (also out-of-home advertising, OOH). Some would argue that even a blimp flying above a major sporting event is form of out-of-home advertising. In the past, outdoor advertising was seldom considered in the planning of an integrated marketing communications program or the development of the media plan.

Advances in technology have dramatically changed OOH advertising. Annual expenditures on outdoor advertisements now total more than $5.5 billion. Global positioning systems, wireless communications, and digital display technology have transformed outdoor advertising. LED technology creates animated videos in locations such



Courtesy of Pink Jacket Creative: A Creative Factory.

◀ This billboard was part of a highly successful campaign for the Snoring Center.

▶ **FIGURE 11**
Outdoor Advertising

Advantages	Disadvantages
• Select key geographic areas	• Short exposure time
• Accessible for local ads	• Brief messages
• Low cost per impression	• Little segmentation possible
• Broad reach	• Clutter
• High frequency on major commuter routes	
• Large visuals possible	
• Digital capabilities	

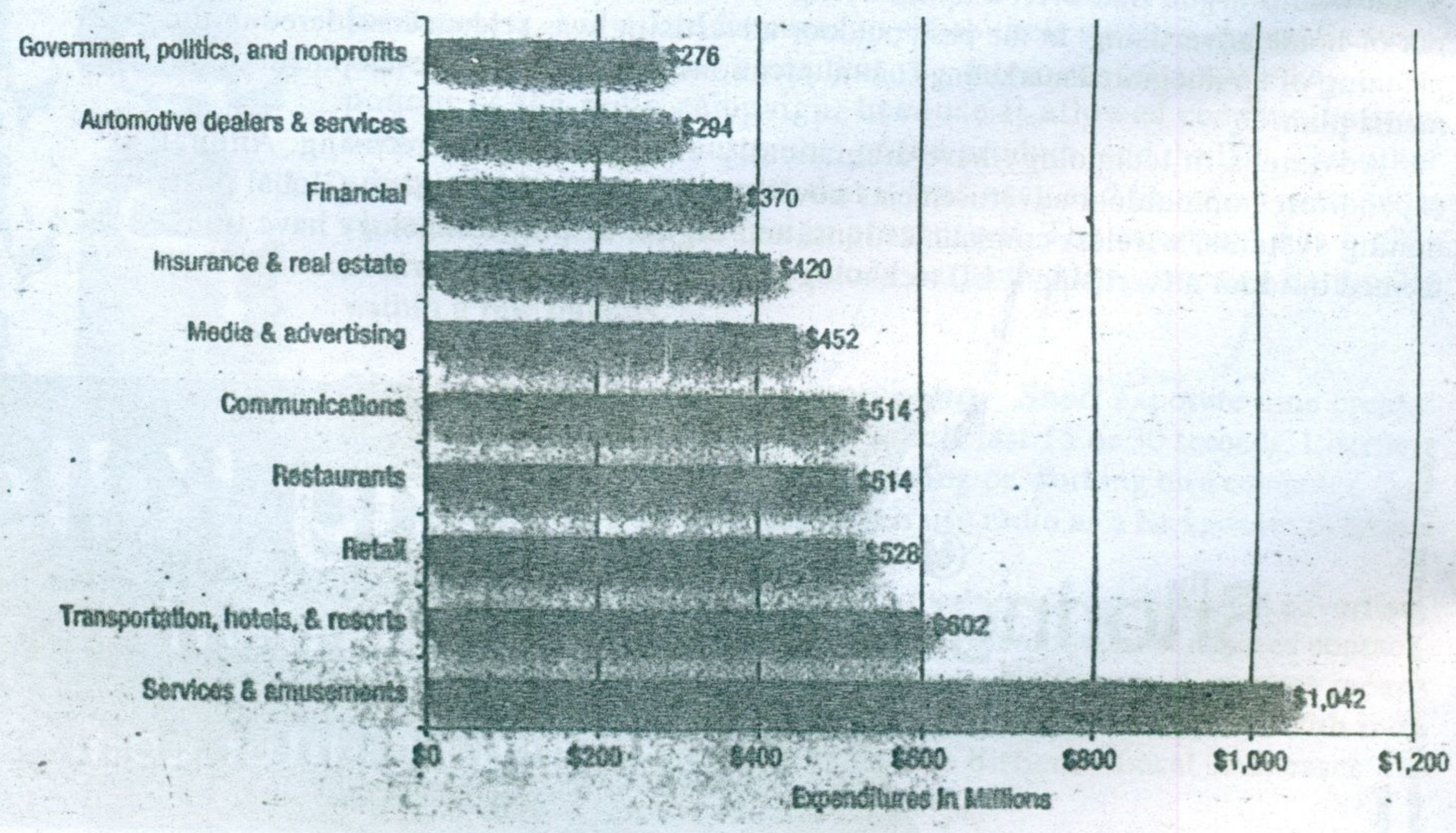
as Times Square in New York and the Strip in Las Vegas. It can present static messages and visuals that change electronically. Figure 11 lists the advantages and disadvantages of out-of-home ads and Figure 12 shows a breakdown of outdoor spending by categories

A unique billboard campaign was created by Firehouse Agency of Dallas for Stripes Convenience Stores. The campaign invited customers of Stripes to tweet about tacos sold at the convenience stores. The tweets were streamed into digital billboard displays located near traffic lights in 8 different Texas cities where vehicles would stop for a red light. According to Ian Dallimore of Lamar Advertising, "Stripes wanted to do something more than just change the copy a few times a day. It wanted to create the sense of a conversation, and make people feel involved. The idea is to get people more engaged with outdoor advertising and arouse curiosity about the tacos." The tweets ran from lunchtime until midnight daily.[27]

Advantages of Out-of-Home Advertising Billboard advertising offers long life. For local companies, billboards offer an excellent advertising medium, because the message will primarily be seen by residents. It also provides a low-cost medium in terms of cost per impression. Out-of-home advertising features a broad reach and a high level of frequency if multiple billboards or venues are purchased. Every person who travels past a billboard or sees an advertisement on a taxi may be exposed to the message. Many out-of-home companies provide rotation packages in which an ad moves to different locations throughout an area during the course of the year, thereby increasing

▶ **FIGURE 12**
Expenditures on Outdoor Advertising

Source: Adapted from "Outdoor Advertising Expenditures, 2009 January–June, "*TNS Media Intelligence/CMR OAAA*, September 2009.



its reach. Digital boards and signs provide higher resolution graphics as well as capabilities of changing messages on demand or on a routine schedule.

Disadvantages of Out-of-Home Advertising

Short exposure time is a major drawback of out-of-home advertising. Drivers must pay attention to the traffic as they travel by a billboard. As a result, messages must be short. Pedestrians often get only a quick look at an advertisement placed on a vehicle. Most either ignore outdoor ads or give them just a casual glance. Ironically, in large cities along major arteries the cost of billboard spots has increased. The reason: traffic jams. People stuck in slow-moving traffic spend more time looking at billboards. If this space is not available, a firm can seek billboard locations where traffic stops for signals or at stop signs.

MAGAZINES

For many advertisers, magazines represented a secondary choice. Recent research indicates that magazines can provide a quality option. An Affinity Research study suggests that half of magazine readers either take action, such as accessing a Web site, or have more favorable opinions about magazine advertisers. Several studies conclude that magazines are a strong driver of purchase intentions and boost the effectiveness of other media.[28]

Advantages of Magazine Advertising

Magazines can create high levels of market segmentation by topic area. Even within certain market segments, such as automobiles, a number of magazines exist. High audience interest constitutes another advantage. An individual who subscribes to *Modern Bride* has an attraction to weddings. People reading magazines also tend to view and pay attention to advertisements related to their needs and wants. Often, readers linger over an ad for a longer period of time because they read magazines in waiting situations, such as in a doctor's office, or during leisure time. The high level of interest, segmentation, and differentiation, when combined with high-quality color, are ideal for products with well-defined target markets.

