**Chapter 7**

##### Traditional Media Channels

## **CHAPTER OBJECTIVES**

Students should be able to answer the following questions:

**7-1** What is a media strategy?

**7-2** What elements and individuals are involved in media planning?

**7-3** How do the terms used to describe advertising help the marketing team design effective campaigns?

**7-4** What types of advertising objectives do individual companies pursue?

**7-5** What are the advantages and disadvantages associated with each traditional advertising medium?

**7-6** How can the marketing team use the media mix to increase advertising effectiveness?

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

**7-8** What issues are associated with media selection in international markets?

## **OVERVIEW**

Traditional media continues to play an important role in developing a fully integrated marketing program, with more than $100 billion spent on ads annually.

This chapter examines traditional media advertising in detail.

**Mother’s Day Marketing**

Even though the holiday celebrates women, traditional advertising often looks to traditional media outlets used by men to suggest gift ideas.

**Questions for Students:**

1. What categories of men seek to buy Mother’s Day gifts?
2. How can companies selling Mother’s Day gifts reach men using traditional media or traditional media coupled with other outlets?
3. How can women “drop hints” to men about gifts they would like to receive using traditional media advertisements?

This chapter explains the various traditional media channels, beginning with an analysis of the media strategy as well as media planning processes.

Next, common advertising terms are explained followed by an examination of advertising objectives. These processes lead to media choices and selection targeted to specific consumers, businesses, and customers in other countries.

The largest part of the chapter describes the traditional media used in advertising, along with advantages and disadvantages of each.

The media mix along with business-to-business and international implications are then described.

**Objective 7.1:** What is a media strategy?

**The Media Strategy**

A *media strategy* involves analyzing and choosing media for an advertising and marketing campaign.

*Cord-cutting*, or terminating any use of a cable network, has become increasingly common among younger consumers, which creates new challenges for traditional media advertising.

Time and space costs have risen. Still, advertising agencies design a campaign within the framework of the overall integrated marketing communications program.

**Objective 7.2:** What elements and individuals are involved in media planning?

**Media Planning**

Figure 7.1 lists times when consumers are exposed to advertisements.

Media planning begins with a careful analysis of the target market. Demographics such as age, gender, income, and education are not enough to determine the media habits of a person in a target market.

Figure 7.2 identifies the components of a media plan, which are the following:

* A marketing analysis to review the fundamental marketing program
* An advertising analysis to spell out fundamental advertising strategy
* A media strategy to state the media to be used and creative consideration
* Media scheduling notes the times ads will appear
* Justification and summary to state the measures and the rationale for media choices

#### *Marketing analytics* involves the practice of managing and studying metrics data in order to determine the ROI (return on investment) of various marketing efforts, as well as the act of identifying opportunities for improvement.

#### Media Planners

The *media planner* formulates a program stating where and when to place advertisements, working closely with creatives and account executives.

Another task for the media planner is to conduct research to match the product with the market and media.

Part of the media planner’s research is devoted to gathering facts about various media, such as the circulation rates and demographic groups reached by each medium.

#### Media Buyers

The *media buyer* purchases the space, while negotiating rates, times, and schedules for ads.

To ensure promotional dollars are spent wisely, it is best to involve the media planner and the media buyer with the creative and the account executive in the design of an advertising campaign.

There is little connection between the size of an advertising firm and the prices they can negotiate.

Differences in effectiveness of advertising are often related to the following:

* Quality media choices (the right ones) made by each agency
* Creativity
* Financial stewardship (“bang” for your advertising buck)
* Agency culture and track record
* Computer systems to analyze data
* Relationships between the agency and the medium’s sales representative

The negotiated price is only one element in the success of an advertising program.

A *spot ad* is a one-time placement of a commercial in a medium.

#### Small versus Large Markets

Some research indicates that little connection exists between the size of an advertising firm and the prices it can negotiate.

Smaller agencies may enjoy certain advantages in media planning and buying in local markets. First, the local agency will be more in tune with conditions and changes in the area.

Also, customers report that they receive closer attention and more responsive service from smaller agencies.

**Question for Students:** Which type of advertising job would you prefer? Why?

**Objective 7.3:** How do the terms used to describe advertising help the marketing team design effective campaigns?

**Advertising Terminology**

As with many subjects, advertising has its own unique set of terms and measures. These are listed in Figure 7.3.

Several concepts or technical terms used in the advertising world are important in developing media objectives. Following are terms students need to understand.

*Reach* is the number of people, households, or businesses in a target audience exposed to a media vehicle or message schedule at least one time during a given time period (usually four weeks).

**Frequency**

*Frequency*, which 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 (again, usually four weeks).

**Opportunities to See (OTS)**

*Opportunities* *to see (OTS)* identifies the cumulative exposures achieved in a given time period.

**Gross Rating Points**

*Gross rating points (GRP)* measure of the impact or intensity of a media plan. GRPs are calculated by multiplying a vehicle’s rating by the frequency or number of insertions of an advertisement.

**Cost**

*Cost* is a measure of overall expenditures associated with an advertising program or campaign.

A second useful number that can be calculated to measure the costs of a program is the *cost per thousand (CPM)* of the program.

