

CHAPTER 11: MEDIA CHARACTERISTICS

Chapter Objective

To explain the general nature of the media business and to provide insights into some of the major media used to send—and receive—MC messages.

Chapter Key Points

Chapter Outline

- What are media and how are they classified?
- What are the important characteristics of print media?
- What do media planners need to know about broadcast media?
- Why are out-of-home media useful in a media plan?

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This chapter addresses four key issues:

1. What are media and how are they classified?
 - The chapter defines the term “media” and provides a helpful classification of the different types of media and their strengths and weaknesses.
2. What are the important characteristics of print media?
 - The chapter discusses print media in more detail including detailed explanations of newspapers, magazines and directories
3. What do media planners need to know about broadcast media?
 - The chapter discusses broadcast media in more detail including detailed explanations of radio and television.
4. Why are out-of-home media useful in a media plan?
 - The chapter discusses out-of-home media, specifically, outdoor, cinema and video, nontraditional media, and product placement.

Chapter Perspective

The graphic is titled "Chapter Perspective" in a brown rounded rectangle at the top. Below it is a large yellow rounded rectangle containing two blue rounded rectangles. Each blue box contains a "Myth" statement, followed by "Not true:" in red, and then the correct information.

Chapter Perspective

Myth: media = advertising

Not true:
media is used by all types of MC messages

Myth: media's only job is to expose the message

Not true:
media also must add value for their clients

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Over the years the word *media* has become tightly associated with the word *advertising*, leading many to think that media are used only for advertising. Nothing could be further from the truth! All marketing communication messages are carried by some form of media. Brand publicity, sales promotion offers, direct-response offers, and sponsorships all use various media to deliver messages to customers. These media include not only the obvious and traditional advertising media—radio, TV, outdoor billboards and posters, newspapers, and magazines—but also the Internet, telephone, mail services, coffee mugs, signs, company trucks and cars, package labels, Yellow Pages, business cards, and T-shirts.

In IMC, the role of media is not just to deliver brand messages, but to help create, sustain, and strengthen brand relationships by connecting companies and customers. The difference between delivery and connection is significant. To deliver means “to take something to a person or place”; to connect means “to join together.” Delivery is only the first step in connecting: it opens the door to touching a customer in a meaningful way.

This chapter begins with a look at the media business in general. It then focuses in turn on three main one-way media categories: print, broadcast, and out-of-home. These categories encompass the most traditional and still most widely used media for delivering brand messages (newspapers, magazines, directories, radio, television, and billboards), but the chapter also highlights new developments in each area that are in line with the IMC focus on connectivity.

Opening Case: BMW Mini Cooper



Opening Case: BMW MINI Cooper

Challenge:

Position the brand as a quirky icon

Answer:

An IMC program featuring: A novel “Let’s Motor” theme and tactics to create buzz:

- “Let’s get acquainted” web commercial
- “Unofficial driver’s manual” direct mail piece
- “SUV backlash” tour with MINIs mounted on Ford Excursions
- “MINI Ride” exhibit set up like a kid’s coin-operated ride

Results:

- 0% to 25% brand awareness in 6 months
- 24,590 sales in first 9 months vs. goal of 20,000

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- “Mini Ride” exhibit set up like a kid’s coin-operated ride

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Discussion Starters:


- 1) The Mini should be very appealing to college students, so a good ice-breaking question could be this one: ask the students how many of them would like to drive this car.
- 2) As a follow-up, poll the class to see what other cars they'd like to drive, and record the results for the top 5 on the board as a rough consumer preference measure.
- 3) Finally, ask the students to identify what each of the 5 brands "stands for," and record these thoughts on the board next to each brand. It would be very interesting to see if the Mini's brand positioning stands out from the other 4 competitors.

Lecture Outline

I. The Media Business

What is the Media?

The "media": The umbrella term that includes all types of print and electronic communication (TV, radio, newspapers, magazines, outdoor, mail, etc.)



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- A. The "media"
 - i. *The umbrella term that includes all types of print and electronic communication (TV, radio, newspapers, magazines, outdoor, mail, etc.)*
- B. The "media" are big business
 - i. Their roles:
 1. Deliver brand messages through media exposure
 - a. *The number of people that see, read, or hear the medium*

2. Influence a brand's image
 - a. Because they are a customer touch point

ii. \$253 billion spent on media in 2003

IMC In Action: Martha Stewart

The screenshot shows the Martha Stewart website homepage with a navigation bar at the top containing 'search/catalog quick shop' and a 'FIND' button. The main content area is a grid of promotional tiles. On the left, there are tiles for 'tag sale', 'shop' (The Catalog for Living), 'one-day sale', 'send marthas cards', 'MARTHA STEWART SIGNATURE', and 'MARTHA STEWART EVERY DAY'. The center features a large red 'MARTHA STEWART SHOP' section with sub-sections for 'LEARN' (Cooking & Entertaining, Gardening, Crafts, Holidays, Home, Keeping, Weddings, Baby & Kids) and 'TV & RADIO BULLETIN BOARDS'. On the right, there are tiles for 'you could win our sweepstakes', 'learn', 'try everyday food free today', 'make healthy flavorful meals', 'plan your wedding with our newest issue', 'get recipes and expert tips in our newsletter', and 'search more than 2,000 recipes'. A footer at the bottom reads: 'For use only with Duncan texts. © 2005 McGraw-Hill Companies, Inc. McGraw-Hill/Irwin'.

IMC In Action: Martha Stewart



Challenge: Create a media empire built on a person's image

Answer: Develop media vehicles including:

- Books, including *Entertaining*, which sold 500,000+ copies
- Magazines, including *Martha Stewart Living*, *Entertaining*, *Weddings*
- TV and radio programs, plus TV specials

Results:

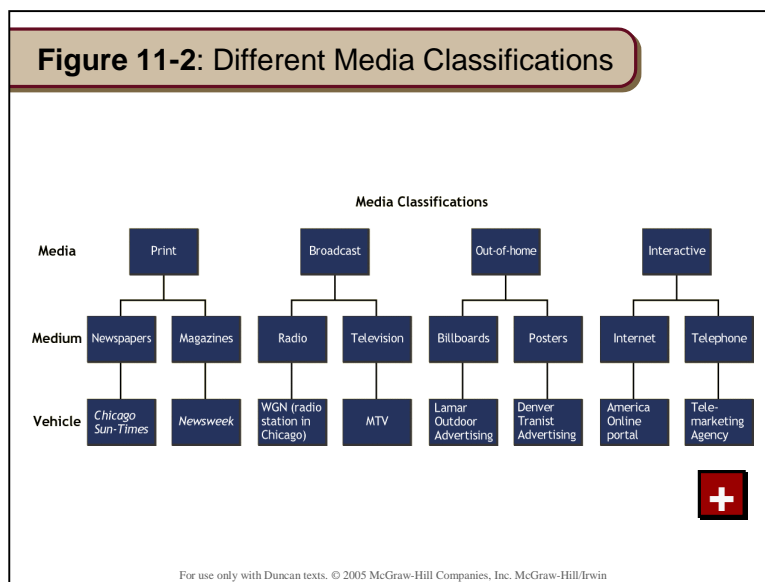
- These media reach 88 million people a month
- MarthaStewart.com has 1 million registered users