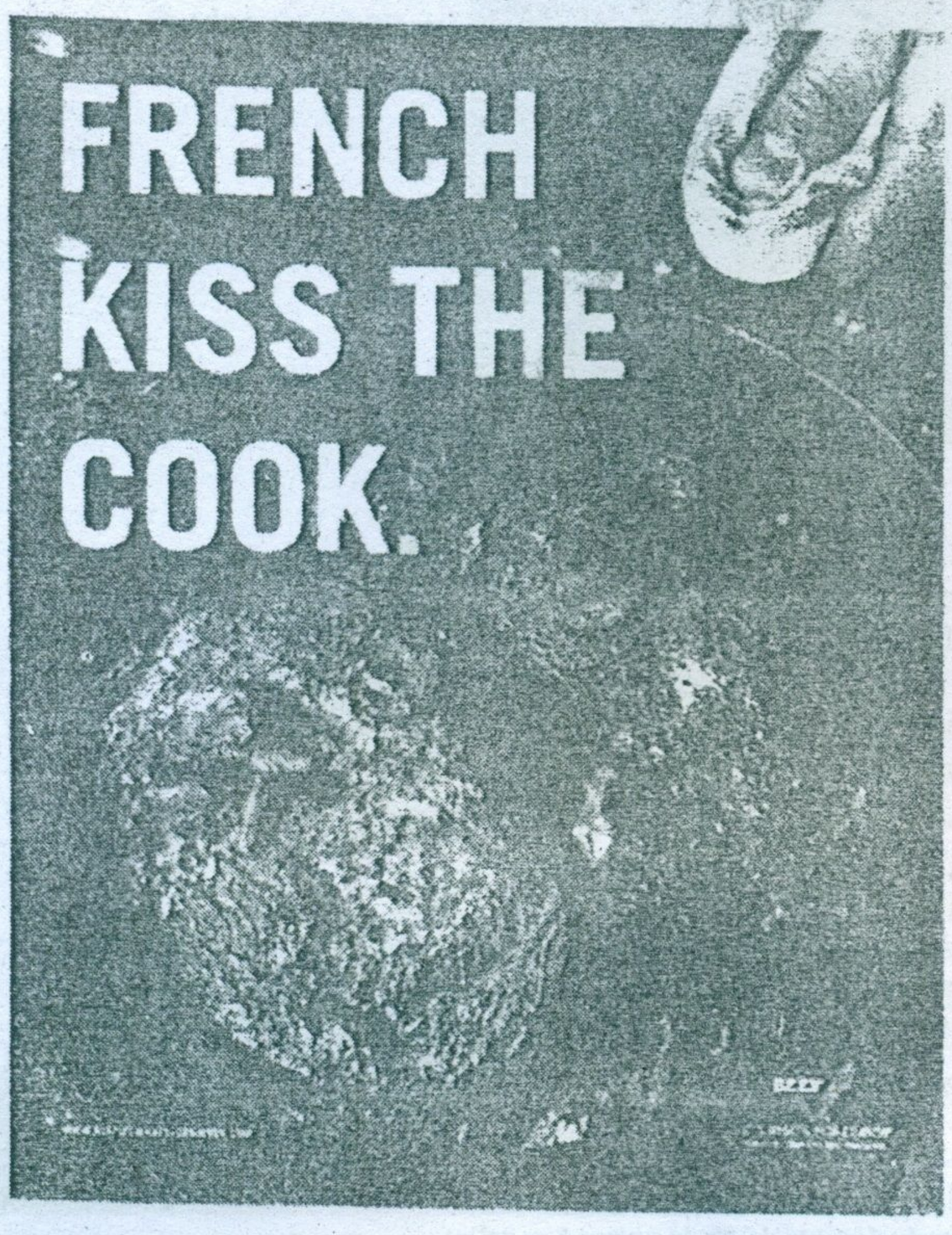
Trade and business journals continue to be the primary choice for business-to-business marketing. Businesses target advertisements to buying center members. The ad's copy can provide a greater level of detail about products. Interested readers take more time to study the information provided in the advertisement. Ads often provide toll-free telephone



▲ This Treetop advertisement targets new mothers and appears in magazines such as *Parenting*.

Advantages	Disadvantages
• High market segmentation	• Declining readership
• Targeted audience by magazine	• Clutter
• Direct-response techniques	• Long lead time
• High reader loyalty	• Little flexibility
• Longevity	• High cost
• Multiple exposures	
• Availability of special features	

◀ **FIGURE 13**
Magazine Advertising



Courtesy of the Beef Checkoff Program.

▲ Advertisers can target specific market segments with magazines, making it an attractive medium for ads such as this one for the beef industry.

numbers and Web addresses so that interested parties can obtain further information.

Magazines have long lives that reach beyond an immediate issue. An avid magazine reader may examine a particular issue several times and spend a considerable amount of time with each issue. Advertisers know the reader will be exposed to the ad more than once and might be more likely to pay attention. Other individuals may also review the magazine. In the business-to-business sector, trade journals are often passed around to several individuals or members of the buying center. As long as the magazine lasts, the advertisement is still there to be viewed.

In addition to the standard sniff-patches that can be placed in magazines, advertisers can now use QR codes or special mobile apps. DirecTV partnered with *Sports Illustrated* to create a free Android and IOS app for *SI*'s annual swimsuit edition. Individuals downloaded the app to their smartphone could hold the phone over the swimsuit models in the *SI* magazine and watch videos of the model's picture shoot. The magazine had 19 embedded videos, each approximately 30 seconds in length.[29]

Disadvantages of Magazine Advertising While overall readership of magazines has declined, the trend is less evident among "influential Americans." Individuals with incomes of $100,000 or more read an average of 15.3 publications, and individuals with incomes over $250,000 read an average of 23.8.[30] Magazine advertisements require a great deal of lead time and are expensive to prepare. They may be less viable for more general consumption products, such as basic necessities.

At the same time, magazines continue to be an effective medium for advertising. For both consumer and business markets, it appears that magazines, used in conjunction with other media, can enhance the effectiveness of an advertising campaign.

NEWSPAPERS

When *USA Today* was launched, few believed a national daily newspaper could succeed. At the same time, news reporting has changed. Many small local papers no longer exist, and conglomerates, such as Gannett, own most major city newspapers. Still, daily readership continues.

For many smaller local firms, newspaper ads, billboards, and local radio programs represent the most viable advertising options. Newspapers are distributed daily, weekly, or in partial form as the advertising supplements found in the front sections of grocery stores and retail outlets.

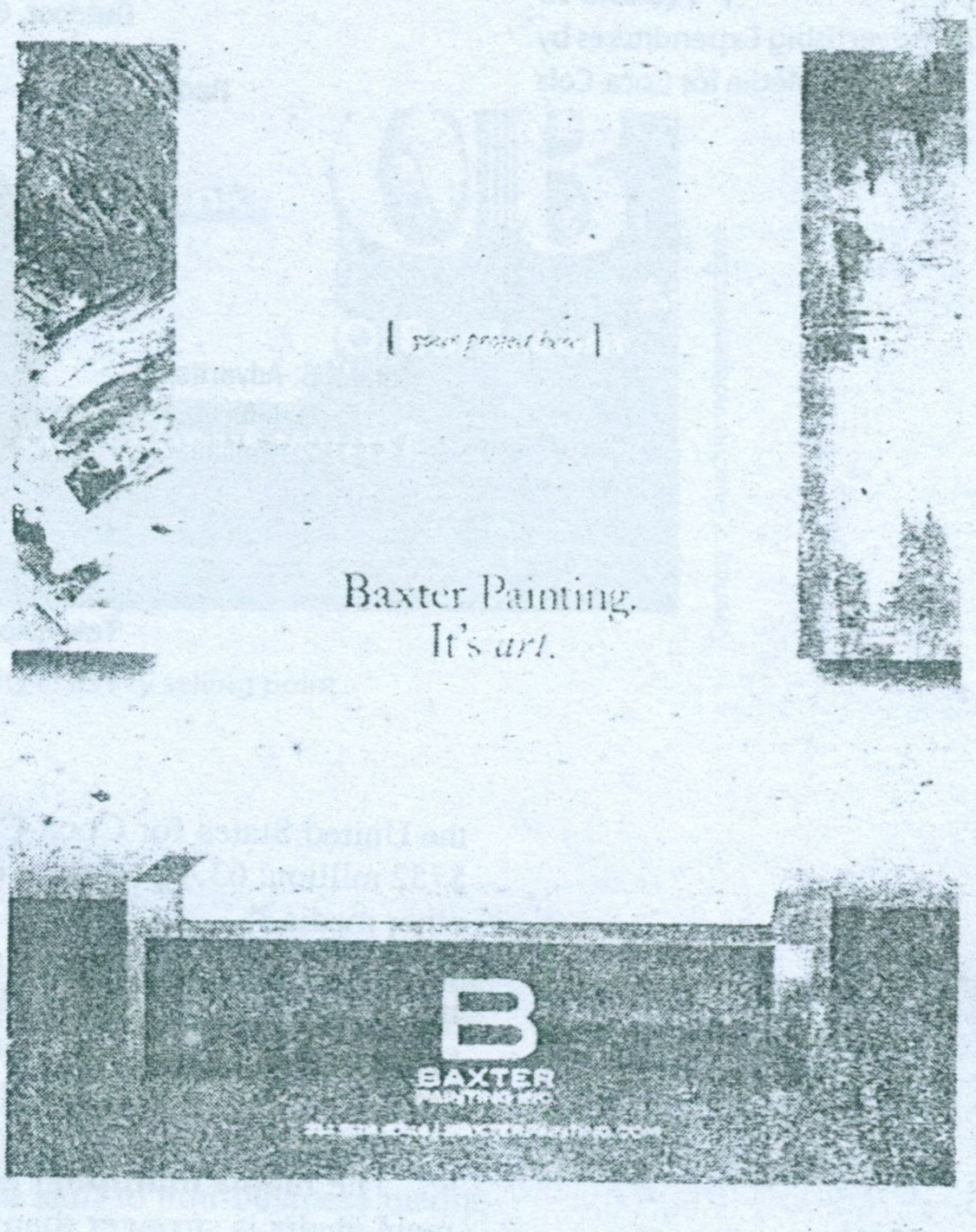
▶ **FIGURE 14**
Newspaper Advertising

Advantages	Disadvantages
• Geographic selectivity	• Poor buying procedures
• High flexibility	• Short life span
• High credibility	• Clutter
• Strong audience interest	• Poor quality reproduction
• Longer copy	• Internet competition
• Cumulative volume discounts	• Aging readership
• Coupons and special-response features	

