

Study Guide for Midterm 2 (Comm 2331)

- **Message Strategy Objectives & Methods** (Know Specific Methods for Each Objective)
 1. What media will be used?
 2. What media vehicles will be used?
 3. How are the selected media vehicles organized to compose a media schedule
- **Media mix**- various media that you elect to use as part of your emotions campaign (tv, magazine, news paper, radio)
- **Media placement** - where you are positioning the ad
- **Media vehicle**- specific source where it is going in (magazine-GQ)
- **Geo-targeting**- targeting a specific market system based on reach
--specific segment: Southern,
- **Reach**- the % of different homes or people exposed to a media vehicle or vehicles at least once during a specific period of time
 - **Effective reach**
- **Frequency**- number of times an audience has an opportunity to be exposed to media vehicle or vehicles in a specified time span
 - **Effective frequency**
 - **Effective impression**
- **Scheduling**- objective of scheduling is to time promotional efforts so they will coincide with the highest potential buying times
- **Continuity**- refers to a continuous pattern of advertising which may mean every day
 - example- food products, laundry detergents or other products consumed on a regular basis without regard for seasonality

- **Flighting**- employs a less regular schedule with intermittent periods of advertising..some times there are heavier ads and at others no advertising
example- snow skis or something seasonal
- **Pulsing**- combination of flighting and continuity
 - Continuity is maintained but certain times promotional efforts are stepped up.
 - example- automobile industry advertises throughout the year, but increases in Apr/Sept
- **Cost Per Thousand (CPM)**- for TV it is relatively inexpensive to reach individuals with your ads...cost per thousand (about 10 or \$12)
(Negative absolute cost)
--cost per thous to adv on the internet is more expensive (\$35-\$40)
- **Spot Television//Advertising**- Commercials shown on LOCAL TV stations with the negotiation and purchase of time being made directly from the individual station
--non-network advertising done by national advertiser is known as a NATIONAL SPOT
--Airtime sold to local firms is known as LOCAL ADVERTISING
--Spot Adv is purchased by manufacturers (eg General Mills) & local is purchased by retailers (eg Giant Eagle)
--Spot rates are higher than local rates (manufacturers often use adv w/ retailers)
--Spot & local appropriate when;
 1. Adv plan a regional campaign
 2. Adv has limited resources to just advertise in selected markets
- **Network Television/Advertising**- beaming commercials from a single location to network affiliates across the country
--Appropriate when business distributes a product nationally and is trying to reach a broad target audiences
- **Cable Television**- Used by nearly 60% of the population
--have approx 20% of the prime-time viewing audience
--ability to reach selected targets (narrowcasting--ESPN, MTV, BET)
--ratings low
--lack of penetration in some major markets

- **Syndicated Television/Advertising-** Advertiser may reach tv viewers by advertising on syndicated programs, programs are created and sold to network affiliates, cable stations and independent stations.
 - based on people being loyal to shows (Friends, Frazier, Martin, Seinfeld etc)
 - offers reach during non-prime-time

- **Media Selection**
 - (under what conditions do you select each medium)
 - **in media planning lecture**
 - TV- multi sensory, large number of people
 - Magazine- narrowcasting

- **Public relations-** a coordinated attempt to create a favorable product image in the mind of the public by supporting certain activities or programs, publishing commercially significant news in a widely circulated medium or obtaining favorable publicity on radio, tv, or stage that is NOT PAID for by the company selling the product

- **Objectives of public relations-**
 1. Build marketplace excitement before advertising campaign...Introduce a product
 2. Create advertising news where there is no product news
 3. Reinforce Brand Positioning
 4. To Build Personal Relationships with Consumers and Clients
 5. Provide information to influential (e.g., opinion leaders)
 6. Defending Products at Risk or Crisis Communication

- **Image-building function-** engage in building a positive image of the company among various stakeholders

- **Press release-** general statement given to a journalist speaking favorable about some product or about the organization.

- **Press conferences-** formal meeting established by an organization of business to speak to the public