Discussion Starters:

- 1) Many students may not be in the target for Martha Stewart media properties, but it might be interesting to try to develop a rough image score by asking students to rate their perceptions of Martha Stewart on a 1-5 scale with 1 = very unappealing to 5 = very appealing.
- 2) Perhaps a more relevant question might be to ask students to identify media vehicles that they prefer to read/watch featuring a celebrity name or host, and record these results on the board
- 3) A follow-up would be to ask students how much the presence of the celebrity contributes to their desire to read/watch. To help guide the discussion, it might be helpful to use a 1-5 scale (1 = “celebrity contributes very little to my desire”; 5 = “celebrity contributes a lot to my desire”) and record responses on the board.

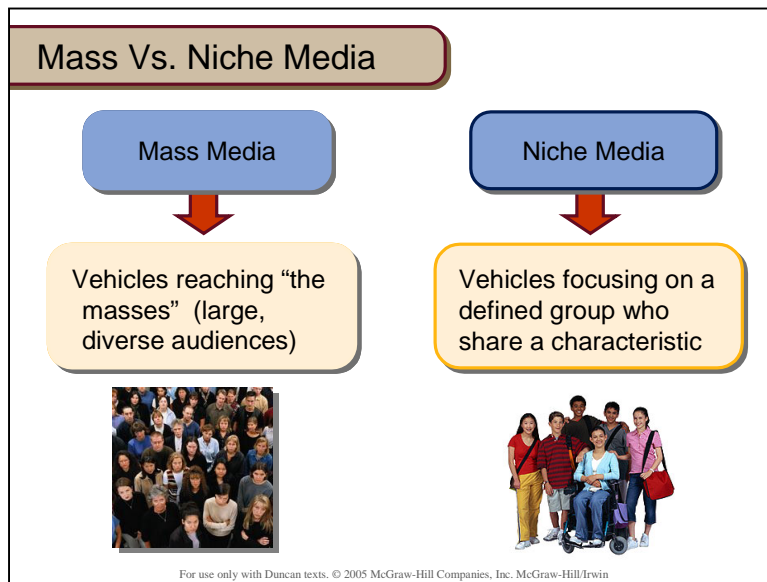
- iii. Despite the media’s power, it cannot ensure a brand’s message will get through
 1. The brand messages must attract and involve consumers

C. Media classifications



- i. Print
 - 1. Newspapers
 - 2. Magazines
- ii. Broadcast
 - 1. Radio
 - 2. TV
- iii. Out-of-home
 - 1. Billboards
 - 2. Posters
- iv. Interactive
 - 1. Internet
 - 2. Telephone

D. Mass versus Niche Media



- i. Mass Media
 - 1. Vehicles reaching "the masses" (large, diverse audiences)
- ii. Niche Media
 - 1. Vehicles focusing on a defined group who share a characteristic (teenagers)

▷ **INSTRUCTOR IN-DEPTH INSIGHT: IMC BRINGS MEDIA SHIFT**

Insight: IMC Brings Media Shift



During the 1960s, mass media advertising accounted for more than 2/3 of the total MC budget for many companies. Over time, however, management began demanding more accountability on MC budgets. The result has been a budget shift to other MC functions, particularly sales promotion, whose results are more easily measured than advertising, and to public relations, whose costs are considerably lower than advertising.

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E. Addressable and Interactive Media

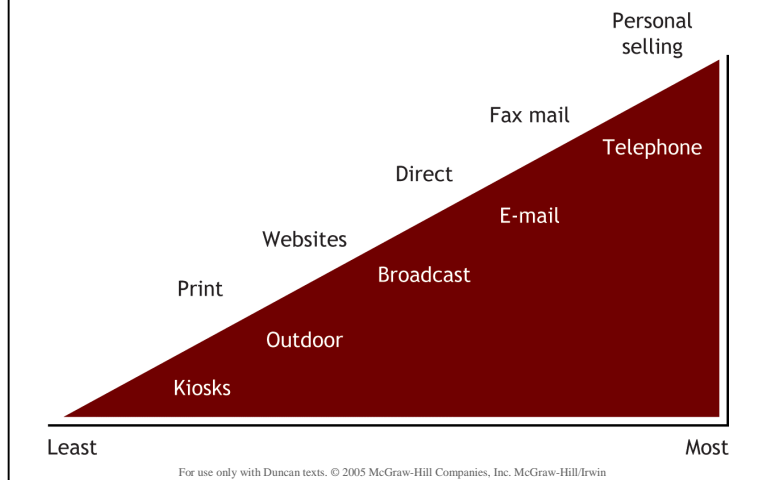
Different Types of Media

Addressable Media: Carry messages to identifiable customers or prospects

Interactive Media: Allow both companies and customers to send and receive messages



Figure 11-3: More Personal/Addressable Media are Generally More Intrusive



i. Addressable Media

1. *Carry messages to identifiable customers or prospects*

ii. Interactive Media

1. *Allow both companies and customers to send and receive messages*

F. Media Strengths and Weaknesses

i. Newspapers

1. Strengths

- a. Reader education and income,
- b. Tangible
- c. Reader habit, loyalty
- d. Short lead time
- e. Low production cost
- f. High one-time reach
- g. Good for detailed copy

2. Weaknesses

- a. Poor reproduction, especially color
- b. Decreasing readership
- c. Clutter
- d. Media waste (mass audience)

ii. Magazines

1. Strengths

- a. Audience selectivity
- b. Expertise environment
- c. High-quality reproduction
- d. Long life
- e. High credibility