CPM identifies the dollar cost of reaching 1,000 members of a media vehicle’s audience.

Figure 7.4 presents hypothetical media information for select magazines to support a campaign for a digital camera.

The cost per thousand is calculated by using the following formula:

CPM = (cost of media buy / total audience) x 1,000

To calculate the weighted (or demographic) CPM, the formula is:

Weighted CPM = advertisement cost x 1,000 / actual audience reached

Figure 7.5 calculates weighted or demographic CPM.

**Ratings and Cost per Rating Point**

*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:

CPRP = Cost of media buy/Vehicle’s rating

**Continuity**

*Continuity* is the exposure pattern or schedule used in the ad campaign. The three types of patterns are used:

*Continuous*— a continuous campaign buys media time in a steady stream throughout the year.

*Pulsating*— a firm advertises some throughout the whole year but will increase advertising in small, short bursts around special events, such as holidays.

*Flighting* (discontinuous)— a flighting schedule places advertisements at special intervals during the year, with no advertising between.

**Impressions**

*Impressions* include the number of *gross impressions* and measures the total exposures of the audience to an advertisement.

This does not take into consideration what percentage of the total audience did or did not see an advertisement.

**Objective 7.4:** What types of advertising objectives do individual companies pursue?

**Achieving Advertising Objectives**

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

Most agree that a single exposure is not enough. The actual number inspires a great deal of debate.

Some argue it takes three. Others say as many as 10.

**The Three-Exposure Hypothesis**

The three-exposure hypothesis suggests that it takes a minimum of three exposures for an advertisement to be effective. It has been followed by most media planners for quite a while.

The traditional *three-exposure hypothesis* is based on the *intrusion value* of advertisements, which is the ability of a media or advertisement to intrude upon a viewer without his or her voluntary attention.

#### Recency Theory

Recency theory suggests that a consumer’s attention is selective and is focused on his or her individual needs and wants.

Recency theory states that consumers use selective attention processes as they consider advertisements. Attention is given to messages that might meet a person’s needs or wants.

When a consumer is contemplating a future purchase of the product being advertised, the more likely it becomes the consumer will pay attention to and react favorably toward an ad.

Recency theory notes that advertising is a waste of money when ads reach individuals who are not in the market for a particular product and for those who do not need the product.

Another difference in recency theory is the idea that one ad exposure is enough to affect an audience when that person or business needs the product being promoted.

The closer, or more recent, an ad is to a purchase, the more powerful the ad will be.

**Effective Reach and Frequency**

Seeking to discover the minimum number of exposures needed to be effective is based on two concepts:

1. *Effective reach*, which is the percentage of an audience that must be exposed to a particular message to achieve a specific objective. Implied in the concept of effective reach is that some minimum number of exposures exists.
2. *Effective frequency*, which refers to the number of times a target audience must be exposed to a message in order to achieve a particular objective.

Effective reach and frequency are affected by the following differences:

* The interests, personalities, and exposures to the media outlets for individual consumers
* The size and placement of ads
* The number of different media being used in a particular advertising campaign

**Brand Recognition**

Brand recognition requires an emphasis on the visual presentation of the product or logo.

The idea is to strengthen or create links between the brand and other nodes of information that exist in the person’s knowledge structure.

**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.

Figure 7.6 compares brand recognition to brand recall.

**Objective 7.5:** What are the advantages and disadvantages associated with each traditional advertising medium?

**Media Selection**

#### Television

No medium has undergone more radical change than the television industry over the past decade.

Many do not subscribe to cable or satellite TV, turning instead to providers such as Netflix, YouTube, Sling, Amazon Prime Video, Hulu, HBO Now, Showtime, Starz, and other on-demand outlets.

This new challenge to television advertising may be labeled *provider fragmentation.*

In spite of the decline in traditional television viewers, for many brands and companies, the medium remains a viable advertising option.

Figure 7.7 summarizes the advantages and disadvantages of television advertising.

*Advantages of Television Advertising*

* High reach
* High frequency potential
* Low cost per contact
* Quality creative opportunities
* High intrusion value
* Segmentation possibilities through cable

*Disadvantages of Television Advertising*

* Clutter
* Channel surfing during commercials
* Short amount of copy
* High cost per ad
* Low recall

Television has always been a popular medium for consumer products. Recently, however, more business-to-business ads are appearing on television.

*Ratings*

Television ratings are calculated as follows:

Rating = number of households turned to a program / total number of households in a market

Television share is calculated as follows:

Share = number of households turned to a program / number of households with a television turned on

*C3 Ratings*

The C3 rating calculates a score for the actual commercial time slot rather than the television program.

*Ratings Providers*

Organizations that prepare this information include Nielsen Media Research; Starch INRA; Hooper, Inc.; Mediamark Research, Inc.; Burke Marketing Research; and Simmons Market Research Bureau.

*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.

*Dynamic Advertising*

Dynamic advertising allows a company such as DirecTV to obtain consumer information from marketing research firms and combine it with the company’s data to send targeted ads to its subscribers that meet specific criteria and live in targeted areas.

*Retargeting* transmits follow-up messages targeting individuals who have already viewed the ad on television.