Advantages of Newspaper Advertising As noted in Figure 14, many retailers rely on newspaper because it offers geographic selectivity (local market access). Promoting sales, retail hours, and store locations is easier. Short lead time permits retailers to quickly change ads and promotions. Such flexibility offers the advantage of allowing advertisers the ability to keep ads current, and the ads can be modified to meet competitive offers or to focus on recent events.

Newspapers retain high levels of credibility. Readers rely on newspapers for factual information. Newspaper readers hold high interest levels in the articles as well as advertisements. Greater audience interest allows advertisers to provide more copy detail in ads. Newspaper readers take more time to read them copy unless simply too much information is jammed into a small space. A recent survey of shoppers revealed that newspapers were the most trusted source of information for purchase decisions.[31]

Recognizing a match between newspaper readers and its customer base, Starbucks launched a unique newspaper campaign designed by the agency Wieden + Kennedy of Portland, Oregon. Starbucks invited coffee drinkers to stop at a local Starbucks for a free cup of coffee on March 15. Four-page full-color ads were placed in daily newspapers of 11 major markets, including New York, Los Angeles, Chicago, Boston, and Dallas. The ads were placed in the newspapers the week before the giveaway and again the day before. Then, on the day of the giveaway, Starbucks hired street vendors to pass out free copies of the newspapers that contained the Starbucks ad. The newspapers were banded with the distinctive Starbuck's coffee cup sleeve. The campaign cost $545,000, but resulted in a half-million customers going into a Starbucks store. In some locations lines wrapped around the block. Starbucks estimated the newspaper campaign resulted in 12 million impressions.[32]



Courtesy of Baxter Painting Inc.

▲ Newspapers are ideal for advertising local business, such as Baxter Painting, which offers high-end home and commercial painting and decorating.

Disadvantages of Newspaper Advertising Newspapers cannot be easily targeted to specific market segments (although sports pages carry sports ads, entertainment pages contain movie and restaurant ads, and so forth). Newspapers have a short life. Once read, a newspaper will be cast aside, recycled, or destroyed. If a reader does not see an advertisement during the first pass through a newspaper, it will go unnoticed. Readers rarely pick up papers a second time. When they do, it is to continue reading, not to reread or rescan a section that has already been viewed.

Newspaper readers continue to age. Younger consumers obtain news either through the Internet or from television; few read a print newspaper. The average age of those who read printed papers is 51 compared to 44 for those who read the digital version. Digital readers are younger, better-educated, and are often more affluent than the print readers.[33]

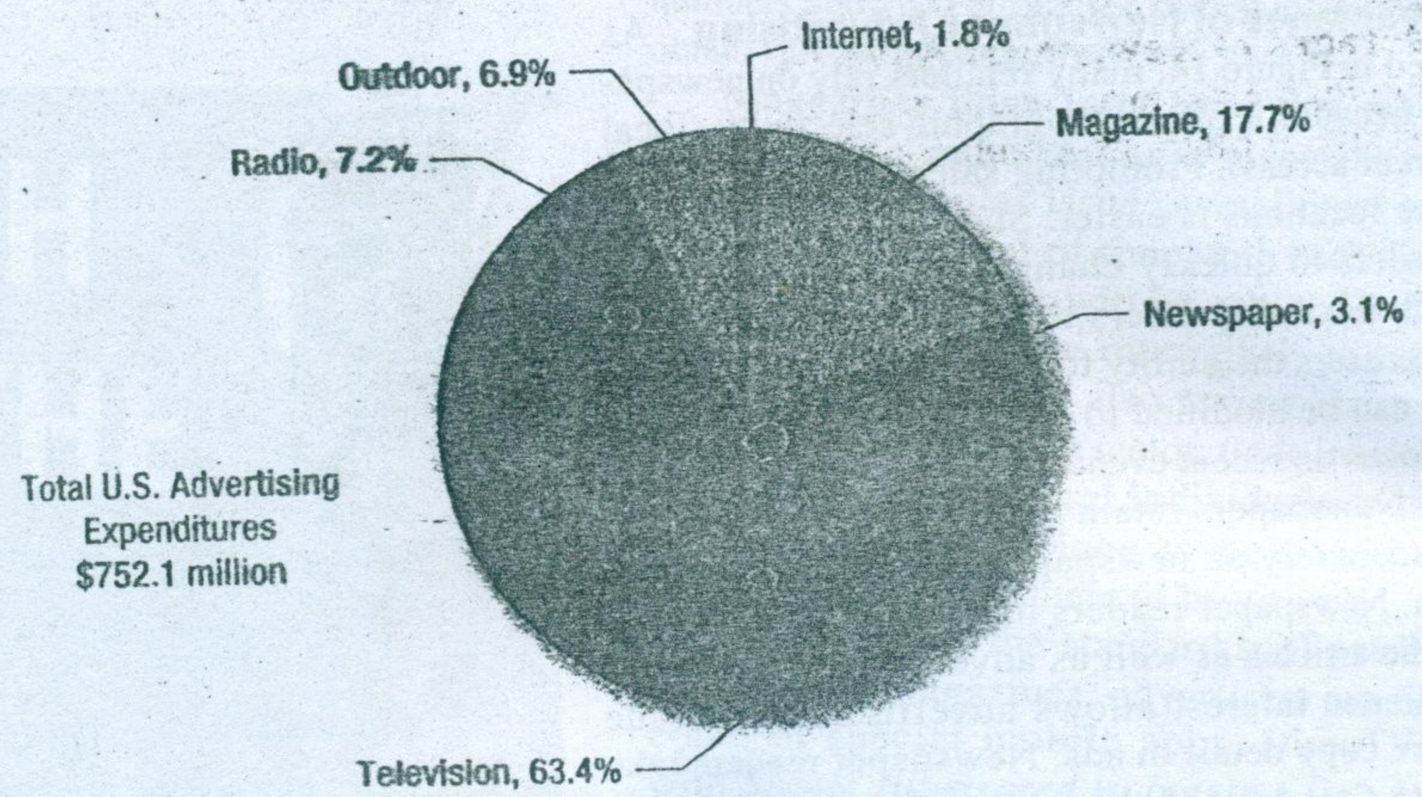
MEDIA MIX

Selecting the proper blend of media outlets for advertisements is crucial. As campaigns are prepared, decisions are made regarding the appropriate mix of media. Media planners and media buyers are both excellent sources of information about the most effective type of mix for a particular advertising campaign. Figure 15 displays the media mix in

OBJECTIVE 6

How can the marketing team use the media mix to increase advertising effectiveness?