2. Weaknesses
 - a. Long lead time
 - b. Low “mass” reach
 - c. Costly production
 - d. Low frequency (weekly, monthly or quarterly)
- iii. Television
1. Strengths
 - a. Impact: sight, sound, motion
 - b. Good builder of reach
 - c. Local and national
 - d. Targeted cable channels
 2. Weaknesses
 - a. Broad audience
 - b. High production cost
 - c. Intrusive
 - d. Messages short lived
- iv. Radio
1. Strengths
 - a. Audience selectivity
 - b. “Theater of the mind”
 - c. Frequency builder
 - d. Relatively low product cost
 2. Weaknesses
 - a. Background (low attention)
 - b. Low reach
 - c. Sound only
 - d. Messages short lived
- v. Outdoor
1. Strengths
 - a. Localized
 - b. Frequency builder
 - c. Directional signage
 2. Weaknesses
 - a. Low attention
 - b. Short exposure time
 - c. Poor reputation (visual pollution)
 - d. Zoning restrictions
- vi. Direct Mail
1. Strengths
 - a. Highly selective
 - b. Measurable results
 - c. Can be personalized

- d. Demands attention
- 2. Weaknesses
 - a. Clutter/junk mail perception
 - b. High cost per message
 - c. Long lead time

vii. Telemarketing


- 1. Strengths
 - a. Personalized
 - b. Real-time interaction
 - c. Attention getting
 - d. Measurable results
- 2. Weaknesses
 - a. Costly
 - b. Ugly image
 - c. Intrusive

viii. Internet

- 1. Strengths
 - a. Mass and addressable
 - b. Can be personalized
 - c. Extremely low cost
 - d. Can be interactive
- 2. Weaknesses
 - a. Clutter
 - b. Limited reach
 - c. Limited creative options

II. Print Media

Print Media Characteristics



Audience measurement

- Based on circulation and rate cards
- *A list of advertising space costs and discounts*
- Provided nationwide by *Standard Rate and Data Service (SRDS)*

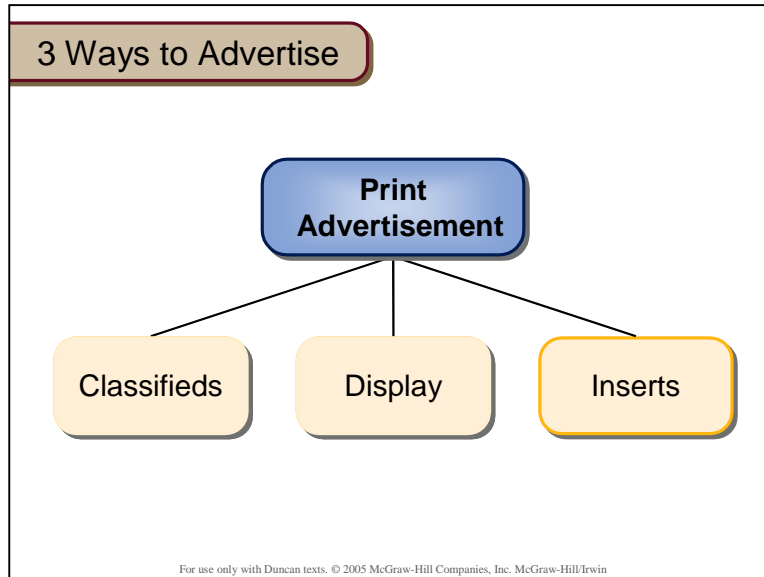
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A. Audience measurement

- i. Based on circulation and rate cards
 - 1. A list of advertising space costs and discounts
 - a. Provided nationwide by *Standard Rate and Data Service (SRDS)*

B. Major types of print media

- i. Newspapers
 - 1. 3 ways to advertise



a. Classified

- *Small-space, words-only ads presented in a clearly labeled section with no surrounding editorial content*
 - 1. Can also include Classified display that feature graphics

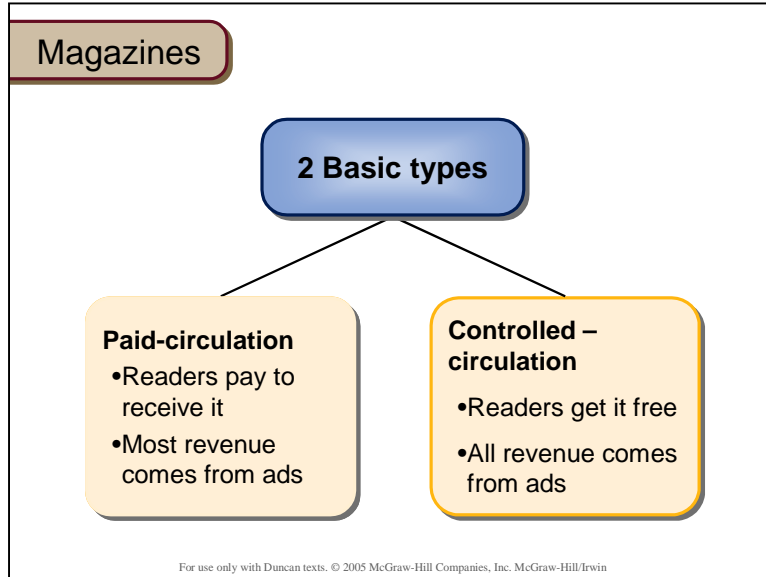
b. Display

- *Ads that generally contain more graphics and white space than copy and appear next to editorial content*
 - 1. Can be purchased by either:
 - a. Column inch
 - i. *Space that is one column wide and one inch tall*
 - b. Standard advertising unit (SAU)
 - i. *Set of predetermined spaces that are constant in size in every newspaper*

c. Inserts

- Are preprinted by advertisers and enclosed with the newspaper
 1. Supplements: 100% advertising for one brand
 2. Free Standing Inserts (FSIs) contain coupons for many brands

ii. Magazines

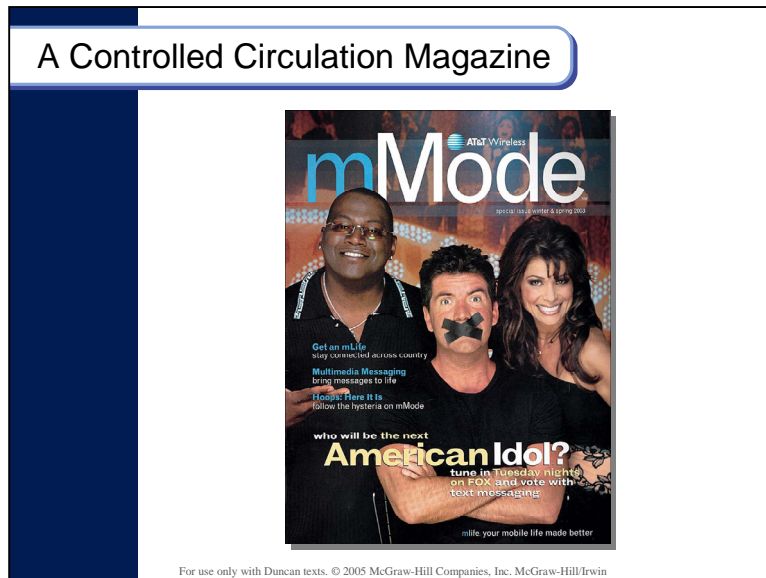


1. 2 basic types

a. Paid-circulation

- Readers pay to receive it
- Most of revenue comes from ads

b. Controlled -circulation



- Readers get it free
- All revenue comes from ads

2. 7 ways to advertise

- a. Single page ads
- b. Spreads (2 pages across)
- c. Gatefolds: 2 or more pages that fold out from the magazine
- d. Preprinted ads: called tip-ins, glued in with heavier stock
- e. Business-reply cards: cards slipped between pages
- f. Pop-up ads: 3-D ads that stand up when magazine is opened
- g. Scent strips: patches to scratch or pull off to elicit a smell