*Social Media and Television*

Social media, mobile, and the internet can enrich television viewing experiences and actually drive consumers to watch more programs.

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 being submitted to YouTube prior to the national launch (called *pre-roll*).

*Super Bowl Advertising*

The Super Bowl continues to be the biggest television advertising event of the year. A large percentage of the 110 million viewers pay close attention to the commercials.

Many Super Bowl commercials first appear on YouTube, Facebook, the company’s website, or the agency’s site prior to the game.

In the past, ads were kept under wraps until the moment they appear during the game.

Now, many Super Bowl commercials first appear on YouTube, Facebook, the company’s website, or on the agency’s site prior to the game (a *pre-roll*).

Another new approach involves the release of extended versions of an advertisement with more content or additional information about the ad spot on the website.

Super Bowl advertising results in nearly immediate feedback.

#### Radio

Despite CDs, iPods, audiobooks, and other types of audio devices, many still listen to the radio daily.

The advantages and disadvantages of radio advertising are displayed in Figure 7.8.

*Advantages of Radio Advertising*

* Lower cost per spot than television
* Low production costs
* Background music can match station format
* High segmentation
* Flexible
* Intimacy which means listeners can develop a closeness to the DJs and other radio personalities
* Creative opportunities
* Mobile

*Disadvantages of Radio Advertising*

* Short exposure time
* Low attention
* Few national audiences
* Target duplication when several stations use the same format

Radio advertising is a low-cost option for a local firm. Radio remotes, where the station broadcasts from a business location, have been popular methods of attracting attention.

For business-to-business advertisers, radio provides the opportunity to reach businesses during working hours or while business people are in transit to or from work.

#### Out-of-Home (OOH) Advertising

Besides billboards, outdoor advertising includes signs on cabs, buses, park benches, and fences of sports arenas. A blimp flying above a major sporting event is another form.

Figure 7.9 summarizes expenditures on out-of-home advertising.

Figure 7.10 lists the advantages and disadvantages of out-of-home advertising.

*Advantages of Outdoor Advertising*

* Large, spectacular ads possible
* Able to select key geographic areas
* Accessible for local ads
* Low cost per impression
* Broad reach
* High frequency on major commute routes
* Long life

*Disadvantages of Outdoor Advertising*

* Short exposure time
* Brief messages
* Limited segmentation possible
* Cluttered travel routes

There are also some legal limitations to outdoor advertising.

**Question for Students:** Do you read billboards? Which ones?

#### Print Media

A growing number of print magazines and newspapers have developed digital versions of materials that can be viewed on computers, tablets, and smartphones.

In some cases, the digital format will be identical to the print version. In others, the site includes additional or different content.

**Magazines**

For many advertisers, magazines represent a secondary choice in media buying. Recent research indicates, however, that magazines often deliver a quality option.

An Affinity Research study suggests that half of readers take action and have more positive attitudes after seeing a magazine ad.

The advantages and disadvantages of magazines are summarized by Figure 7.11.

*Advantages of Magazine Advertising*

* High market segmentation
* Target audience interest by magazine
* High color quality
* Special features available
* Long life
* Direct response techniques
* Read during leisure time

*Disadvantages of Magazine Advertising*

* Declining readership
* High level of clutter
* Long lead time
* Low flexibility
* High cost

Magazines have proliferated even as the problems of declining readership have occurred.

Several incorporate digital internet connections with magazine content.

Although business-to-business marketers are increasingly using other mediums, trade journals and business magazines still remain an effective method of reaching their target markets.

**Question for Students:** How many of you read magazines? Newspapers?

#### Newspapers

Local newspapers are suffering major losses, especially following the COVID-19 outbreak, which led to large decreases in advertising revenues for local papers.

The advantages and disadvantages of newspaper advertising appear in Figure 7.12.

*Advantages of Newspaper Advertising*

* Geographic selectivity
* High flexibility
* High credibility
* Strong audience interest
* Longer copy/message possible
* Cumulative volume discounts
* Excellent location for coupons and special-response features

*Disadvantages of Newspaper Advertising*

* Poor buying procedures
* Short life span
* Major clutter (especially near Christmas)
* Poor color quality
* Internet classified competition

Few young people read newspapers.

Most major city newspapers are now owned by chains, such as Gannett.

For many smaller local firms, newspaper ads, billboards, and local radio programs are the only viable advertising options.

Newspapers have not been a major medium for business-to-business marketers primarily because of the local nature of newspapers.

**Objective 7.6:** How can the marketing team use the media mix to increase advertising effectiveness?

#### Media Mix

Selecting the proper blend of media outlets for advertisements is a crucial activity as campaigns are prepared. Media planners and media buyers are both excellent sources of information on what type of mix is the most effective for a particular advertising campaign. There are several possible linkages between various media.

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

Figure 7.13 suggests logical combinations of media.

**Objective 7.7:** What are the key issues associated with media selection for business-to-business markets?

**Media Selection in Business-to-Business Markets**

Currently, about 56 percent of all business advertising dollars are spent in non-business environments. There are several reasons for this shift to more non-business media.

* Business decision makers are also consumers of goods and services, so the same psychological techniques work.
* Business decision makers are very difficult to reach at work, so companies try to reach them elsewhere.
* Clutter among the traditional business media has made it more difficult to get a company noticed.

