

# Go To Market Strategies: Targeting and Messaging

David Bell (@davidbnz)

Xinmei Zhang and Yongge Dai Professor

- Trends and Data
- “Classic” Campaign (Milk)
- 7M Framework
- Mission and Message
  - Rational Appeals
  - Emotional Appeals

## Average Time Spent per Day with Major Media by US Adults, 2010-2013

*hrs:mins*

	2010	2011	2012	2013
<b>Digital</b>	<b>3:11</b>	<b>3:49</b>	<b>4:33</b>	<b>5:16</b>
—Online*	2:22	2:33	2:27	2:19
—Mobile (nonvoice)	0:24	0:48	1:35	2:21
—Other	0:26	0:28	0:31	0:36
<b>TV</b>	<b>4:24</b>	<b>4:34</b>	<b>4:38</b>	<b>4:31</b>
<b>Radio</b>	<b>1:36</b>	<b>1:34</b>	<b>1:32</b>	<b>1:26</b>
<b>Print**</b>	<b>0:50</b>	<b>0:44</b>	<b>0:38</b>	<b>0:32</b>
—Newspapers	0:30	0:26	0:22	0:18
—Magazines	0:20	0:18	0:16	0:14
<b>Other</b>	<b>0:45</b>	<b>0:37</b>	<b>0:28</b>	<b>0:20</b>
<b>Total</b>	<b>10:46</b>	<b>11:18</b>	<b>11:49</b>	<b>12:05</b>

*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking online while watching TV is counted as 1 hour for TV and 1 hour for online; \*includes all internet activities on desktop and laptop computers; \*\*offline reading only*