iii. Directories

1. The “yellow pages”

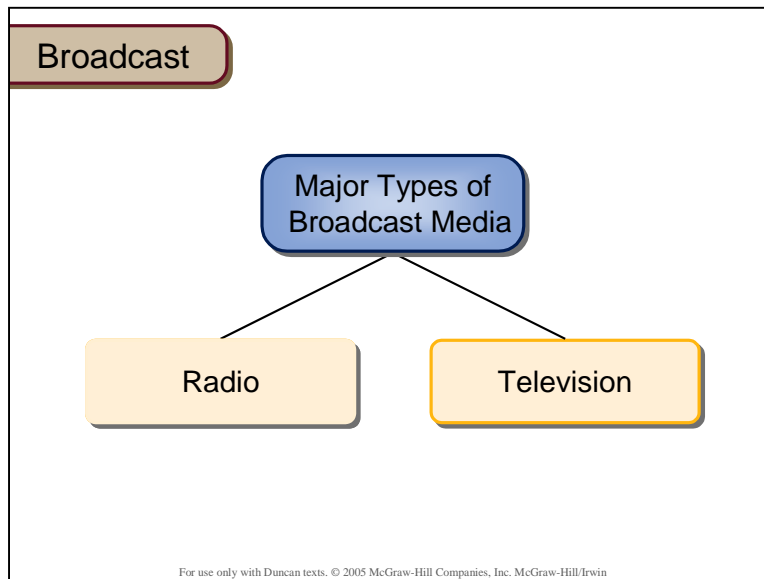
- a. Particularly important for retailers

III. Broadcast Media

A. Compared to print media:

- i. Consumers spend more time with broadcast media...
- ii. ...and broadcast messages can be more intrusive...


B. Major types of broadcast media



- i. Radio
- ii. Television

C. Audience measurement

Broadcast Audience Measurement



Ratings points:

1 rating point = 1%

of a communication vehicle's coverage area that has been exposed to a broadcast program

Example: Super Bowl "40 national rating" means 40% of all U.S. households were tuned in

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i. Based on ratings points

1. *1 rating point = 1 percent of a communication vehicle's coverage area that has been exposed to a broadcast program*
 - a. Example: Super Bowl "40 national rating" means 40% of all U.S. households were tuned in
2. Ratings are measured by national firms
 - a. Nielsen for TV
 - b. Arbitron for radio

ii. Another measure: share

1. *The percentage of those using a radio/TV at a particular time who are tuned to a particular station*
 - a. Example: Super Bowl "40 rating" = 67% share if 60% of all households had their TV on ($40/60 = 67\%$)
 - b. Shares are always greater than ratings

D. 2 major types of broadcast media

i. Radio

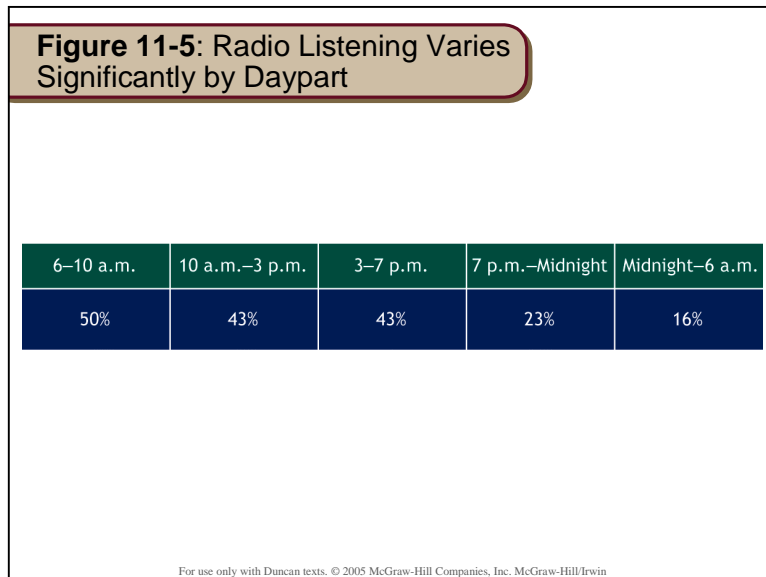
1. Unique versus TV because:
 - a. It's only audio
 - b. Listeners are more loyal to "their station"
 - c. Most radio ads are local
 - d. Local stations, not networks, dominate radio
 - e. Radio stations follow specific formats

2. 5 ways to advertise



- :10, :30 or :60 pre-recorded commercials (“spots”)
- Live brand mentions by DJs
- Remote broadcasts at the brand’s location
- On-air promotions (brand giveaways)
- Event sponsorships (concerts, celebrity appearances, etc.)

3. Ads are typically bought by daypart

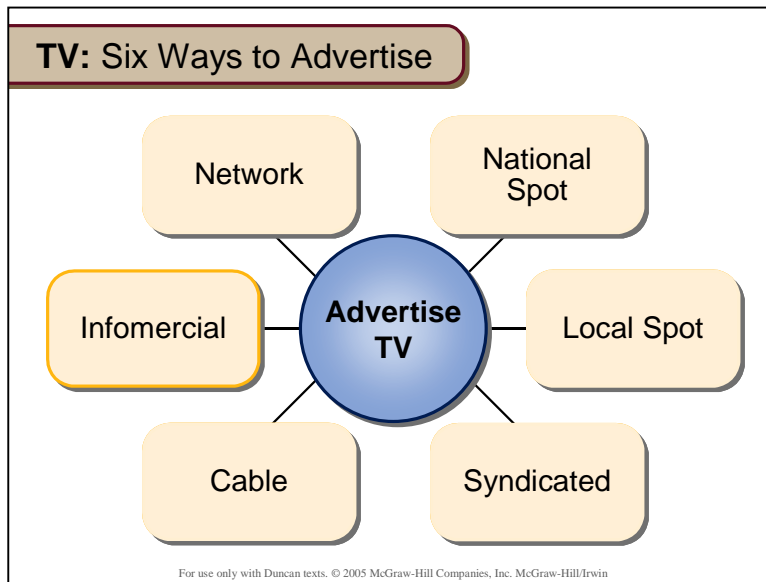


- a. *A block of time identified by a station for the purpose of setting ad rates.*
 - “Morning drive time” daypart reaches 50% of adults 18+

ii. TV

- 1. Very broad reach...
 - a. 99% of all U.S. households have at least one TV
- 2. ...but fragmented
 - a. Hundreds of channels