Trade journals provide an opportunity to reach members of the buying center who may not be able to be reached with sales people.

Clutter is a major problem in trade journals.

In addition to trade journals, business-to-business advertisers also use business magazines such as *Time* and consumer magazines. This approach is successful because many of the goals in business-to-business advertisements are the same as those devoted to consumers.

**Objective 7.8:** What issues are associated with media selection in international markets?

**International Implications**

Understanding media viewing habits in international markets is important for successful advertising programs. Media viewing is different, as is media buying in other countries.

In international settings, it is important to understand that the media habits of consumers vary as well as their daily life styles.

In general, many of the tactics used to develop advertising campaigns in the United States apply to international advertising. What differs is the nature of the target markets, consumer media preferences, and the processes used to buy media.

Careful attention must be given to cultural mores to make sure that the buying process does not offend the cultural and religious attitudes, which are prevalent in any given region.

***Note to Professors:***

*The authors’ blog for professors and students may be found at* <http://blogclowbaack.net/>.

IMPLICATIONS FOR MEDIA PLANNERS, BUYERS, AND ACCOUNT EXECUTIVES

**(Note to professors—these materials are not in the text. They provide a method for you to summarize the chapter in a different way.)**

Start with the message theme, and finish with the message theme. The IMC approach works best if every activity focuses on the one clear voice of the company.

Decide whether the client is large enough to have a separate media planner and media buyer, or if the two positions should be combined. Remember, the driving criteria should be service to the client, not cost savings.

Review the research conducted by the media planner. Make sure the plan is doing an effective job of finding media to match the message, the company, its customers, and the goods or services being advertised.

Review the work being performed by the media buyer. Make sure that purchases do indeed reflect the best available rates for the client. Also make sure the times and schedules are appropriate, and that they will lead to the best possible response.

Develop a strong, positive relationship with the media planner and media buyer and between those two individuals and the client. The planner and buyer will have a large impact on the success of the campaign.

Consider hiring a research agency, as needed, to follow on up advertising campaigns in order to be certain the company is effectively reaching its audience.

Review the goals of advertising with every client. Make sure they understand the following differences:

* Reach (and effective reach)
* Frequency (and effective frequency)
* Opportunity to see (OTS)
* Continuity
* CPM, GRP, ratings, and CPRP
* Impressions
* Ratings
* Share

Review the advantages and disadvantages of each potential medium with clients. Avoid using words like “always” and “never” when discussing options.

Talk carefully about the potential mixes of media. Note that the internet is probably going to be somehow connected to every advertising campaign, even if only to give the company’s website address.

Ask business customers to think about their intentions in reaching members of the buying center. Remind them of the challenges associated with the following:

1. Straight rebuys
2. Modified rebuys
3. New task purchases

Consider the differences in the mix that will exist between business campaigns and consumer campaigns. Make certain creatives are aware of the trade journals and other advertising outlets that should be part of every business-to-business advertising campaign.

Think SMALL. Remind the creative, media planner, and media buyer of all of the small ways a product can be advertised and a message can be reinforced. These include the following:

* Envelopes carrying the company’s current advertising message
* Give-away in contests where the company provides the prize in return for being mentioned
* Merchandise that can be sold or given away carrying advertising, such as cups, toys, carry-out bags, receipts, ashtrays, napkins, towels, packaging and other containers, and every creative method possible to restate the firm’s name

Follow up. Find ways to keep score. Make sure you can give prospective clients clear and convincing evidence that your firm knows how to reach a company’s ongoing and new customers effectively.

REVIEW QUESTIONS

**7-1. What is a media strategy? How does it relate to the creative brief and overall IMC program?**

A media strategy is the process of analyzing and choosing media for an advertising and promotions campaign. It is related to the creative brief and overall IMC program because the media strategy follows the factors given by the creative brief and IMC program.

LO: 7.1: What is a media strategy?

AACSB: Application of knowledge

7-2. What does a media planner do?

A media planner formulates a program stating where and when to place advertisements. Also, the media planner conducts research to match the product with the market and media.

Part of the media planner’s research is devoted to gathering facts about various media, such as the circulation rates and demographics groups reached by each medium.

LO: 7.2: What elements and individuals are involved in media planning?

AACSB: Application of knowledge

7-3. Describe the role of media buyer in an advertising program.

The role of a media buyer in an advertising program is to buy the space, negotiate rates, times, and schedules for the ads. To ensure promotional dollars are spent wisely, it is best to involve the media planner and the media buyer with the creative and the account executive in the design of an advertising campaign.

LO: 7.2: What elements and individuals are involved in media planning?

AACSB: Application of knowledge

**7-4. What is reach? Give examples of reach in various advertising media.**

Reach is the number of people, households, or businesses in a target audience exposed to a media vehicle or message schedule at least one time during a given period. Examples of reach in various media would include: how many people heard the radio ad, read the newspaper, watched the ad on television, accessed a website, or saw a billboard.

LO: 7.3: How do the terms used to describe advertising help the marketing team design effective campaigns?