▶ FIGURE 15
U.S. Advertising Expenditures by Media for Coca-Cola



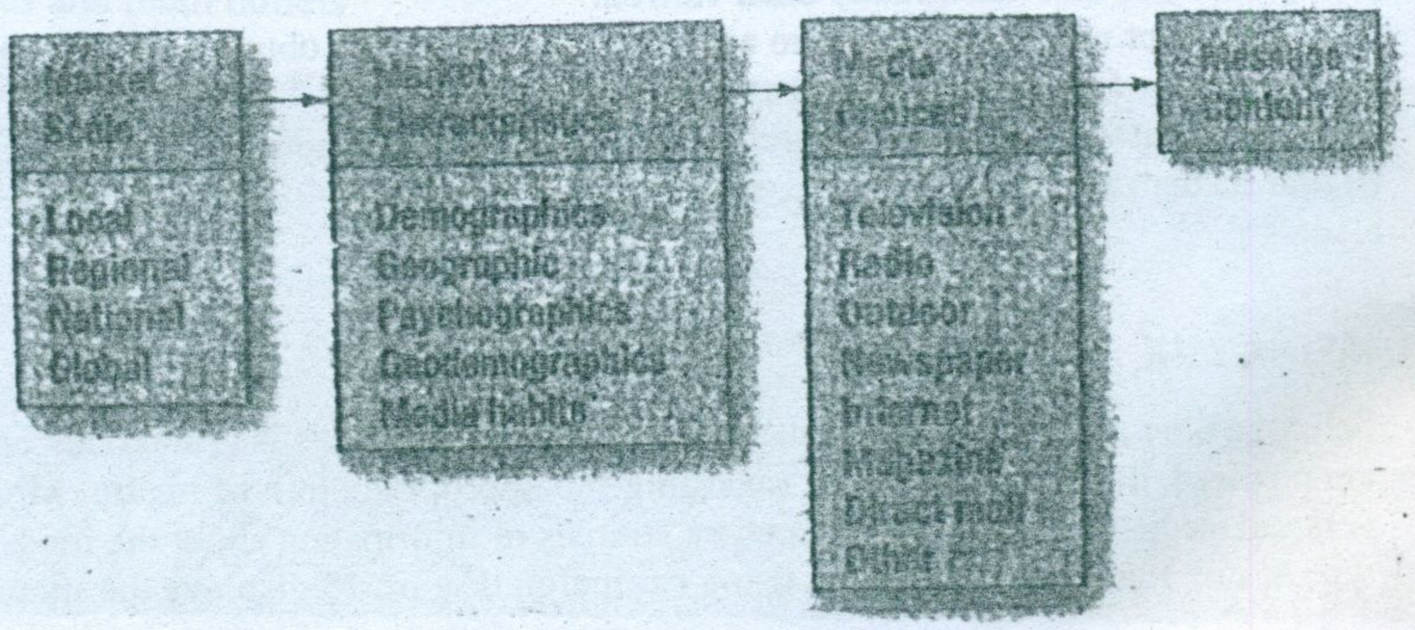
the United States for Coca-Cola. Total U.S. spending for advertising by Coca-Cola was $752 million; 63.4 percent went to television advertising. Coca-Cola spent far less on the other media.[34]

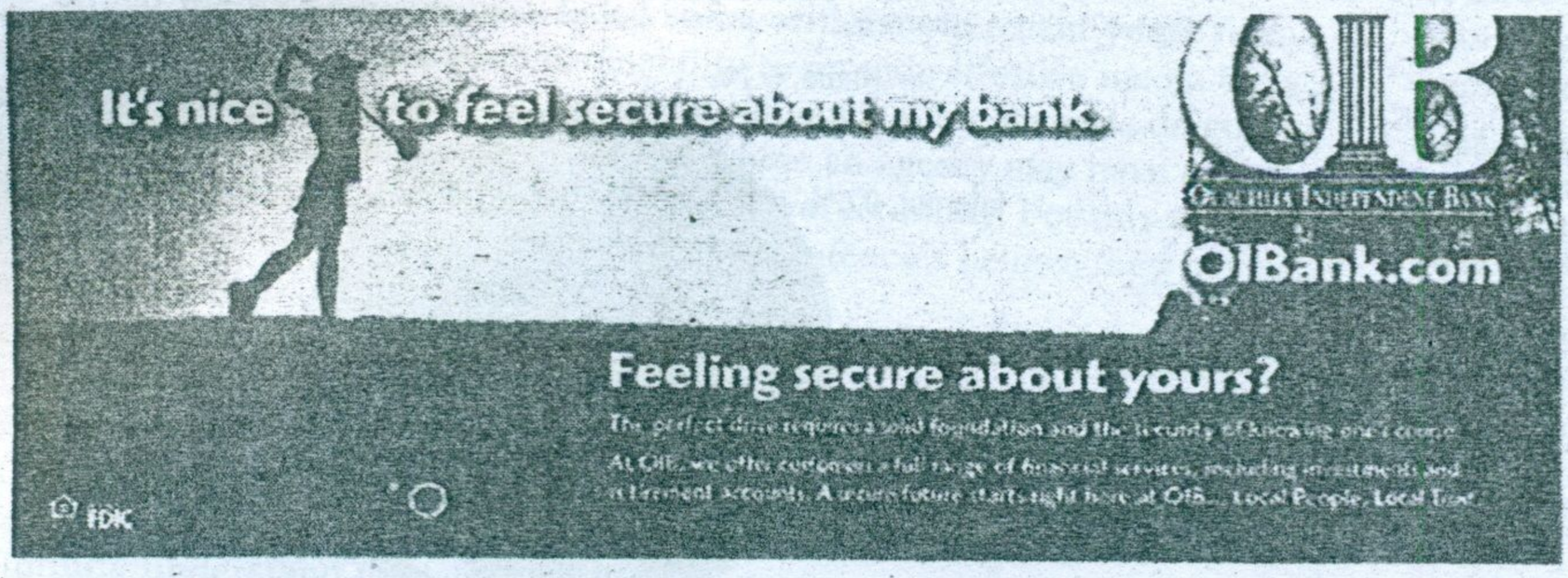
Recent studies by Millward Brown and ACNielsen highlight the benefits of combining media.[35] The Millward Brown report states that ad awareness was strongest when consumers were exposed to an advertisement on television and in a magazine. Ad awareness was considerably lower for only those who read the magazine ad and even less for those who only saw the television commercial.

The **media multiplier effect** suggests that the combined impact of using two or more media is stronger than using either medium alone. The British insurance company Churchill discovered that 62 percent of consumers who saw the company's TV commercial and heard its radio ad planned to look into Churchill Insurance, compared to 49 percent who only saw only the television advertisement.[36]

The media multiplier effect is equally important in business-to-business advertising. In a survey conducted by American Business Media, 89 percent of the business respondents indicated that an integrated marketing approach raised their awareness of a company or brand. Seeing advertisements in more than one medium led the company or brand name to become top-of-mind. It also resulted in more businesses making purchases.[37] Finding effective combinations of media is the key to the media multiplier effect. Figure 16 displays the process for choosing the best media for a particular advertising message. Media experts decide which go best together for individual target markets, goods and services, and advertising messages.

▶ FIGURE 16
Developing Logical Combinations of Media





Courtesy of Ouachita Independent Bank

▲ This advertisement for OIBank.com highlights personal security as its key selling point.

Media Selection in Business-to-Business Markets

OBJECTIVE 7
What are the key issues associated with media selection for business-to-business markets?

Identifying differences between consumer ads and business-to-business ads has become more difficult, especially on television, outdoor, and the Internet. In the past, it was easy to spot business-to-business advertisements. The content was aimed at another company. Television, outdoor, and the Internet were seldom used. Currently, over half of all business advertising dollars are now spent in non-business environments.[38]

Several explanations have been offered regarding the shift to non-business media. First, business decision makers also consume goods and services. The same psychological techniques used to influence and gain consumer attention can be used for business decision makers.

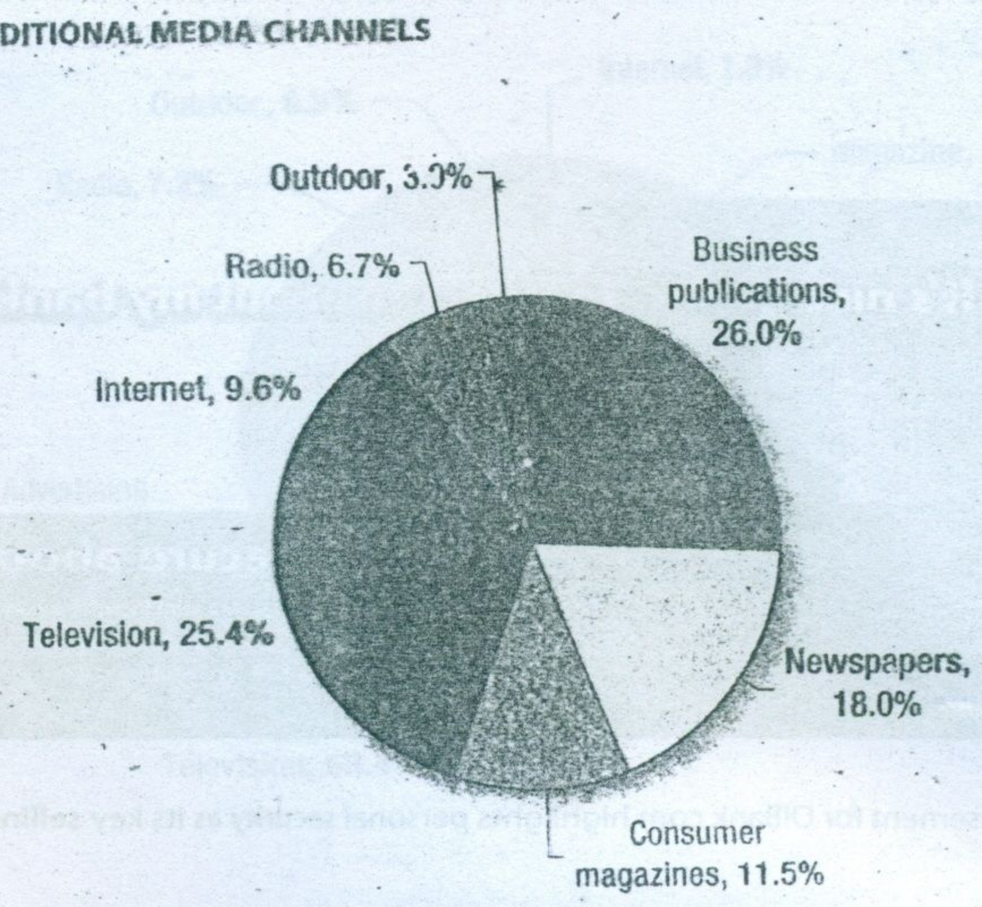
Second, business decision makers are difficult to reach at work. Gatekeepers (secretaries, voice mail systems, etc.) often prevent the flow of information to users, influencers, and decision makers. This is especially true in straight rebuy situations in which orders are routinely placed with the current vendor. Any company that is not the chosen vendor finds it difficult to make contact with buying center members. Business-to-business vendors try to reach them at home, in the car, or in some other non-business venue.