3. 6 ways to advertise




- a. Network (ads appear all over U.S.)
 - b. Carried by local affiliate stations
 - c. National spot (national ads run on local stations)
 - d. Local spot (local ads on local stations)
 - e. Syndicated (programs like “Oprah” sold to local stations)
 - f. Cable
 - g. Carried only by cable and/or satellite
 - h. Infomercials (usually 30 minutes long)
- 4. Ads are bought by program or daypart
 - a. The “price” is quoted by Cost Per Point (CPP)



TALES FROM THE REAL WORLD

Tales From the Real World




“The medium is the message” is often true in the real world. For example, some clients will overrule the advice of their agencies on which media vehicles to use. This is particularly true with TV. Although a client’s agency may suggest that TV is not the best targeted medium (they may recommend direct mail or print advertising) some clients still insist on “being on TV” because they feel it adds a level of prestige to their brand—allowing them to tell customers: “check out our ad on TV.”

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IV. Out-Of-Home Media

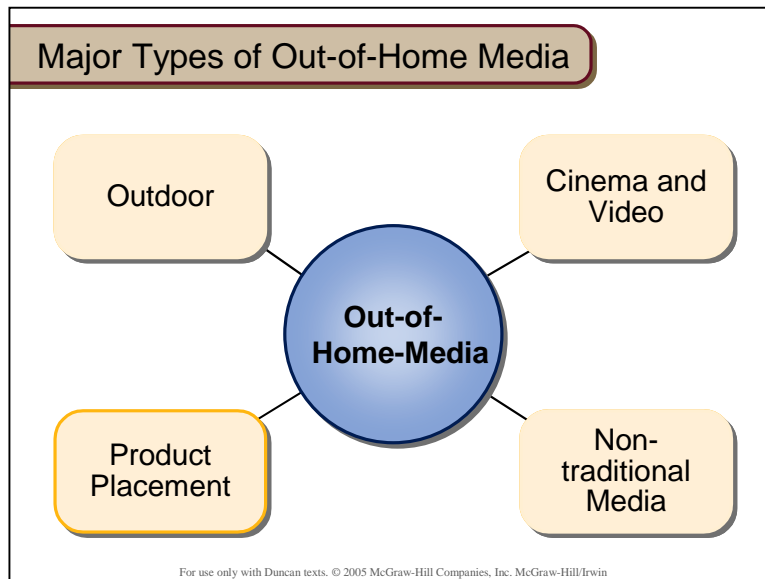
What is Out-of-Home Media?

Out-of-home media:
Communication vehicles that the target audience sees or uses away from home

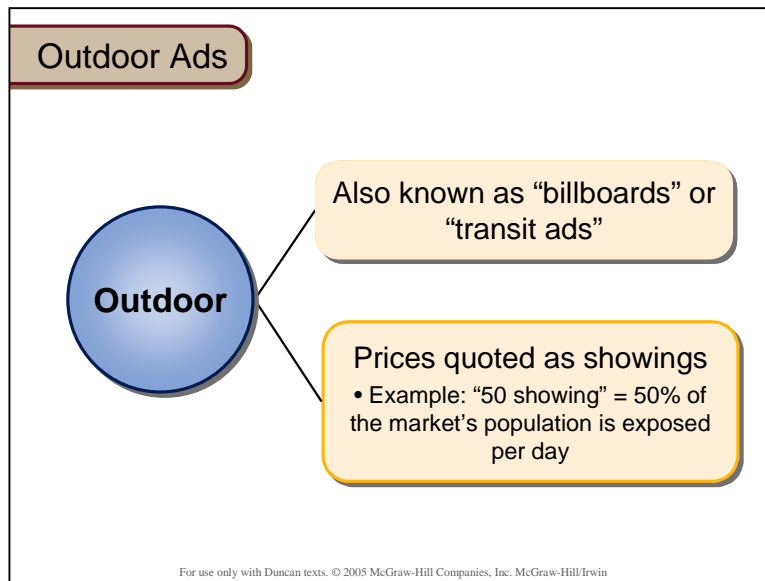


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- A. Out-of-home media
 - i. *Communication vehicles that the target audience sees or uses away from home*
- B. 4 Major types of out-of-home



i. Outdoor



1. Also known as “billboards” or “transit ads”
2. Prices quoted as showings
 - a. Example: “50 showing” = 50% of the market’s population is exposed per day

IMC In Action: Wall Drug

IMC In Action: Wall Drug

WALL DRUG
OF SOUTH DAKOTA

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IMC In Action: Wall Drug

Challenge:

Get drivers to stop during the depression

Answer:

An outdoor campaign featuring:

- signs along the highway
- simple message: "FREE Ice Water, Wall Drug Store"

Results:

- Now serves 20,000 glasses of ice water a day
- Store now takes up nearly a whole city block
- Wall Drug is known worldwide as a tourist stop

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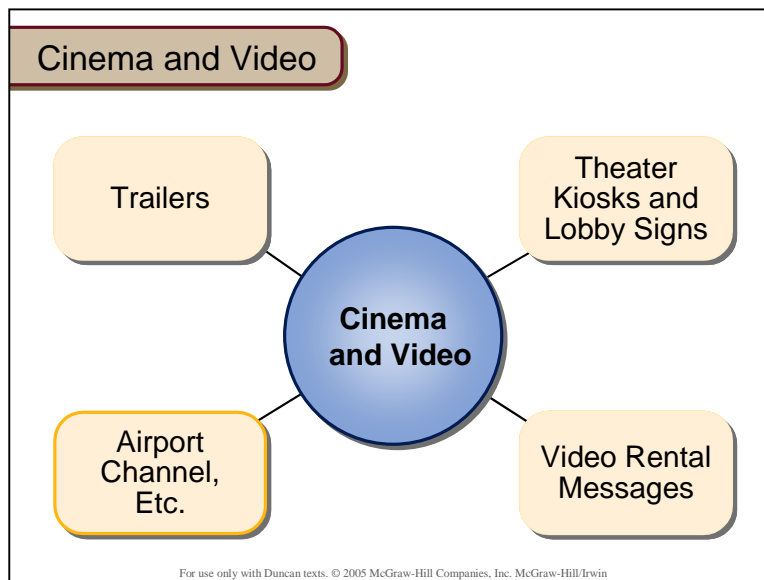
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Discussion Starters:

- 1) Poll students to find how many have heard of Wall Drug
- 2) Of those who have heard of the place, ask how they knew, recording scores on the board for media like outdoor signs along highways, bumper stickers, and word of mouth.
- 3) Ask how many students have actually visited Wall Drug.

ii. Cinema and Video



1. Trailers
 - a. *Commercials before movies*
2. Theater kiosks and lobby signs
3. Video rental messages
4. Promotional networks
 - a. *e.g., the Airport Channel, the Medical News Network*

iii. Nontraditional Media




1. Often used as part of guerrilla marketing
 - a. A marketing approach that reaches people in unconventional ways—in the streets or in other unexpected places

iv. Product placement

1. *When branded products or brand names are featured visibly in a movie or television program*

V. Final Note

Final Note:



Old notion of media: just a way to deliver messages

↓

New concept: a way to “break into the culture” and connect companies and customers

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- A. Old notion of media: just a way to deliver messages
- B. New concept: a way to “break into the culture” and connect companies and customers

Answers to Review Questions

1) Media Classifications

- a. What are the four general types of media?

Answer: There are four basic types of media: print, broadcast, out-of-home, and interactive. These four types account for more than two-thirds of all media spending.

- b. Explain what the following sentence means: “Media exposure does not guarantee message exposure”?

Answer: This passage suggests that the use of a medium to deliver a message is at best an attempt on the part of the marketer to connect with the consumer. Even though a brand message may appear in the medium, it may not actually be exposed to an intended consumer for a variety of reasons. For example, the target audience may not be using the medium at the time, and therefore not be exposed. Or, the message may actually be seen by the target, but not be processed by the receiver because it is up to the individual brand message to attract attention, change attitudes, and motivate behavior.

- c. What do the different types of media each sell? On which media do advertisers spend the most money?

Answer: Each medium tries to sell advertisers on their strengths in reaching consumers. For example, print media vehicles sell their tangibility and permanence, while broadcast sells its audio (and video for TV) qualities. In the final analysis, a majority of media dollars are spent on these two large classifications with about 30% dedicated to broadcast and 29% dedicated to print.

- d. What’s the difference between a mass medium and a communication vehicle? Give examples.

Answer: Mass media are a subset of the communication vehicles. For example, TV and radio are mass media that are communications vehicles used by marketers to connect with consumers. On the other hand, addressable and interactive media are also communication vehicles, but they are not mass media because they are designed to communicate with individually-identifiable consumers one at a time.

- e. Explain the difference between mass medium and a niche media vehicle. Between mass media and addressable media? Between addressable and interactive media?

Answer: Mass media are communication channels through which messages may be

sent to the “masses”—large, diverse audiences. Niche media, on the other hand, are communication channels through which messages are sent to smaller, niche markets. While mass media target large anonymous groups of consumers, addressable media carry messages to identifiable customers or prospects by way of their specific geographic and electronic addresses. Addressable media include Internet advertising, postal mail pieces and telephone messages. Addressable media are used primarily to communicate with current customers or with carefully selected prospects. They differ from interactive media since the latter represents a two-way media, which allow both companies and customers to send and receive messages. The benefit of interactive media such as telephone, the Internet, and personal salespeople is that they allow an instant exchange of information.

- f. Why is intrusiveness a problem for some of the one-way media? Give an example from your own personal experience of a highly intrusive message and describe your response to it.

Answer: Media vary in their degree of intrusiveness. The most intrusive medium is personal selling because the sales representative’s presence demands attention. The least intrusive media are print—newspapers, outdoor boards, magazines—because users choose when and to what extent to use these media. Intrusiveness has negative connotations. If a message is too disruptive, it is not exactly something that helps build brand relationships.

Students will have different responses to the second part of the question, but a lively discussion is likely if you simply ask students to think of an example of an “obnoxious” TV or radio spot. In many instances, they will likely cite local car dealer commercials.

2) Print Media

- a. List the various forms of print media.

Answer: The print media includes newspapers and magazines, but also directories, mail, brochures, packaging, and all other forms of message delivery that are produced by printing on paper or some other material, such as balloons, t-shirts, caps, or pens. Print messages are relatively permanent compared to broadcast messages, which are fleeting. In this case permanence means that the message can be kept (clipped and saved, for example) and revisited.

- b. Find examples of classified and display advertising, and explain how they differ.

Answer: There will be a wide variety of responses to this question. One way of helping to focus the discussion would be to bring a daily newspaper to the class, perhaps USA Today (students from different cities could relate more easily). Then hold the paper aloft in front of the class and ask students to identify the two different types. The best visual examples of display ads will be the large color ads near the front of each section of the paper. The best visual examples of classified ads will be those listed in the back of the sections.

- c. How do newspapers and magazines set their advertising rates?

Answer: Display ad space is sold either by the column inch or by the standard advertising unit (SAU). A column inch is a space that is one column wide and one inch tall. (Most columns are approximately two inches wide.) A space that is four columns wide and 10 inches tall is 40 column inches (4 columns x 10 inches). The standard advertising unit (SAU) is a set of predetermined spaces that are constant in size in every newspaper that has adopted the SAU standard. Magazine space is sold in portions of a page—quarter-, half-, and full-page ads, as well as double-page spreads, which are printed across two facing pages. There are also custom space buys, such as “islands,” which are spaces in the middle of editorial content. As with newspapers, the more magazine space a brand buys, the lower the rate. Four-color ads cost more than black-and-white ads. Ads with graphics that go to the very edge of the page, called bleed ads, also cost more but are more attention-getting.

- d. Compare the strengths and weaknesses of newspapers and magazines.

Answer: A strength of newspapers and magazines is that they are tangible and thus allow readers to read them at their own pace. Magazines are even more permanent than newspapers because they are kept much longer and are frequently picked up and read more than once, which provides additional opportunities for a brand message to be seen, read, and have an effect. Magazines also have higher-quality reproduction values. Perhaps the most serious weakness of newspapers is that they are a mass medium. Even though an advertiser can quasi-target a message by requesting it appear in a special topic section (e.g., sports, food), cost of the space is based on the paper’s total circulation. This means that there can be a high percentage of media waste. Although highly targeted, most magazines have relatively limited reach of a brand’s target audience. Magazines also have a long lead time which means the closing date is two to three months before publication. Consequently, magazines do not offer the scheduling flexibility of newspapers and some other media. Another drawback is their lack of frequency because many appear only once a month or even less frequently.