AACSB: Application of knowledge

**7-5. What is frequency? How can an advertiser increase frequency in a campaign?**

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 (normally four weeks). An advertiser can increase frequency by increasing the number of ads within a period in a given market. For example: the same ad several times during one TV program, several times in a magazine, or several times in a radio show.

LO: 7.3: How do the terms used to describe advertising help the marketing team design effective campaigns?

AACSB: Application of knowledge

7-6. What are gross rating points? What do they measure?

Gross rating points (GRP) are a measure of the impact or intensity of a media plan. They measure the chances the target audience actually viewed the ad. GRP are calculated by multiplying a vehicle’s rating by the frequency or number of insertions of an advertisement.

LO: 7.3: How do the terms used to describe advertising help the marketing team design effective campaigns?

AACSB: Application of knowledge

7-7. What is the difference between CPM and CPRP? What costs do they measure?

The difference between cost per thousand (CPM) and cost per rating point (CPRP) is that CPM measures the dollar cost of reaching 1,000 members of the media vehicle’s audience. CPRP is a relative measure of the efficiency of a media vehicle to a firm’s target market. CPRP takes into consideration the rating of the media vehicle, not just the cos of the media.

LO: 7.3: How do the terms used to describe advertising help the marketing team design effective campaigns?

AACSB: Application of knowledge

7-8. What is continuity?

Continuity is the exposure pattern or schedule used in the campaign. The three types of patterns used are:

* Continuous—a continuous campaign buys media time in a steady stream.
* Pulsating—a firm advertises some throughout the whole year but will increase advertising in small, short bursts around special events such as holidays.
* Flighting—the campaign schedule places advertisements at special intervals with no advertising between.

LO: 7.3: How do the terms used to describe advertising help the marketing team design effective campaigns?

AACSB: Application of knowledge

7-9. **Describe the three-exposure hypothesis.**

The three-exposure hypothesis is a basic rule stating that it takes a minimum of three

exposures for an advertisement to be effective.

LO: 7.4: What types of advertising objectives do individual companies pursue?

AACSB: Application of knowledge

**7-10. How does recency theory differ from the three-exposure hypothesis?**

Recency theory is different because it suggests that a consumer’s attention is selective and is focused on his or her individual needs and wants. This is different from three-exposure hypothesis because consumers may not need three exposures for an ad to be effective if they are interested in the product.

LO: 7.4: What types of advertising objectives do individual companies pursue?

AACSB: Application of knowledge

7-11. What is effective frequency? Effective reach?

Effective frequency is the number of times a target audience must be exposed to a message in order to achieve a particular objective.

Effective reach is the percentage of an audience that must be exposed to a particular message to achieve a specific objective. Implied in the concept of effective reach is that some minimum number of exposures exists.

Effective reach and frequency are affected by the following differences:

* The interests, personalities, and exposures to the media outlets for individual consumers
* The size and placement of ads
* The number of different media being used in a particular advertising campaign

LO: 7.4: What types of advertising objectives do individual companies pursue?

AACSB: Application of knowledge

**7-12. What are the major advantages and disadvantages of television advertising?**

Advantages include:

* High reach
* High frequency potential
* Low cost per contact
* Quality creative opportunities
* High intrusion value
* Segmentation possibilities through cable

Disadvantages include:

* Clutter
* Channel surfing during commercials
* Short amount of copy
* High cost per ad
* Low recall

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

AACSB: Application of knowledge

7-13. What are the major advantages and disadvantages of radio advertising?

Advantages include:

* Lower cost per spot than television
* Low production costs
* Background music can match station format
* High segmentation
* Flexible
* Intimacy which means listeners can develop a closeness to the DJs and other radio personalities
* Creative opportunities
* Mobile

Disadvantages include:

* Short exposure time
* Low attention
* Few national audiences
* Target duplication when several stations use the same format
* Radio advertising is a low-cost option for a local firm

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

AACSB: Application of knowledge

7-14. **What are the major advantages and disadvantages of out-of-home advertising?**

Advantages

* Select key geographic areas
* Accessible for local ads
* Low cost per impression
* Broad reach
* High frequency of major commuter routes
* Large visuals possible
* Digital capabilities

Disadvantages

* Short exposure time
* Brief messages
* Little segmentation possible
* Clutter

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

AACSB: Application of knowledge

7-15. **What are the major advantages and disadvantages of magazine advertising?**

Advantages include:

* High market segmentation
* Target audience interest by magazine
* High color quality
* Special features available
* Long life
* Direct response techniques
* Read during leisure time

Disadvantages include:

* Long lead time to ad appearance
* Low flexibility
* High cost
* Higher clutter
* Declining readership

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

AACSB: Application of knowledge

7-16. What are the major advantages and disadvantages of newspaper advertising?

Advantages include:

* Priority for local ads
* Good for coupons and special-response features
* High credibility
* Strong audience interest
* Longer copy/message possible
* Flexibility
* Cumulative volume discounts

Disadvantages include:

* Major clutter (especially near Christmas)
* Short life span
* Poor color quality
* Poor buying procedures

Also, there is limited audience (few under 25 years old).

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

AACSB: Application of knowledge

7-17. Is the strong intrusion value of television an advantage? Why or why not?