Third, clutter among the traditional business media makes it more difficult to get a company noticed. Business advertisers recognize that a strong brand name is a major factor in making a sale. Taking lessons from major giants such as Nike, Kraft Foods, and Procter & Gamble, business marketers seek to develop strong brands because the name helps a company gain the attention of members of the buying center.

In the past, business ads were fairly dull. They now are more likely to resemble ads aimed at consumers. Creative appeals and the use of music, humor, sex, and fear are used. The boldest business ads sometimes include nudity or other more risqué material.

Figure 17 identifies the ways business-to-business advertising expenditures are divided among the various media. In the past, business publications would account for most of the expenditures, often assuming half of the dollars. Business publications now represent about one-fourth of the more than $14 billion spent annually on business-to-business advertising. As more dollars are shifted to non-business types of media, the amount being spent on television, newspapers, and consumer magazines has steadily increased.[39]

Although the use of business publications has decreased, trade journals still provide an excellent opportunity to contact members of the buying center whom salespeople cannot reach. Gatekeepers do not prevent trade journals from being sent to members of the buying center. An advertisement has the best chance of success when a firm makes modified rebuy, and the buying center is in the information search stage.



▶ FIGURE 17
Business-to-Business Advertising Expenditures

Source: Based on Kate Maddox, "Top 100 B-to-B Advertisers Increased Spending 3% in '06," *B to B* 92, no. 11 (September 10, 2007).

In addition to trade journals, business-to-business advertisers also use business magazines such as *BusinessWeek*. These publications have highly selective audiences, and the ads have longer life spans in print. Business decision makers and members of the buying center spend more working time examining print media than any other medium.

Many goals in business-to-business advertisements are the same as those devoted to consumers. Most of the variables shown in Figure 16 apply equally well to business advertising.

International Implications

OBJECTIVE 8
What issues are associated with media selection in international markets?

Understanding media viewing habits in international markets remains to be an important part of a successful advertising program. In Japan, television provides a major advertising tool; in other countries, it is not as prevalent. In Europe, a good way to reach consumers is through print media, such as magazines and newspapers.

For several years, reports have surfaced that teenagers are watching less TV and spending more time on the Internet. A study by Forrester Research contradicted that notion, at least in Europe. Thousands of teenagers in Europe were surveyed about their media usage [40] The general conclusions of the Forrester study are that:

- European teens spend more time watching TV than they do with any other medium, averaging 10.3 hours per week.
- Average personal time on the Internet is 9.1 hours per week.
- Europeans ages 10 to 17 spend less time on the Internet than individuals 18 and older.
- Only 41 percent of European teens visit social networks at least once a week.
- Teenagers like to multitask—watching TV while texting friends or playing video games while listening to music or TV.
- Younger European teens love video games, playing twice as much as individuals 18 and older.
- Most teenagers do not read the paper. They get news from TV or the Internet.

Although there are a large number of media buying agencies throughout the world, nearly three-quarters of all media buying is conducted by only six large global agencies or their holding agencies. The largest global media company is the WPP Group, which holds 22 percent of the market share.[41] To combat these large media networks, a global media consortium has been formed. The consortium consists of a number of smaller independent agencies and offers services in Europe, North America, the Russian

Federation, and Asia. Central offices are located in New York and London to serve business clients and to pitch for regional and national accounts.[42]

The large global media agencies have faced some criticism in recent years from marketing managers. They complain about the inability to provide effective media buys throughout all the countries where the clients operate. Although a few agencies do cover the world, it is difficult to be strong in every country where an agency may have a presence. The global agency may not be the best option in every country. For this reason, local media agencies and the consortium of independent agencies believe they have a chance to increase their market share.

In general, the tactics used to develop advertising campaigns and choose appropriate media in the United States apply to other countries throughout the world. What differs is the nature of the target markets, consumer media preferences, and the processes used to buy media. Company representatives carefully attend to cultural mores to make sure the buying process does not offend the cultural and religious attitudes in any given region. The goal is to fully understand the target market as a company purchases advertising time or space and prepares advertising campaigns.

INTEGRATED CAMPAIGNS IN ACTION

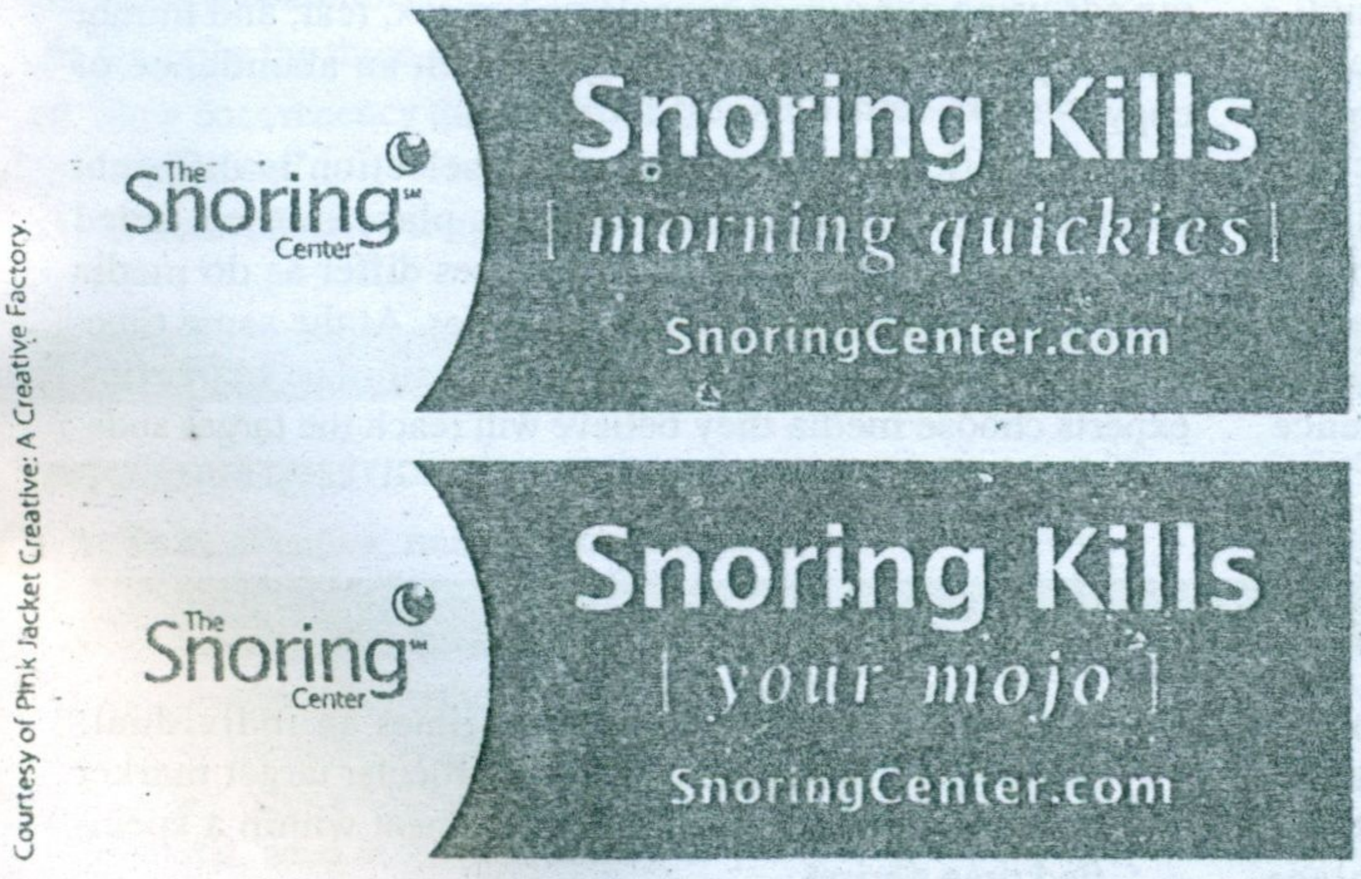
The Snoring Center

In the past decade, the Pink Jacket Creative advertising agency, led by co-owners Bill Breedlove and Elena Baca, helped develop a highly successful advertising program for a medical company—The Snoring Center. According to Breedlove, "When we first started working with The Snoring Center, a physician had an office here in Dallas. He decided he wanted to start treating snoring and sleep apnea. Did you know that 46 percent of adults snore? 25 percent snore habitually? Of that, 23 percent of married couples regularly sleep apart because of sleep apnea."