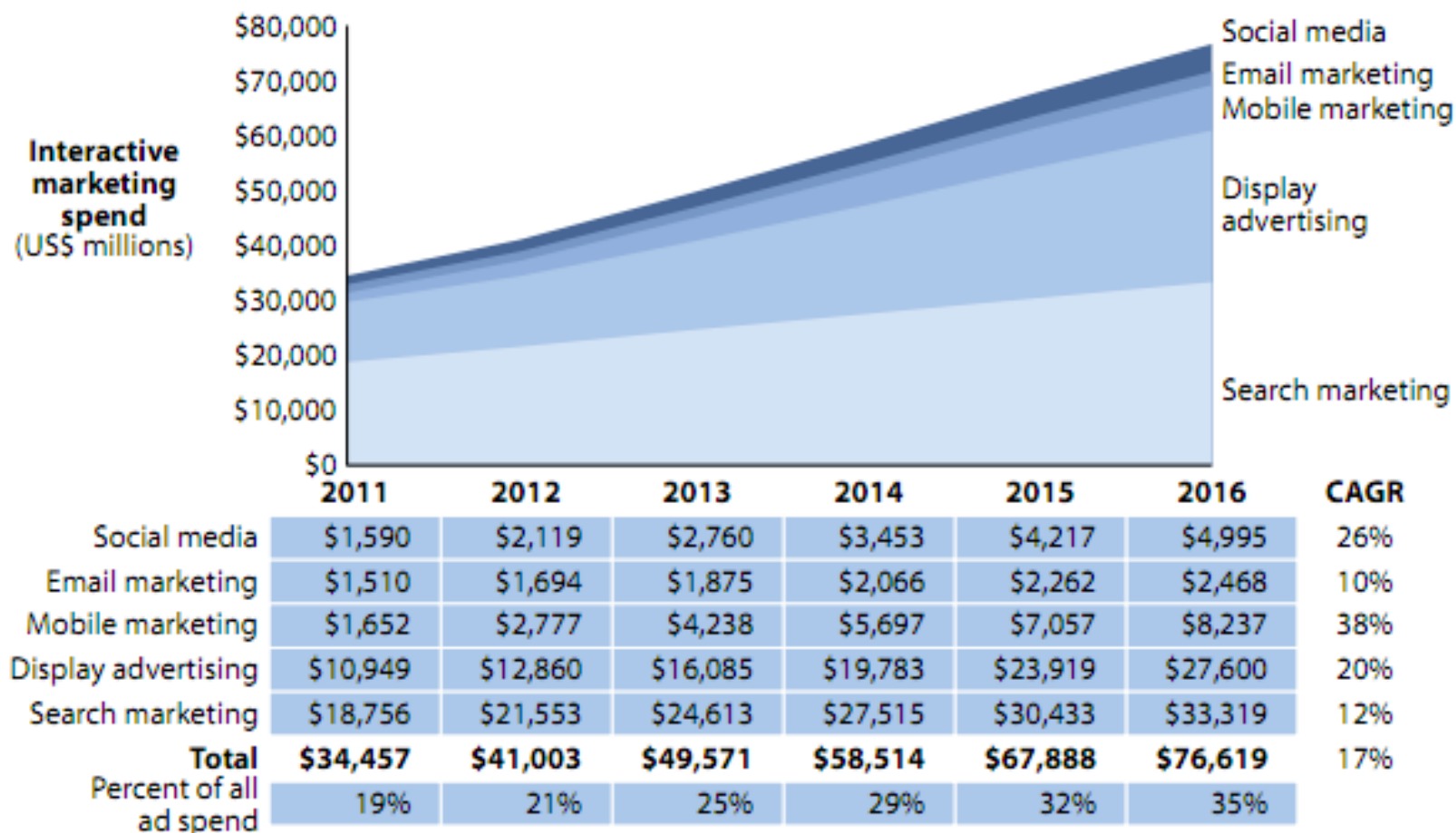
*Source: eMarketer, July 2013*

## **US Total Media Ad Spending, by Media, 2011-2017** *billions*

	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
<b>TV</b>	<b>\$60.7</b>	<b>\$64.5</b>	<b>\$66.4</b>	<b>\$68.5</b>	<b>\$70.0</b>	<b>\$73.1</b>	<b>\$75.3</b>
<b>Digital</b>	<b>\$32.0</b>	<b>\$36.8</b>	<b>\$42.3</b>	<b>\$47.6</b>	<b>\$52.5</b>	<b>\$57.3</b>	<b>\$61.4</b>
—Mobile	\$1.6	\$4.4	\$8.5	\$13.1	\$18.6	\$24.7	\$31.1
<b>Print</b>	<b>\$35.8</b>	<b>\$34.1</b>	<b>\$32.9</b>	<b>\$32.2</b>	<b>\$31.6</b>	<b>\$31.3</b>	<b>\$31.2</b>
—Newspapers*	\$20.7	\$18.9	\$17.8	\$17.1	\$16.6	\$16.2	\$16.1
—Magazines*	\$15.2	\$15.2	\$15.1	\$15.1	\$15.1	\$15.1	\$15.2
<b>Radio**</b>	<b>\$15.2</b>	<b>\$15.4</b>	<b>\$15.6</b>	<b>\$15.9</b>	<b>\$16.0</b>	<b>\$16.0</b>	<b>\$16.1</b>
<b>Outdoor</b>	<b>\$6.4</b>	<b>\$6.7</b>	<b>\$7.0</b>	<b>\$7.2</b>	<b>\$7.4</b>	<b>\$7.6</b>	<b>\$7.8</b>
<b>Directories*</b>	<b>\$8.2</b>	<b>\$7.5</b>	<b>\$6.9</b>	<b>\$6.4</b>	<b>\$5.9</b>	<b>\$5.5</b>	<b>\$5.3</b>
<b>Total</b>	<b>\$158.3</b>	<b>\$165.0</b>	<b>\$171.0</b>	<b>\$177.8</b>	<b>\$183.4</b>	<b>\$190.9</b>	<b>\$197.0</b>

*Note: eMarketer benchmarks its US newspaper ad spending projections against the NAA, for which the last full year measured was 2012, and its US outdoor ad spending projections against the OAAA, for which the last full year measured was 2011; numbers may not add up to total due to rounding; \*print only; \*\*excludes off-air radio & digital*