The intrusion value of television is an advantage because by being able to prepare ads with catchy tunes, sexy content, or motion, it can grab consumers’ attention. These consumers may not have paid attention to the ad otherwise, but the intrusion value may cause them to become interested in a product.

LO: 7.4: What types of advertising objectives do individual companies pursue?

AACSB: Analytical thinking

**7-18. What special challenges does media selection present for businesses? What roles do gatekeepers play in creating those challenges?**

Special challenges that face media selection for businesses are that business-to-business ads often have a difficult time getting noticed, gatekeepers hinder the information flow to decision makers, and clutter is growing in business advertisements. Gatekeepers are a hindrance in the flow because of voice mail, secretaries, and other intermediaries that may keep the decision maker from being reached.

LO: 7.7 What are the key issues associated with media selection for business- to-business markets?

AACSB: Application of knowledge

**7-19. What special challenges are present in media selection for international advertising campaigns? What differences and similarities exist with U.S. media selection processes?**

Special challenges that are present in media selection for international advertising campaigns include television is not the dominant media in every country; cable TV, and satellites are growing; smaller subregions impact media preferences; and media buying behaviors are different. Also, an awareness of the culture of the company must be in place to advertise in the correct manner.

LO: 7.8: What issues are associated with media selection in international markets?

AACSB: Diverse and multicultural work environments

CRITICAL THINKING EXERCISES

**7-20. 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 a message appears in only a solitary medium. For each of the media, what is the probability of you being exposed to an advertisement? The percentages should add up to 100 percent. Which media are most effective in reaching you? Explain.**

Student choices will vary. This is a good in-class discussion question, especially in the area of probability of being exposed to an ad.

LO: 7.6 How can the marketing team use the media mix to increase advertising effectiveness?

**7-21. Billboard advertising in Times Square is so popular that space has already been sold for 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?**

Student discussions should note that companies pay these fees for the same reasons companies pay millions to advertise during the Super Bowl: Many consumers will be reached at the same time. In addition, the advertisement will be viewed many times by the same viewers (people who work in the area) and by new people all the time (tourists). The disadvantages include the cost and the lack of control over who views the ads. Many will not be interested in the company’s products. Also, there is great competition, so all of the ads are very dramatic, making the impact of one single ad lower.

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

**7-22. *Dancing with the Stars* premiered on ABC on June 1, 2005. ABC executives state that the program had been renewed 28 times in 2019. Define the target audience for the show. Then, discuss the concepts of effective reach, effective frequency, ratings, gross rating points, brand recognition, brand recall, and opportunities to see as it relates to advertising on the program. What are the advantages for a brand to advertise on *Dancing with the Stars*? What are the disadvantages?**

The advantages students might suggest include a loyal audience and a well-defined market in terms of enjoying dance performance. The disadvantage would be cost and possibly just a limited number of companies would be interested in that specific audience.

Students may have other ideas as well.

LO: 7.3: How do the terms used to describe advertising help the marketing team design effective campaigns?

**7-23. Legal Zoom offers legal support and advice for individual consumers and for small businesses. What media mix would you suggest for an advertising campaign targeting individual consumers? Would it be the same for small businesses? Justify your answer.**

The media mix would be different, although there would be some overlap due to the fact that people would need help with individual as well as business legal issues.

LO: 7.6 How can the marketing team use the media mix to increase advertising effectiveness?

and

LO: 7.7 What are the key issues associated with media selection for business- to-business markets?

**7-24. Complete the following table by calculating the missing values. Based on the values you calculated, identify two magazines and two television shows for advertising sports equipment. Support your answer with specific data from the table.**

Student answers will depend on their choices.

LO: 7.3: How do the terms used to describe advertising help the marketing team design effective campaigns?

**7-25.** **Use the internet or phone directory to identify all of the radio stations in your area. What type of format does each have (for example, talk, country, hip hop, easy-listening, or rock)? 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**?

Students may disagree about radio. Many will point out iPods have replaced radio as the mobile medium for young people.

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

**7-26**. **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?**

Student answers will depend on the billboards they choose. Ask them to discuss their responses in class.

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

**7-27. Pick three 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 three magazines? What differences did you notice? Which would be most effective at reaching people in your demographic?**

Student answers will vary by the magazines and advertisements they choose.

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

**7-28. Explain the concepts of recency theory and three-exposure hypothesis in your own words. Discuss an example of an advertisement that was a catalyst to a purchase you made. How many times did you see the ad before you made the purchase? How did the ad impact your action to make the purchase? Think of an ad you recently saw or heard that has no impact on your purchase behavior. Explain why in the context of recency theory.**

Student answers will vary. This is a quality application of knowledge and reflective thinking question (AACSB tags).

LO: 7.4: What types of advertising objectives do individual companies pursue?

**7-29. Define brand recognition and brand recall. Explain the difference between the two concepts. Suppose a home furniture store wants to increase its brand recognition. Explain the process and media that should be used. Instead of brand recognition, suppose the furniture store wanted to increase brand recall. How would the media and message be different? Be specific.**

Brand recognition means the advertiser wants the person to recognize the brand name and logo at the retail store or in the advertisement.

Brand recognition requires an emphasis on the visual presentation of the product and/or logo.

