

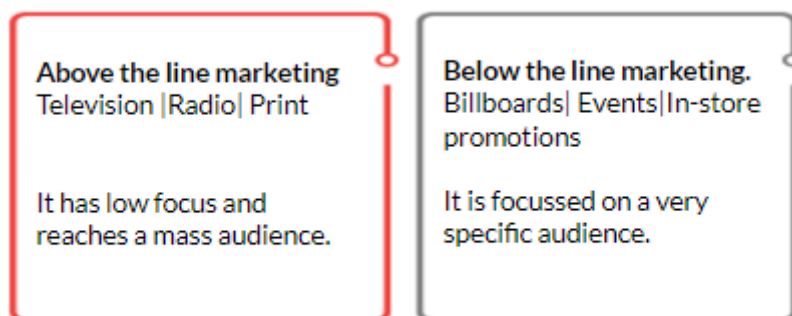
## Summary

### Offline Marketing Channels

In this session, you were introduced to the offline marketing channels available to any marketer for communicating with his/her audience. Your key objectives, mapped to the four different stages of the consumer's decision-making process, are as follows:



Furthermore, offline marketing channels were divided into two parts:



## ATL Marketing

There are three questions to be considered when choosing to decide your ATL strategy:

- 1 • Deciding the right media vehicle for your ad
- 2 • Deciding the placement of your advertisement in that particular vehicle
- 3 • Deciding the frequency of your advertisement.

## Deciding the right media vehicle for your ad

The target audience of your ad campaign must match the profile of the viewer, reader or listener base of the media vehicles.

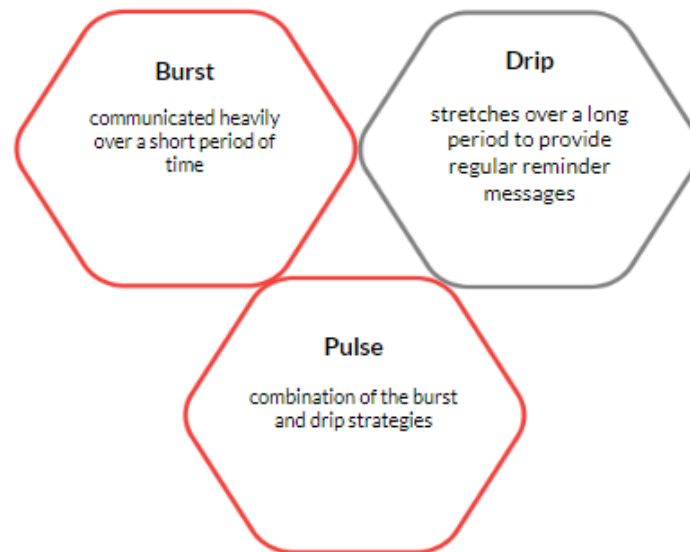
There are nearly a thousand media vehicles on television, five hundred on radio and more than a lakh newspapers and magazines under print.

## Deciding the placement of your advertisement in that particular vehicle

To examine the right placement of your advertisement, the following metrics are used:

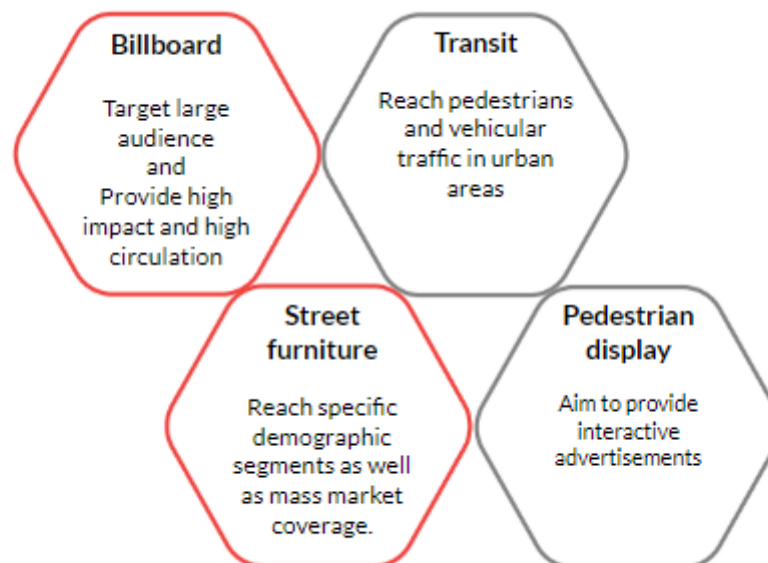
- 1 For television, TRPs or the Television Rating Points
- 2 For radio, the metric is Average Quarter-Hour Persons or AQH Persons
- 3 For newspapers and magazines, subscription numbers.

## Deciding the frequency of your advertisement

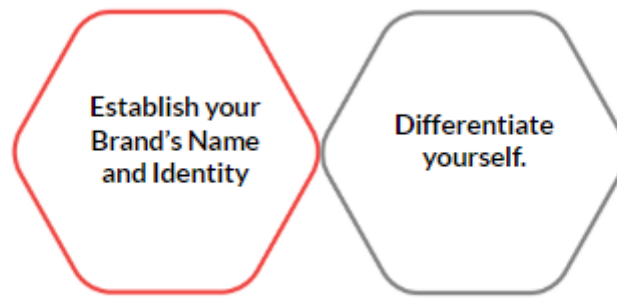


## BTL Marketing

BTL offers multiple channels to a marketer - Out of Home marketing and events.



Event marketing strategies leave a lasting, brand-focused impression of fun by grabbing the attention of a group of people who are gathered together. The objectives of sponsoring events are-



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