To develop brand awareness for The Snoring Center, the central component of the advertising program was billboards, with television and print ads as support media. Bill Breedlove recalls, "It was a really simple outdoor campaign. We put up branded billboards that said simply, 'Snoring Kills . . .' and then underneath it would have something that it kills, such as 'it kills careers' or 'it kills your love life,' or 'it kills your mojo,' or 'your morning quickies,' or 'your afternoon delight,' and so on.

Within a year and a half, the physician shut his ENT practice down and had two locations of The Snoring Center. Within 24 months, The Snoring Center became the world's leading provider of minimally invasive snoring treatment. The company now performs more procedures than any other provider in the world.[43]

The Snoring Center campaign is located at the Pearson Instructor's Resource Center (www.pearsonhighered.com). The campaign has a PowerPoint presentation outlining the details of the campaigns and examples of the collaterals developed by Pink Jack Creative. Also available is video of the creative minds behind the campaign, Bill Breedlove and Elena Baca.



Courtesy of Pink Jacket Creative: A Creative Factory.

▲ Billboard ads were the central component of the campaign for The Snoring Center.

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SUMMARY

In traditional advertising, the roles of media planners and media buyers have grown in importance. Bob Brennan, chief operating officer of Chicago-based Leo Burnett Starcom USA, stated that in the past "Ninety-five percent of your success was great creative and 5 percent was great media. Now it's much closer to 50–50."[44]

A media strategy is the process of analyzing and choosing media for an advertising and promotions campaign. Media planners and buyers complete much of this work. The media planner's primary job is to formulate a program stating where and when to place advertisements. Media planners work closely with creatives and account executives. Media buyers purchase the space, and they negotiate rates, times, and schedules for the ads.

The goals of reach, frequency, opportunity to see, gross rating points, effective rating points, cost, continuity, and gross impressions drive the media selection process. Reach identifies the number of people, households, or businesses in a target audience exposed to a media vehicle or message schedule at least once during a given time period. Frequency is the average number of times an individual, household, or business within a particular target market is exposed to a particular advertisement within a specified time period. Gross rating points (GRPs) measure the impact or intensity of a media plan. Cost per thousand (CPM) is one method of finding the cost of the campaign by assessing the dollar cost of reaching 1,000 members of the media vehicle's audience. Cost per rating point (CPRP), a second cost measure, assesses the efficiency of a media vehicle relative to a firm's target market. Ratings measure the percentage of a firm's target market that is exposed to a show on television or an article in a print medium. Continuity sets the schedule or pattern of advertisement placements within an advertising campaign period. Gross impressions are the number of total exposures of the audience to an advertisement.

The three-exposure hypothesis suggests that a consumer must be exposed to an ad at least three times before it has the desired impact; other experts believe even more exposures are necessary. In contrast, recency theory suggests that ads truly reach only those wanting or needing a product and that the carryover effects of advertising diminish rapidly. It is necessary, therefore, to advertise on a continuous basis to ensure that the message is noticed by consumers when a purchase decision is made.

In addition to these basic concepts, advertising experts often utilize the concepts of effective frequency and effective reach. Effective frequency states the number of times a target audience must be exposed to a message to achieve a particular objective. Effective reach identifies the percentage of an audience that must be exposed to a particular message to achieve a specific objective.

In seeking advertising goals, marketing experts, account executives, and others assess the relative advantages and disadvantages of each individual advertising medium. Thus, television, radio, outdoor, magazines, and newspapers should all be considered as potential ingredients in a campaign. Other new media can be used to complement and supplement the more traditional media outlets. Logical combinations of media should be chosen.

In business-to-business settings, companies can combine consumer media outlets with trade journals and other business venues (trade shows, conventions, etc.) to attempt to reach members of the buying center. In many cases, enticing ads using consumer appeals such as sex, fear, and humor have replaced dry, dull, boring ads with an abundance of copy.

International advertising media selection is different in some ways from that which takes place in the United States, because media buying processes differ as do media preferences of locals in various countries. At the same time, the process of media selection is quite similar. Marketing experts choose media they believe will reach the target audience in an effective manner.

Key Terms

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

media planner The individual who formulates the media program stating where and when to place advertisements.

media buyer The person who buys the media space and negotiates rates, times, and schedules for the ads.

spot ad A one-time placement of a commercial on a local television station.

reach The number of people, households, or businesses in a target audience exposed to a media vehicle or message schedule at least once during a given time period.

frequency The average number of times an individual, household, or business within a particular target market is exposed to a particular advertisement within a specified time period.

opportunities to see (OTS) The cumulative exposures to an advertisement that are achieved in a given time period.

gross rating points (GRPs) A measure of the impact or intensity of a media plan.

cost per thousand (CPM) The dollar cost of reaching 1,000 members of the media vehicle's audience.

ratings A measure of the percentage of a firm's target market that is exposed to a show on television or an article in a print medium.

cost per rating point (CPRP) A measure of the efficiency of a media vehicle relative to a firm's target market.

weighted (or demographic) CPM A measure used to calculate whether an advertisement reached the target market effectively.

continuity The schedule or pattern of advertisement placements within an advertising campaign period,

gross impressions The number of total exposures of the audience to an advertisement.

intrusion value The ability of media or an advertisement to intrude upon a viewer without his or her voluntary attention.

recency theory A theory suggesting that consumer attention is selective and focuses on individual needs and wants and therefore has selective attention to advertisements

effective reach The percentage of an audience that must be exposed to a particular message to achieve a specific objective.

effective frequency The number of times a target audience must be exposed to a message to achieve a particular objective.

media multiplier effect The combined impact of using two or more media is stronger than using either medium alone.

REVIEW QUESTIONS

1. What is a media strategy? How does it relate to the creative brief and the overall IMC program?
2. What does a media planner do?
3. Describe the role of media buyer in an advertising program.
4. What is reach? Give examples of reach in various advertising media.
5. What is frequency? How can an advertiser increase frequency in a campaign?
6. What are gross rating points? What do they measure?
7. What is the difference between CPM and CPRP? What costs do they measure?
8. What is continuity?
9. Describe the three-exposure hypothesis.
10. How does recency theory differ from the three-exposure hypothesis?
11. What is effective frequency? Effective reach?
12. What are the major advantages and disadvantages of television advertising?
13. What are the major advantages and disadvantages of radio advertising?
14. What are the major advantages and disadvantages of outdoor advertising?
15. What are the major advantages and disadvantages of magazine advertising?
16. What are the major advantages and disadvantages of newspaper advertising?
17. Is the strong intrusion value of television an advantage? Why or why not?
18. What special challenges does media selection present for businesses? What roles do gatekeepers play in creating those challenges?
19. What special challenges does media selection present for international advertising campaigns? What differences and similarities exist with U.S. media selection processes?

DISCUSSION QUESTIONS

1. To be effective, multiple media should be chosen and integrated carefully. Individuals who are exposed to advertisements in combinations of media selected from television, radio, magazines, newspapers and outdoor are more inclined to process the information than when only a solitary medium is used. For each of the media, what is the probability of you being exposed to an advertisement? The percentages should add up to 100 percent. Discuss which media are most effective in reaching you. Explain.
2. Billboard advertising in Times Square has become so popular that space has already been sold for the next 10 years. Coca-Cola, General Motors, Toshiba, Prudential, NBC, Budweiser, and *The New York Times* are paying rates in excess of $100,000 per month to hold these spaces. Why would companies pay so much for outdoor advertising? What are the advantages and disadvantages of purchasing billboards at Times Square?
3. The Super Bowl is the most watched program on television. Many tune in just to watch the ads. Interview 10 individuals of various ages, genders, and ethnicities. Ask each what they thought of last year's Super Bowl ads. Summarize what you were told. Based on these interviews, how effective is Super Bowl advertising? Is it worth paying $3.5 million for 30 seconds? What about for business-to-business ads? Do you think the Super Bowl is a good venue for business-to-business advertising?
4. Xerox offers a color printer that sells for $1,200. The goal is to market it to business buyers. What media mix would you suggest for a $5 million advertising campaign? Justify your answer.

5. Use the Internet or phone directory to identify all of the radio stations in your area. What type of format does each have (i.e., talk, country, hip hop, rock, etc.)? Is radio a good advertising medium to reach college students at your university? Why or why not? Which of the radio stations on your list would be the most effective in reaching college students?
6. As you drive to school (or home) make a list of all of the billboards and outdoor advertising you see. Which are the most effective? Why? Which are the least effective? Why? How effective are billboards at reaching you with an advertising message?
7. Pick five different magazines on a wide range of topics. For each, describe the types of ads and the number of ads in the issue. Did you see any business-to-business ads? What similarities did you see in the ads across the five magazines? What differences did you notice? Which would be most effective at reaching people in your demographic?

Integrated Learning Exercises

1. Go to the Life Section of *USA Today* (www.usatoday.com/life/default.htm) and locate the Nielsen ratings. What were the top five television shows last week? What other information is available at the Web site about Nielsen ratings?
2. In Canada, a valuable source of information is BBM (Bureau of Broadcast Measurement). Access this Web site at www.bbm.ca. What type of information is available on the site? What media does the BBM cover? How can it be used to develop a media plan for Canada?
3. A trade organization for magazines is the Magazine Publishers of America. Access the association's Web site at www.magazine.org. What type of information is available? How could it be used by a company wanting to advertise in magazines?
4. Two Web sites that are important for radio advertising are the Radio Advertising Bureau at www.rab.com and the top 100 radio sites at www.100topradiosites.com. Access both sites. What information is available on each site? Discuss how the information can be used to develop an advertising plan using radio.
5. A major company for outdoor advertising is Lamar Advertising Company. Access its Web site at www.lamar.com. Access the outdoor advertising component of the company and locate the rates for your area or another area of interest to you. What type of outdoor advertising is available? What other products does Lamar offer? What services does Lamar offer? Write a short report on what types of advertising Lamar can provide for a company.
6. One of the best sources of information for business-to-business advertisers is *BtoB* at www.btobonline.com. What type of information is available at this Web site? How can it be used? What benefits would a business-to-business advertiser derive from the Web site?

Student Project

CREATIVE CORNER

Horse racing has been struggling to maintain attendance at the race tracks. The majority of serious fans of horse racing are older, white males. One challenge in drawing new fans to horse racing is the complexity of understanding the sport. Understanding which horse won a race is easy; however, after that it becomes very complex and difficult to understand horse racing stats. A steep learning curve that requires thoughtful and complex analysis is needed, and many potential fans do not want to invest the time or energy to learn. According to Tim Capps, a professor at the University of the Louisville College of Business, horse racing "has been run more for itself than for its fans. One thing racing has to do is make participation in our sport easier for fans, because the fan has not come first in our industry." He further adds "people don't want to go to school. They want to be entertained."

While all agree that there is a need to attract new fans, wide disagreement exists regarding the type of fan it should be. Do you market to the individuals who are already going to the track, or do you go after new individuals? Do you go after young people, middle-age individuals, or work harder to reach baby boomers? Which gender—male or female, do you seek?

First, choose the target audience for an advertising campaign. Defend your choice. Second, select the media that would be most appropriate. Third, design a magazine ad for the target market chosen. Fourth, develop a billboard or outdoor ad to accompany the magazine ad.

CASE 1 DOMINO'S *MEA CULPA* AND "NO" CAMPAIGNS

In the past, one classic advertising strategy used by companies involved turning a disadvantage into an advantage. For example, it takes ketchup a long time to pour out of the bottle because it is "thick and rich." A car rental company may be small, but they "try harder."

Recently, the Domino's Pizza chain took such an approach to the extreme. Marketers developed an advertising program to address the problem of slowing sales in a declining economy. Dubbed by some as the *mea culpa* campaign, the first wave of television commercials featured clips of consumers in focus groups, discussing Domino's, providing statements such as "Worst pizza I ever had; totally devoid of flavor," "Domino's pizza crust is to me like cardboard," and "The sauce tastes like ketchup."

Domino's had been able to maintain its market share during the economic downturn. At the same time, employees and company managers were concerned about the quality of the products being offered. The advertising program was created to apologize for poor-quality pizza with the promise to do better by creating pies with improved ingredients and better recipes, which led to a complete menu overhaul during a four year period beginning in 2008. "We think that going out there and being this honest really breaks through to people in a way that most advertising does not," explained new company CEO Patrick Doyle.

Some marketing experts expressed concerns that consumers would not listen carefully to the message. They would hear the part about poor quality but not the part about improving. Doyle believed the risk was worth taking.

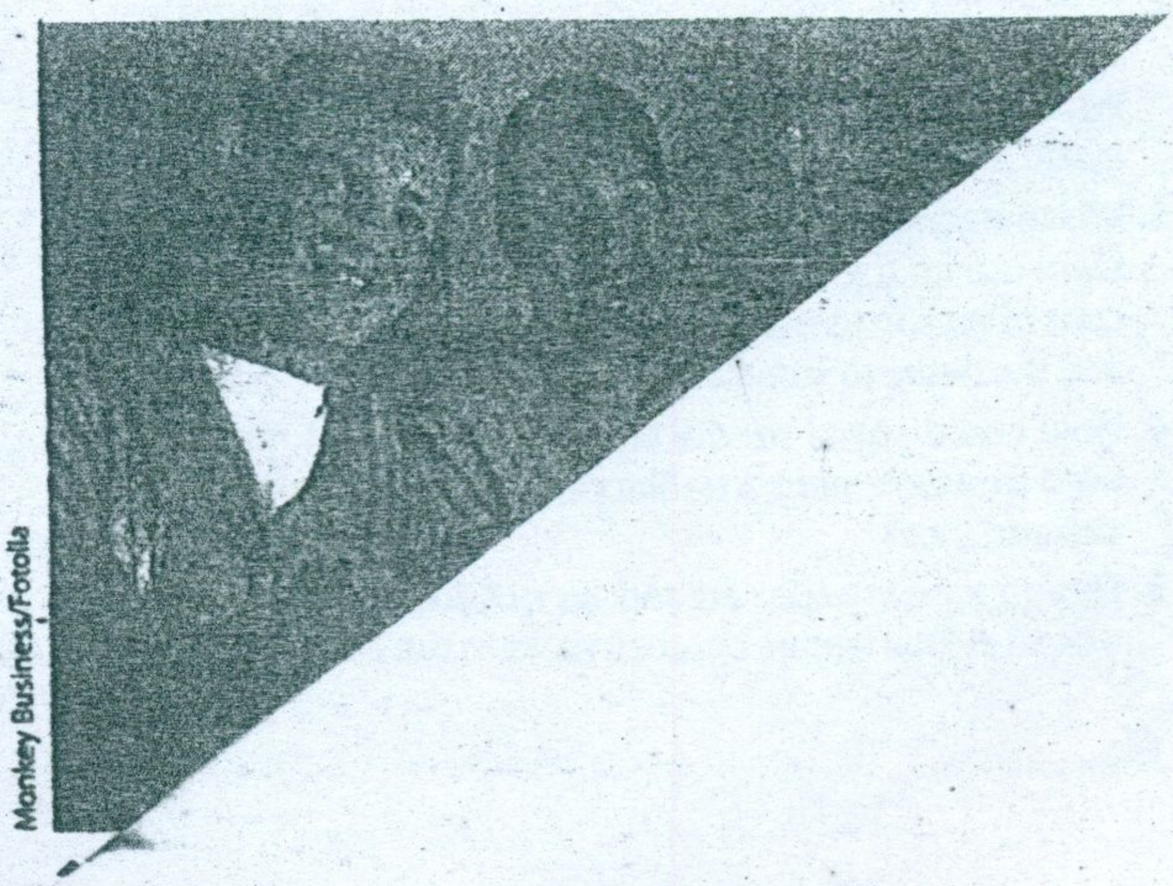
When the roll out of new and improved pizzas at bargain prices commenced, a new advertising campaign was launched, featuring the comment, "We're only as good as our last pizza. So tell us how yours was" followed. Domino's had already introduced the Pizza Tracker feature to its Web site, which allows customers placing an online order at the Domino's Web site to follow the progress of the order from the shop to their front door. Users receive an email directing them to the order-tracking page within seconds of placing an order and, without having to refresh the page, are told precisely when their pie is placed in the oven, checked for quality assurance and dispatched to their home. The Pizza Tracker informs the customer who was responsible for an individual pizza during preparation and delivery.