The goal of brand recall is to embed a brand in the consumer’s memory.

Repetition increases brand recall.

LO: 7.4: What types of advertising objectives do individual companies pursue?

**integrated learning Exercises**

**7-30. Go to the internet and do a search for “Nielsen TV ratings.” What were the top television shows last week? What other information is available at the website about the top TV shows?**

Responses will depend on the time of year and the year itself.

LO: 7.3: How do the terms used to describe advertising help the marketing team design effective campaigns?

7-**31.** **Access Nielsen’s top ten list at** [**www.nielsen.com/us/en/top10s.html**](http://www.nielsen.com/us/en/top10s.html)**. Identify the categories listed on the webpage. Examine each of the lists and identify any brands or media that you have accessed or purchased.**

Answers will depend on when the website is visited.

LO: 7.3: How do the terms used to describe advertising help the marketing team design effective campaigns?

**7-32. In Canada, a valuable source of information is BBM (Bureau of Broadcast Measurement). Access this website at** [**www.bbm.ca**](http://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?**

The website provides articles on a wide variety of subjects about magazines, including new digital formats. It provides an in-depth research page that an advertiser could use to match the magazine to a good or service, or type of customer.

LO: 7.3: How do the terms used to describe advertising help the marketing team design effective campaigns?

and

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

**7-33. A trade organization for magazines is the Magazine Publishers of America. Access the association’s website at** [**www.magazine.org**](http://www.magazine.org)**. What type of information is available? How could it be used by a company wanting to advertise in magazines?**

The website provides articles on a wide variety of subjects about magazines, including new digital formats. It provides an in-depth research page that an advertiser could use to match the magazine to a good or service, or type of customer.

LO: 7.3: How do the terms used to describe advertising help the marketing team design effective campaigns?

and

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

**7-34.** **Two websites that are important for radio advertising are the Radio Advertising Bureau at** [**www.rab.com**](http://www.rab.com) **and the top 100 radio sites at www.100topradiosites.com. Access both sites. What information is available in each site? Discuss how the information can be used to develop an advertising plan using radio.**

Rab.com is for radio advertisers. The site offers articles on a wide variety of broadcasting topics, plus special insights for radio advertisers. The [100topradiosites.com](http://www.100topradiosites.com) site offers access to the top 100 radio stations. It is also a venue for musicians to reach audiences.

LO: 7.3: How do the terms used to describe advertising help the marketing team design effective campaigns?

and

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

**7-35.** **A major company for outdoor advertising is Lamar Advertising Company. Access its website at** [**www.lamar.com**](file:///C:\Users\dbaack\AppData\Local\Temp\Temp3_Clow_iapmc8_IM_Word.zip\Clow_iapmc8_IM_Word\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.**

Local rates will vary by the area in which the student lives. The company offers a wide variety of standstill and moving billboards. Lamar also offers graphics programs and a real estate program that even includes antennas on billboards.

LO: 7.3: How do the terms used to describe advertising help the marketing team design effective campaigns?

and

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

**7-36. An excellent source of information for business advertisers is at Entrepreneur. Access the advertising section of Entrepreneur at** [**www.entrepreneur.com/advertising**](http://www.entrepreneur.com/advertising)**. What type of information is available at this website? How can it be used by a small business? Pick an article from the page that is of interest to you. Report on the article. Provide the URL in your report.**

Entrepreneur.com is a “how-to” site that covers websites, franchises, and brand building. Student reports will vary.

LO: 7.7: What are the key issues associated with media selection for business- to-business markets?

7-**37. The Newspaper Association of America is a trade association for newspaper. Access the website at** [**http://www.naa.org**](http://www.naa.org)**. What type of information is available? How could this information be used by your local newspaper to increase business?**

The website offers industry news, statistics regarding newspaper circulation and advertising, discussions of public policy, tools for more effective advertising, exchanges with other media, and connections with social media.

The information provided offers advice regarding how to advertise locally in a more effective manner.

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

Blog Exercises

Access the authors’ blog for this textbook at the URLs provided to complete these exercises. Answer the questions that are posed on the blog.

7-38. **Millennials and TV:** [**https://blogclowbaack.net/2017/11/01/millennials-and-tv-chapter-7/**](https://blogclowbaack.net/2017/11/01/millennials-and-tv-chapter-7/)

7-39. B**illboards:** [**https://blogclowbaack.net/2016/09/07/billboards-chapter-7/**](https://blogclowbaack.net/2016/09/07/billboards-chapter-7/)

7-40. Traditional Television Advertising Approaches: https://blogclowbaack.net/2019/02/23/traditional-television-advertising-approaches-chapter-7-chapter-6/

LO: 7.3: How do the terms used to describe advertising help the marketing team design effective campaigns?

and

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

**Student Project: Creative Corner**

The project assigns students to identify a target audience for an advertising campaign dedicated to horse racing. Students are asked to choose media for the campaign, to develop a magazine ad, and to prepare an outdoor or billboard advertisement.

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

**CASES**

**Case 1 Bass Pro Shops**

**7-41. Explain how the concepts of reach, frequency, opportunities to see, and cost per thousand (CPM) would apply to the Bass Pro Shop catalog program.**

Reach is the number of people, households, or businesses in a target audience exposed to a catalog at least one time during a given time period.