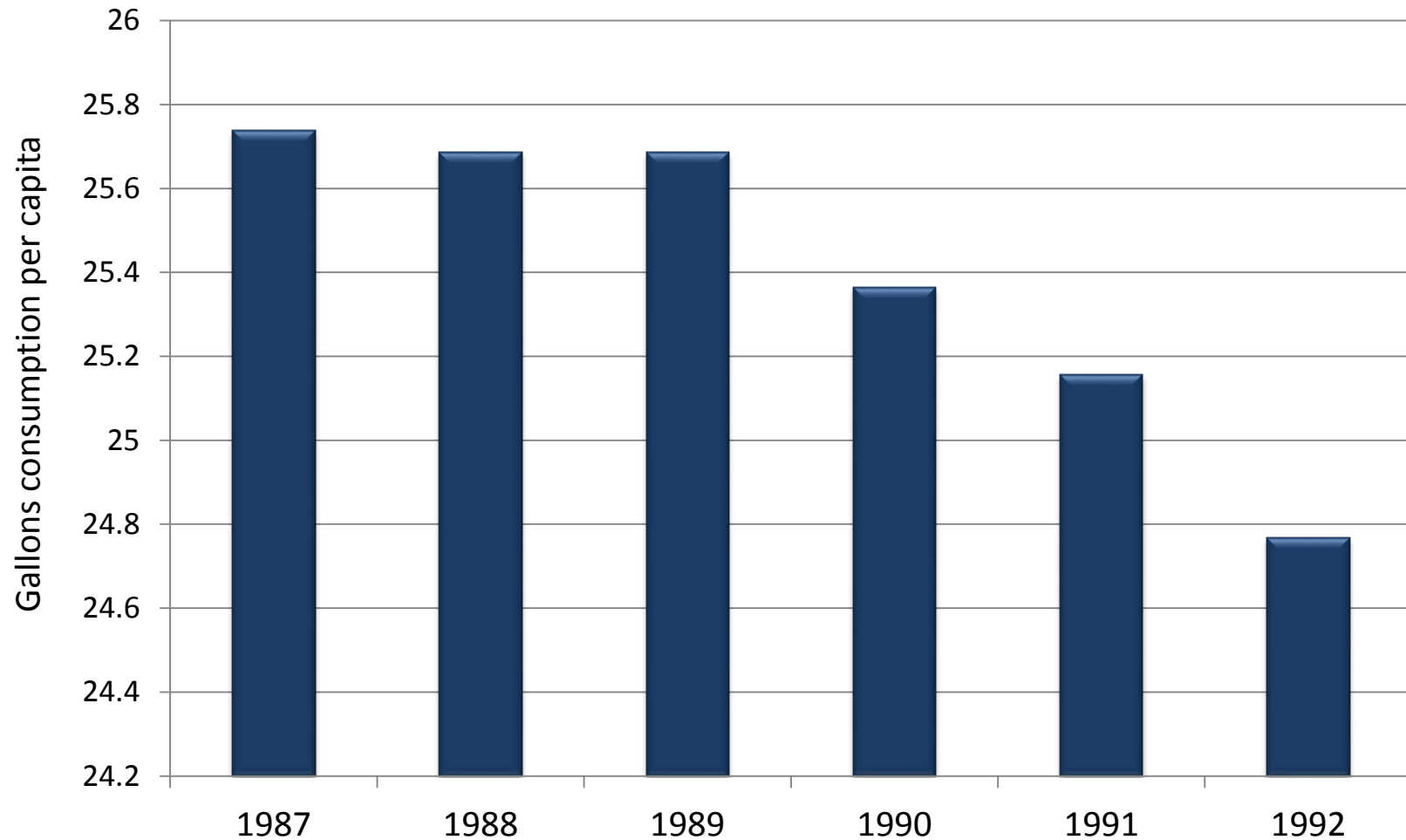
*Source: eMarketer, Aug 2013*



Source: Forrester Research Interactive Marketing Forecasts, 2011 To 2016 (US)

## Classic Campaign

# Milk in California



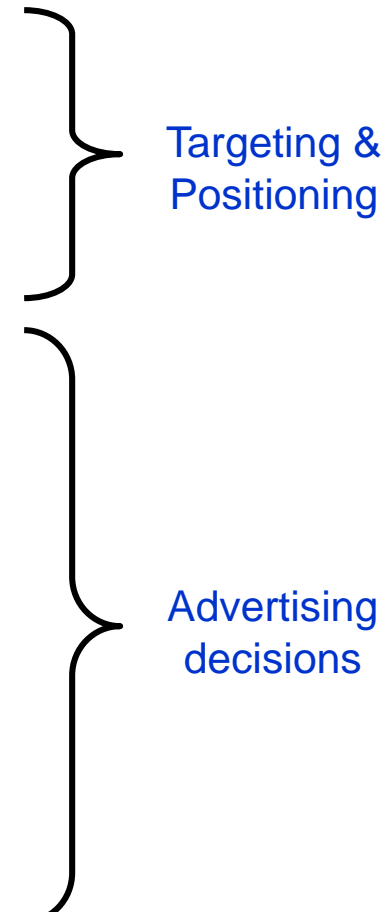
- Milk advertising in 1992:
  - Adults: Milk is healthy
  - Teens: Milk makes you strong and beautiful
  - Kids: Milk is cool and fun
- Beliefs about milk in 1992:
  - “I like the taste of milk”: 80% agree
  - “Milk is a healthy drink”: 89% agree
- Solution
  - Increase mindshare: create memorable advertising campaign
  - Manage “rationing”: encourage buyers to bring more milk home





- **Market (target audience)**
  - People who currently drink milk
- **Message content**
  - Make sure you have enough milk (it complements many other meals)
- **Mission**
  - Increase milk consumption by one glass per week within a year
- **Message design (creative solution)**
  - Got Milk? “deprivation” campaign
- **Media strategy**
  - TV, print
- **Money**
  - ??
- **Measurement**
  - 60% aided recall in 3 months
  - 2.67% (\$30M) increase in annual sales

7Ms

- **Markets** (Who should I talk to? Target Segment)
  - **Message Content** (What should I tell them? Key Benefit/Positioning)
  - **Mission** (What do we intend to achieve? Awareness, Knowledge, Interest, Trial)
  - **Message Design** (How should I say it? Creative Strategy)
  - **Media Strategy** (How do I reach them?)
  - **Money** (How much do I need to spend?)
  - **Measurement** (Was it worth it?)
- 
- The diagram uses two large curly braces on the right side to group the seven items. The top brace groups 'Markets', 'Message Content', and 'Mission', with the label 'Targeting & Positioning' to its right. The bottom brace groups 'Message Design', 'Media Strategy', 'Money', and 'Measurement', with the label 'Advertising decisions' to its right.
- Targeting & Positioning
- Advertising decisions