- e. What are some of the advantages and disadvantages of advertising in the Yellow Pages?

Answer: Perhaps the greatest advantage of the Yellow Pages is that those who see it are seeking information about the product category. In other words, customers reached by Yellow Pages ads are generally in the second or third step of the AIDA model described in Chapter 5—interested in a product. Perhaps the greatest weakness is that they are printed only once a year. This means that new businesses that begin mid-year must wait to be listed (unless they plan far ahead). It also means that any changes in contact information, hours of operation, and so on cannot be made until the next directory is published. To help circumvent this weakness, most Yellow Pages are also now available on-line

- f. You are designing a marketing communication program for a restaurant near your campus. Would you want to use any print media in your advertising plan? Why or why not?

Answer: The single correct answer is yes. Print media would be an excellent component of an MC plan for a campus area restaurant. Some specific print media vehicles students may suggest would include the following: display advertising in the campus newspaper featuring daily specials, hours of operations, and perhaps even a coupon; display directory advertising in the local Yellow Pages would also be helpful in directing hungry students to your business by providing information about your menu, hours, and perhaps even take-out prices; brochures featuring your menu would also be helpful ways to promote the restaurant on campus, perhaps by leaving them at the student union.

3) Broadcast Media

- a. What is a rating point? What is the difference between ratings and share?

Answer: A rating point is 1 percent of a communication vehicle's coverage area that has been exposed to a broadcast program. For example, if 40% of all households in the U.S. tuned in the Super Bowl, then the program earned a 40 rating. Share is different from a rating because it is the percentage of those using a radio/TV at a particular time who are tuned to a particular station. For example, during the evening hours, about one-half of U.S. households have their TVs on. In the above example of the Super Bowl, for example, if 60 percent of all U.S. households had one or more TV sets on during the time the Super Bowl was being broadcast, Super Bowl's share would be 67. This is determined by dividing the Super Bowl rating of 40 by the percent of sets on, 60 ($40/60 = 67\%$). A program's share is always larger than its rating because there is never a time when every household is listening to radio or watching TV.

- b. What are some of the most popular radio formats? What types of products might be advertised effectively on each?

Answer: The four most popular radio formats are country, adult contemporary, religion/gospel, and Top 40. Because each format attracts a different type of audience, planners can easily match station and brand audience profiles. Examples of products that could advertise effectively on each format include: Ford pickup trucks on country; Red Lobster on adult contemporary; Gospel concerts on religion/gospel; and Mountain Dew on Top 40.

- c. Explain the concept of image transfer. Give an example of a brand message that you have heard that uses image transfer.

Answer: Image transfer is a process by which those exposed to the sights and sounds of a brand's TV message recall the visual elements of the message when they are exposed to a similar sound track on radio. In other words, radio can support, reinforce, or remind listeners of a message that they saw on television that had strong visual impact. Students may suggest examples of marketers with TV commercials featuring popular music soundtracks that use the same audio in

their radio commercials. One example would be radio commercials for Chevy pickups that use Bob Seeger's "Like a Rock" song from their related TV commercials.

- d. What is a daypart? Which dayparts in radio carry the most expensive advertising time slots? Which do in television? Explain the differences.

Answer: The term daypart simply refers to a block of time identified by a station for the purpose of setting ad rates. The "morning drive time" daypart has the largest radio audience, reaching 50% percent of the adults 18+. During these hours people are getting dressed, fixing and eating breakfast, or commuting—activities that can be done without too much concentration, which facilitates radio listening. Television's eight dayparts vary significantly in price. Since there are approximately 100 million households in the United States, 1 point (or one percent) represents 1 million households (on a national buy). The cost-per-point (CPP) or the cost of reaching 1 million households with a :30 commercial, for example, is nearly four times as much during prime time (\$27,000) as during early morning (\$7,300) and daytime (\$7,400). This wide discrepancy in cost between radio and network TV is accounted for by the fact that most radio media is purchased on a local market basis, whereas network TV is purchased on a national basis.

- e. Compare the strengths and weaknesses of radio and television.

Answer: One of the key strengths of radio is its ability to create "theater of the mind" in which listeners provide their own mental visuals for the words, sound effects, and music they hear. This means listeners create mental pictures for not only programming content but also for commercials. Such a high level of mental involvement happens, however, only when the programming or commercial messages are attention-getting and the words and sounds are rich in imagery. Another key strength of radio is its selectivity. As with magazines, when an audience has a common interest, it is relatively easy for media planners to match the audience to a brand's audience profile. For example, the audience for a golden-oldies station is much older than the audience for a top-40 station, and has different wants and needs. Another radio strength is the short lead time for preparing and running a low-budget radio commercial. A radio spot can be written and produced in a couple of days and placed into a station's schedule in less than a week. On the other hand, radio's major weakness is that it has no visuals and is fleeting. Another serious limitation is the fact that radio is used as background entertainment by people who are doing other things

TV's greatest strength is its ability to carry sound and moving visuals. This "one-two punch" makes it a very desirable medium for many advertisers, particularly those who need to introduce a new product or demonstrate visual competitive differences. A major weakness of TV is the high production cost. The average cost of making a national 30-second spot is over \$350,000. (Spots produced by a local TV station cost far less than this, but they also often look far less professional.) Another limitation of TV is clutter. Almost one-third of prime time, for example, is now being used for non-program

content (commercials, station and network identification and promos for upcoming programs).

Radio and TV share one feature, intrusiveness, which is both a strength and a weakness. On the one hand, it is a strength because it presents brand messages whether the audience wants to hear them or not. On the other hand, some people find offensive the fact that it does this and many have conditioned themselves to mentally ignore the messages

- f. What is a spot buy? Give an example.

Answer: Spot buys are when regional or national companies buy TV time only in certain markets. Spot buys are used to react to certain local market situations or to leverage an opportunity such as gaining new distribution or responding to seasonal changes. For example, in the northern part of the United States, when the weather turns cold, it's a good time to begin promoting antifreeze and snow tires.

- g. You are designing a marketing communication program for a restaurant near your campus. Would you recommend using any broadcast media? Why or why not?

Answer: Students will have different answers for ways to compliment the print media effort for the campus area restaurant noted earlier. But they are likely to include the following: commercials on the campus student radio station promoting daily specials or the phone number for the delivery service. If the restaurant serves a bit wider area, it may also want to consider TV commercials on local the local cable system placed in targeted cable network programming like MTV. These commercials could feature visuals of the restaurant, its ambience, student patrons, and feature a catchy jingle and the delivery service telephone number. Cost would be the only limiting factor for not pursuing these approaches, although each option is relatively inexpensive to execute.