Frequency, which is the average number of times an individual, household, or business within a particular target market is exposed to a catalog within a specified time period.

Opportunities to see (OTS*)* identifies the cumulative exposures achieved in a given time period.

CPM identifies the dollar cost of reaching 1,000 members of a catalog’s audience.

LO: 7.3: How do the terms used to describe advertising help the marketing team design effective campaigns?

**7-42. Describe how the concepts present in the three-exposure hypothesis or recency theory would apply to the Bass Pro Shop catalog program.**

Three exposures would be necessary for someone looking for hunting or fishing equipment and accessories to remember Bass Pro. Recency would say as soon as someone needs those products, if exposed to a Bass Pro, that person would recall the company and the items it sells.

LO: 7.4: What types of advertising objectives do individual companies pursue?

**7-43. What would be the most logical choices for traditional media outlets to accompany the Bass Pro Shop and online catalog program? Defend your selections.**

Student choices will vary. Billboards make sense in lake/resort areas. Other media match other situations.

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

**7-44. Develop an advertisement to be included in the Bass Pro Shop mail and catalog program that highlights the company’s relationship with one of the conservation organizations noted in the case.**

Student ads will differ. They could be shared with the class.

LO: 7.4: What types of advertising objectives do individual companies pursue?

and

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

**7-45. Develop advertisements for traditional television and radio inviting young people to participate in the Bass Pro Shop fishing event.**

Student ads will differ. They could be shared with the class.

LO: 7.4: What types of advertising objectives do individual companies pursue?

and

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

**Case 2 Cindy’s Auto Body Repair Shop**

**7-46. Discuss the pros and cons for Cindy’s Auto Body Repair Shop of each of the media presented in this chapter. If you were the media planner assigned to this account, which of the media would you recommend, and why?**

Student answers will vary. It is a local company, which allows for local radio, television, and newspapers. There may even be a local magazine. Out-of-home presents another traditional media option.

LO: 7.5: What are the advantages and disadvantages associated with each traditional advertising medium?

**7-47. Describe the roles that reach, frequency, effective reach, and effective frequency should play in the campaign designed to acquaint customers with this new business.**

*Reach* is the number of people, households, or businesses in a target audience exposed to a media vehicle or message schedule at least one time during a given time period (usually four weeks). Cindy would want reach to extend to drivers and parents of teens who are more likely to have auto accidents.

*Frequency*, which 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. Frequency would help with recall of her company.

Effective frequency, which refers to the number of times a target audience must be exposed to a message in order to achieve a particular objective. She would need to move drivers from remembering the company to being willing to give it a try.

Effective reach is the percentage of an audience that must be exposed to a particular message to achieve a specific objective. Implied in the concept of effective reach is that some minimum number of exposures exists. Again, the goal would move from recall to the willingness to go to her shop in the case of an accident or when someone wanted work performed.

LO: 7.3 How do the terms used to describe advertising help the marketing team design effective campaigns?

**7-48. Which theory best applies to Cindy’s situation, recency theory or the three-exposure hypothesis? Explain your answ**er.

The three-exposure hypothesis suggests that it takes a minimum of three exposures for an advertisement to be effective. It may take three exposures for people to remember her business is there.

Recency theory states that consumers use selective attention processes as they consider advertisements. Attention is given to messages that might meet a person’s needs or wants. If a person has recently been involved in an accident, an exposure at the right time might lead the person to contact her company.

LO: 7.4: What types of advertising objectives do individual companies pursue?

**7-49. Create an effective media mix and describe the campaign you would create for the grand opening and subsequent months for Cindy’s Auto Body Repair Shop.**

Student answers will vary. Look for logical combinations based on the target market.

LO: 7.6:How can the marketing team use the media mix to increase advertising effectiveness?

**7-50. Create the ad for Cindy’s Auto Body Repair Shop that will be placed in the local newspaper.**

Student ads will vary. They can be shared with the class.

LO: 7.6 How can the marketing team use the media mix to increase advertising effectiveness?

bonus case

running free

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, a local advertising agency created a feeling of expectancy and mystery with its “Running Free” 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 “running” 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 “Running Free Dog Parks” appears. It also displays the services offered, the website 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 Running Free Dog Park promotional efforts.**

The goals were sustaining initial interest, moving consumers to action, and building repeat business.

**(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?**

Recency theory would mean a person looking for a dog park would only need to see the ad once. The three-exposure hypothesis suggests that consumers would need to see the ad more times in order to remember it and give the dog park a try.

**(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 Running Free Dog Park campaign and the desire to stimulate trial usage.**

Student answers will vary. Television is probably too expensive; radio may offer the chance to reach dog owners by format; newspaper would not reach young people; only a local magazine would work for this campaign, and it would be expensive and not reach a wide audience. Outdoor probably has the best chance because people have seen the message there before.

**(4) How could social media and nontraditional media be used to supplement a traditional media campaign in this circumstance?**

Social media might be able to connect dog owners as fans of the park.

**(5) Design a newspaper ad and an outdoor ad that will be placed at Little League baseball parks in the area.**

Student ads will vary. They should incorporate children/families into the message appeal.