Following the completion of the transaction, the customer can provide feedback directly to the store where the pizza was made, which opens lines of communication with individual stores and managers rather than the larger corporation. The Pizza Tracker program insists that individual store owners will listen when customers are dissatisfied. By naming the actual individual responsible for any service failure, the store's manager can improve operations on an employee-by-employee basis. Over the course of the next apology campaign and new emphasis on customer feedback, sales increased dramatically during the next two quarters.

Later, Domino's introduced a line of Artisan pizza and quickly followed with the "No" campaign, in which customers were advised they could not ask for modifications or changes to the Artisan pizzas. Only those with food allergies could have ingredients removed, but no new ingredients could be added.

The "No" concept was to establish Domino's as a higher end quality pizza provider. Company officials stressed how much energy had been put into creating an exact taste that should not be altered at a person's whim. The company once again was willing to risk customer backlash, even mildly taunting the public with the "Oh yes we did" tagline. Time will tell if these two maneuvers will generate long-lasting, positive effects for the company.[45]

1. What roles would reach, frequency, continuity, and effective reach and frequency play in these campaigns?
2. What advertising objectives were being sought through the *mea culpa* and "No" campaigns?
3. Evaluate the potential the short-term and long-term effects of these two campaigns.
4. Provide alternative methods for presenting the same messages as these to consumers, rather than the *mea culpa* and "No" approaches.
5. For each of the traditional media discussed in the chapter, describe the pros and cons of Domino's Pizza advertising. Which medium is the best? Why? Which is the least effective? Why?



Monkey Business/Fotolia

CASE 2 AFTER UNLEASHING

Dog owners constitute a large target market. Most members share something in common: the desire to let the pet run free and unfettered. If other friendly dogs are nearby and want to play—all the better. The Unleashed Dog Park was created to meet this need.

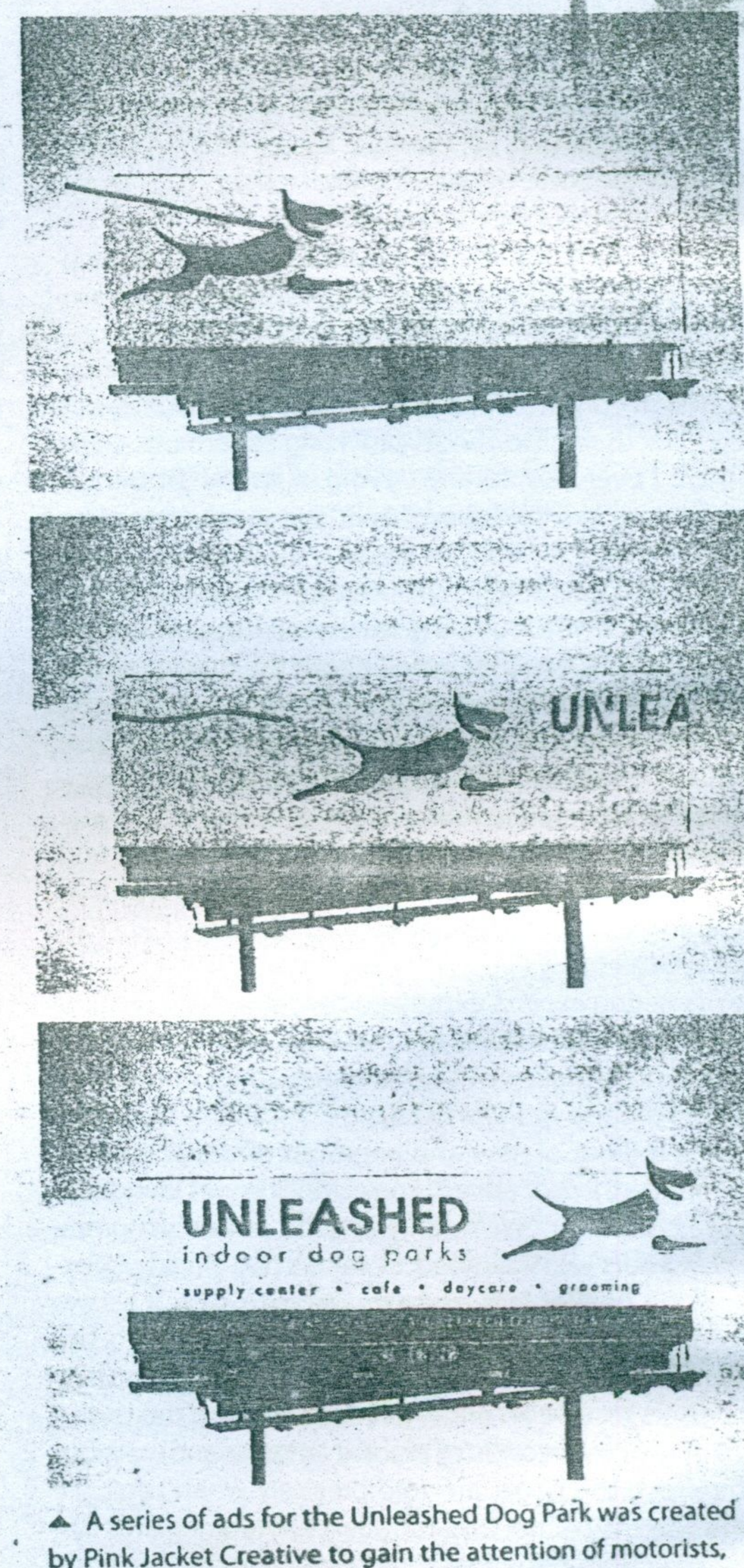
Out-of-home advertising can be the critical component of an IMC program and, in some cases, the primary medium. To help launch the new business venture, The Pink Jacket Creative advertising agency created a feeling of expectancy and mystery with its "Unleashed Dog Park" campaign, which featured the three successive billboards shown in this section.

The first billboard displays a dog on a leash. The unfinished nature of the image helps capture interest. Next, the dog, now with an unfastened leash, moves to the center of the billboard, and "unleash" appears in the top-right corner. In the final billboard, the dog is on the right side of the billboard, the leash is gone, and the message "Unleashed indoor dog parks" appears. It also displays the services offered, the Web address of the park, and the location of the facility. In addition to billboards, street kiosks and bus wraps were used to get the message out.

The early results of the campaign were positive. Many dog owners became aware of the new indoor dog park. What followed represent common challenges in marketing communications: sustaining initial interest, moving consumers to action, and building repeat business.

In this next phase, dog owners needed to be encouraged to try the facility. They should be led to believe that the price of entry was a value. Then, over time, they can be enticed to make return visits and to offer word-of-mouth referrals to other pet owners. Only if these objectives can be attained will the initial success of the Unleashed campaign become validated.

1. Define the marketing goals for the second phase of the Unleashed Dog Park promotional efforts.
2. How would the three-exposure hypothesis or recency theory apply to this advertising program in its initial stages? What about the second campaign after consumers are aware of the dog park?
3. Which traditional advertising media should the marketing team use for the second campaign? Discuss the pros and cons of each in terms of the Unleashed Dog Park campaign and the desire to stimulate trial usage.
4. How could social media and nontraditional media be used to supplement a traditional media campaign in this circumstance?
5. Design a newspaper ad and an outdoor ad that will be placed at little league baseball parks in the area.



▲ A series of ads for the Unleashed Dog Park was created by Pink Jacket Creative to gain the attention of motorists, causing them to wonder what the total message would be.

Courtesy of Pink Jacket Creative; A Creative Factory.

MyMarketingLab

Go to mymktlab.com for Auto-graded writing questions as well as the following Assisted-graded writing questions:.

1. The Super Bowl is the most watched program on television. Many tune in just to watch the ads. Interview 10 individuals of various ages, genders, and ethnicities. Ask each what they thought of last year's Super Bowl ads. Summarize what you were told. Based on these interviews, how effective is Super Bowl advertising? Is it worth paying $3.6 million for 30 seconds? What about for business-to-business ads? Do you think the Super Bowl is a good venue for business-to-business advertising?
2. One of the best sources of information for business-to-business advertisers is BtoB at www.btobonline.com. What type of information is available at this Web site? How can it be used? What benefits would a business-to-business advertiser derive from the Web site?
3. Mymktlab Only – comprehensive writing assignment for this chapter.

Endnotes

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