4) Out-of-Home Media

- a. Describe the different forms of outdoor boards.

Answer: Outdoor advertising comes in three standard forms: bulletins, 30-sheet posters, and 8-sheet posters. A nonstandard form, called a spectacular, is used for extra attention-getting power. The most widely used is the 30-sheet poster. (The "30" once referred to the number of sheets of paper that were pasted together to form a message on a single board. Although individual sheets are larger today, requiring fewer per board, the industry continues to use the term.) Whereas 30-sheet posters are purchased for only a month or two, the contracts for spectaculars often run for several years.

- b. What is a showing?

Answer: The basic units of sale for outdoor advertising are called showings; they are estimated in terms of 25, 50, or 100 percent population coverage. This means a brand message will appear on as many panels as needed to provide the desired level of exposure—25, 50, or 100 percent of a market's total population. For

example, a 50 showing means that 50 percent of the market's population was exposed to one or more of the outdoor brand messages in one day. Outdoor space is sold in terms of sets of boards spaced throughout a market that will deliver the desired 25, 50, or 100 showing

- c. What are the greatest strengths and weaknesses of outdoor boards?

Answer: A strength of outdoor is its ability to extend the frequency of a brand message because it is seen everyday by commuters to and from their way from work. Another strength of outdoor media is that they can attract people with certain commonalties. People attending baseball games, for example, obviously have an interest in sports. Outdoor is also used to provide directions— "Shell at next exit" and "KFC two blocks ahead." On the other hand, outdoor has several weaknesses. First, outdoor boards have "passing" exposure, meaning that most people who are exposed are simply driving past. Another weakness is that messages may suffer from "wear out," with customers subconsciously ignoring boards they have seen several times before. Outdoor's biggest weakness is its negative perception. Many people consider billboards as nothing more than visual clutter. Environmentalists have referred to outdoor advertising as "visual pollution on a stick."

- d. What are some of the problems associated with cinema- and video-related commercial messages?

Answer: A problem associated with cinema commercial messages is the difficulty to target consumer segments other than by the type of movie—G or PG movies, comedies or dramas. Also, some people do not readily accept brand messages that accompany movies, particularly when they are the same commercials that people see at home. Some feel irritated because they have paid \$7.00 or \$8.00 dollars to see a movie—and not to see commercials.

A potential problem with video-related commercial messages is suggested by one study that found two-thirds of those who rent videos resent the presence of commercials. A problem associated with promotional videos, such as those produced by car manufacturers, that allow people to take "virtual test drives" on their televisions at home is that the overall cost for these videos is extremely high when production and distribution are added together.

- e. List and describe some of the nontraditional media, and discuss their role in an overall MC campaign.

Answer: Examples of nontraditional media include hot-air balloons, sidewalk painting, toilet doors, painted buses and cars, disposable coffee-cup holders (java jackets), mouse pads, ATM screens, race cars, and rolling billboards pulled through city streets. These unusual forms of media are often used as part of a guerrilla marketing campaign, an approach that reaches people in unconventional ways with the goal of creating buzz among members of the target audience. This technique is often used to compliment other more traditional elements of an MC program, and are often used in the "teaser" phase prior to the traditional kick-off of a campaign using print and/or broadcast media.

- f. Explain product placement and what it brings to a brand.

*Answer: Product placement is a technique in which marketers negotiate with film or television producers to have their products featured on-screen. There are two typical types of product placement practices. One is the incidental inclusion of a brand such as a car driving past an Amoco filling station or a bottle of Bayer aspirin sitting on a bedside table. In some movies, producers agree to place their actors in cars made by only one manufacturer. The exposure of brand names in these situations is subtle. The other type of placement is when a brand receives prominent exposure. In the James Bond movie *The World Is Not Enough*, the BMW sport car model Z28 was launched with a starring role. Several scenes had close-ups of Bond driving the car, leaving no question as to the brand. This type of association with a sophisticated action here adds value to a brand such as the Z28 because it is very consistent with the image that BMW is trying to create for the car.*

- g. You are designing a marketing communication program for a restaurant near your campus. Would you recommend any out-of-home media? Why or why not?

Answer: Student answers will vary, and there may be some very creative non-traditional media suggestions. Most students will probably advocate the use of out-of-home media because they are heavy users of some of the media, particularly cinema and videos. Some possible suggestions they may make would be: paying the campus area theatre to run the commercial suggested earlier for cable use prior to movies; paying students to create sidewalk chalk messages either on campus (if the college does not forbid it) or on sidewalks approaching the campus promoting daily specials; or perhaps even creating a traveling billboard on the delivery vehicle by painting brand messages all around its exterior, simulating the use of the bus wrap-around visual discussed in the text.

Chapter Challenge

Writing Assignment

Refer to Table 11-2, "Radio Formats." Describe what you think the audience profile would be for three of the radio formats listed. Why and to what extent you think the audiences of these three formats overlap?

Presentation Assignment

Choose two college-age friends and develop a media diary for each one. Take them through a typical day and ask them what they see, read, view, watch, or listen to. Then consult with your parents, or two older adults, and develop their media diaries. Compare and contrast the two sets. Develop a presentation for your classmates that explains how these two groups of people differ in their media usage habits.

Internet Assignment

Check out the MarthaStewart.com website. Compare this site with Stewart's section on the Kmart website BlueLight.com. Are the brand images identical or has there been any change

to adapt to the Kmart audience? Do you feel this branding strategy is effective? Why or why not?

Research Assignment

Different media mixes create different results. What are the media variables that create these different results? Describe at least three ways that the results of two media mixes will most likely differ.

IMC Plan Team Assignment

At this stage in their semester-long project, students should begin to identify the general types of media vehicles they are considering for use in their plan. In an effort to stimulate a degree of cross-functional planning, student team members assigned to both creative and media roles also must work together to consider what type of creative execution units would be used for each possible medium.

IMC Final Project Checklist #11

Due Date: _____

Your Agency Name:

- Identify which of the following media vehicles your agency is considering for use in your IMC plan, provide brief rationale, and suggest the possible creative unit you would use (you must use terminology from the chapter).*

~ **Newspaper**

Rationale:

Possible Creative Unit:

~ **Magazines**

Rationale:

Possible Creative Unit:

~ **Television**

Rationale:

Possible Creative Unit:

~ **Radio**

Rationale:

Possible Creative Unit:

~ **Outdoor**

Rationale:

Possible Creative Unit:

~ **Direct mail**

Rationale:

Possible Creative Unit:

~ **Telemarketing**

Rationale:

~ **Internet**

Rationale: