

Advertising, Promotion and Marketing Communications

Chapter 8

The Media Strategy

- Media Strategy – Involves analyzing and choosing media for an advertising and promotions campaign

Media Planning

- Begins with an analysis of the target market
- Involves understanding the processes customers use in making purchases and what influences the final decision
- 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
- Marketing Analysis – Provides a comprehensive review of the marketing program
- Advertising Analysis – States the primary advertising strategy and budget to be used to achieve advertising objectives
- Media Strategy - Spells out the media to be used and the creative considerations
- Media Schedule – Notes when ads will appear in individual vehicles
- Justification and Summary – Outlines the measures of goal achievement
- Media Planners – Formulate a media program stating where and when to place ads.
 - o Work closely with creative, account executives, account planners, agencies and media buyers

Media Buyers

- Purchase the space and negotiate rates, times and schedules for ads
- Spot Ad – A one-time placement of a commercial in a medium

Advertising Terminology

- 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 time an individual, household or business within a particular target market is exposed to a particular advertisement within a specific time period (4 weeks)
- Opportunities to See – The cumulative exposure achieved in a given time period
- Gross Rating Points (GRPs)-Measure the impact or intensity of a media plan (vehicle's ratings by number of insertions of an advertisement)
- Cost Per Thousand (CPM) – The dollar cost of reaching 1,000 members of the media vehicle's audience ((cost of media buy/total audience) x 1,000)
- 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

- o Cost Per Rating Point (CPRP) – Cost of media buy/vehicle’s ratings → Measures ratings
- Continuity – the exposure pattern or schedule used in a campaign
 - o Continuous – Uses media time in a steady stream
 - o Pulsating – Placing ads in various media throughout the entire year, but then increasing the number of advertisements in small, short bursts around holidays
 - o Discontinuous – Schedule ads during “seasons” that fit the product
- Impressions – Final Advertising Objective (gross = total exposure)

Achieving Advertising Objectives

Advertisers consider the number of times a person will be exposed to an advertisement before it creates an impact

The Three-Exposure Hypothesis

- Most media planners believe it takes a minimum of three for an advertisement to be effective
- Three-Exposure Hypothesis – Developed by Herber Krugman, suggests that advertisements can make an impact on an audience regardless of individual needs or wants
- Intrusion Value – Represents the ability of a medium or an advertisement to capture the attention of a viewer without her voluntary effort

Recency Theory

- 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
- The closer or more recent an ad is to a purchase, the more powerful the ad becomes

Effective Reach and Frequency

- 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

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

Brand Recall

- To increase brand recall, frequency becomes more important than reach
- Repetition helps embed a brand in the consumer’s cognitive memory

Media Selection

Evaluating the advantages and disadvantages of each media medium is important when mixing.

- Television
 - Advantages
 - Television provides the most extensive coverage and highest reach of any medium
 - The cost per person reached by the commercial is low
 - Television commercials have an intrusion value
 - Visual images and sounds can be incorporated
 - 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
 - Disadvantages
 - Clutter
 - Viewers switch channels during commercials
 - DVR
 - Television airtime is expensive
 - Producing ads is expensive
- Ratings
 - Rating = Number of households tuned to a program/Total number of households in a market
 - C3 Ratings – Rating for the actual commercial time slot rather than the television program
 - Ratings Providers
 - ACNielsen
- Radio
 - Advantages
 - Cause the listener to remember the message by creating powerful images to visualize and by using repetition
 - Moves the information from the consumer's short-term memory to long-term memory
 - Reaches definable target markets based on its format
 - Can create intimacy
 - Low-cost
 - Disadvantages
 - Listeners involved in other activities may not pay attention
 - Covering a large area is challenging
 - Several radio stations may try to reach the same target market
- Outdoor Advertising